

CHAPTER I

INTRODUCTION

I.1. Background of the Study

Nowadays, many companies in Indonesia have entered the international market. They use English to do their business, especially when conducting negotiation with foreign companies. It is supported by Morris's statement as follows: "English is widely used for business purposes" (Morris, 2001 : 7). In other words, if one company wants to expand its market internationally, that company needs employees who can speak English.

In this term-paper, I would like to discuss the use of written and spoken English in doing business negotiation, especially for a marketing staff at Trijaya Watch and Service. A company which does not have a marketing department is impossible to survive in business world because through this department, the product of the company can be known by people. In marketing, negotiation is one of the important points that "bridge" a deal between a supplier and a buyer. In doing negotiation, a marketing staff must have an ability to make a good communication with supplier or buyer both in spoken and written English. By using English both spoken and written with the foreign supplier, the company will be able to communicate, negotiate and have a good relationship with foreign supplier.

This idea is also supported by Griffin who says: ‘Effective communication in English can bring healthy and positive effect on the company’s activities and productivity.’ (Griffin and Pustay, 1996: 172).

In this term-paper I do an observation and interview with the marketing staff on Trijaya Watch and Service. I choose Trijaya Watch and Service because at that company, English is one of the important tools for negotiating with foreign suppliers because several watch spare parts are imported from Singapore and Switzerland. This company sells and provides services luxurious watches.

I.2. Identification of the Problem

1. What kind of written and spoken English are needed in making a good negotiation?
2. What kind of written and spoken English are used for negotiation by the marketing staff at Trijaya Watch and Service?

I.3. Objectives and Benefits of the Study

I.3.1. Objective of the Study

1. To know what kind of written and spoken English are needed to make a good negotiation.
2. To know the kind of written and spoken English needed in order to make a deal in doing business negotiation.
3. To compare theory of negotiation with the application at Trijaya Watch and Service.

I.3.2 Benefits of the Study

I hope that this term-paper can be useful for the students in the Faculty of Letter at Maranatha Christian University because this subject has many relation with the lessons in the Faculty of Letters at Maranatha Christian University, especially for the student of the D-III Programme for English. Furthermore, I think that this term-paper can also be useful for people joining this business.

I.4. Concise History of Trijaya Watch and Service

Trijaya Watch and Service was established in the year of 1971 in Bandung by the three Tanusaputra brothers. Trijaya Watch and Service is located at Jalan Dalam Kaum no. 9 Bandung. The owners choose Jalan Dalam Kaum as the location for Trijaya Watch and Service because this place is at the centre of Bandung. Trijaya Watch and Service is known for its best selling and being a good place to repair watches in Bandung.

This company sells variety of original watches and spare parts for watch services. Several of the watches and spare parts are imported from Singapore and Switzerland.

Trijaya Watch and Service joined Seiko Quartz seminar in Jakarta on October,1982, and Trijaya Watch and Service got a certificate for the best selling and watch repairing company in Bandung. In August 1990, Trijaya Watch and Service also joined Longines seminar in Singapore, and from this seminar Trijaya Watch and Service got a certificate for the best place for repairing watch in Bandung, too.

Trijaya Watch and Service is a company which sells original and well known brand watches, such as Seiko, Citizen, Alba, Orient, Festina, Mido, Titoni,

Charles Jordan, Raymond Well, Swiss Army, Casio, Timex, Georges Claude, and Junghans.

I.5. Limitations of the Study

In this term paper, I will point out the importance of written and spoken English for a marketing staff in doing negotiation with suppliers. The marketing staff are the ones who usually run the negotiations by using English language as the means of communication to get the deal.

I.6. Layout of the term paper

This term paper starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which the present writer acknowledges the work and contribution of other parties. After that is the Table of Contents, followed by its five chapters :

Chapter I : is the introduction to the analysis

Chapter II : contains the library research

Chapter III : deals with the performance of the research

Chapter IV : contains the result and discussion of the research

Chapter V : contains the conclusion, the present writer's comments and suggestions.

In the final part, the present writer present successively the Bibliography and the Appendices.