

CHAPTER I

INTRODUCTION

A. Background of the Study

Prudential Life Assurance is one of the best insurance companies in Indonesia. This company is an insurance and financial company. It was necessary for me to do an internship before I wrote my term paper. I chose to do my internship in Prudential Life Assurance Company because I think it is the best insurance company in Bandung. All the agents who work there are very professional and trustworthy. I think that I would have many experiences if I had my internship in this company. The topic that I take for this term paper is my difficulty in delivering presentations. In this term paper, I intend to explore how to deliver a presentation effectively because I feel it is important for any kind of job. Many people do not take it

seriously because they think it is easy to deliver an effective presentation, but actually it is very hard.

When I did my internship in Prudential Life Assurance from 18th June 2013 to 19th July 2013, one of my tasks is giving product presentations to my clients so they will buy our insurance products. I did not know my clients well and I was afraid of making mistakes while doing the presentation. It was becoming so difficult for me to do the presentation. As a consequence, the communication between the client and me did not work properly because my client did not take the insurance policy.

All the difficulties that I experienced during my internship make me want to explore and study more about delivering good presentations. The advantage of exploring and studying this topic is to help me solve my problems in delivering presentations. Besides, it can help other people who have a similar problem as mine. It would be useful for other fields, such education, business, and others.

B. Identification of the Problem

During my internship, there were so many difficulties I encountered in delivering presentations. There are three main problems which are going to be analyzed in this term paper, namely:

1. Why is it difficult to deliver presentations?
2. How do the difficulties affect my presentations?
3. How do I overcome the difficulties in delivering presentations?

C. Objectives and Benefits of the Study

The objectives to be achieved at the end of this term paper are to find out the reason of the difficulties in delivering presentations, to find out the effects that are caused by the difficulties in delivering presentations, and to find out the solution to the difficulties in delivering presentations.

The benefit of the study for me is I can find the best solutions for the problems that I encountered during my internship and I can prove it myself. Besides, this term paper can be beneficial for the institution where I did my internship, so that they can improve the presentation skills in their company. This term paper can also be beneficial for D3 English students who are interested in taking a similar topic. Moreover, I hope this term paper can provide a solution for the general readers who have difficulties in delivering presentations, so that they can learn and improve their skills.

D. Description of the Institution

Prudential Corporation was established in London in 1848. Because of the company's hard work, nowadays Prudential is the biggest insurance

and financial company in England, Europe, USA, Arab, and Asia.

Prudential has been in Asia since 1923, and now Prudential is operating in Indonesia, Malaysia, Singapore, Hongkong, Thailand, Philippines, China, India, Taiwan, Vietnam, Korea, Japan, and Middle East.

Nowadays, Prudential has 241 agency offices in Indonesia, called PruDynamic. One of the PruDynamic agency offices in Bandung is in Paskal Hypersquare.

Prudential company's mission is being the best companies in Retail Financial Services Indonesia, surpassed expectations of our customers, sales force, staff and shareholders by providing perfect services, quality products, and professional sales force of highly committed and generate profitable investment income. Prudential Company's Vision is just by listening, we can understand what the community needs, and only by understanding what the community needs, we can provide the products and service levels as expected. (Prudential 1).

E. Method of the Study

The process of collecting all the theories is done by electronic research and library research. The theories that are used in this term paper are taken from the Internet, books, and from the internship journal. The field report data is collected during the internship period and captured in the

internship journal. Moreover, the theories contain the observation of interviewing an expert in this topic.

F. Limitation of the Study

The limitation of the subject is about the difficulties in delivering presentations during my internship from 18th June 2013 to 19th July 2013 in Prudential Life Assurance Company. When I gave a presentation to my clients, I felt it was very hard for me to make my clients understand all the points. I found many problems during the preparation and the presentation. Therefore, I will explore more about the difficulties in delivering a presentation.

G. Organization of the Term Paper

There are four chapters in this term paper. Chapter I is Introduction, Chapter II is Problem Analysis, Chapter III is Potential Solutions, and Chapter IV is Conclusion. Chapter I is the background of the problem, and in what way the problem will be studied. Chapter II is the problem being analyzed. It contains the causes and the effects of the problem. Moreover, Chapter III presents the potential solutions to the problem. The potential solutions have positive effects as well as negative effects. Chapter IV is the summary of the term paper and Conclusion as well as suggestions. The chosen solutions to the problem are presented in this

chapter. This term paper ends with Appendices, including the Flowchart and Bibliography.