

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Communication has been a key element to interact with people in every society since the beginning of time. Not only for everyday interactions, communication is also important in doing business especially in sales. As stated in a book entitled How to Talk to Absolutely Anyone that “Communication is absolutely crucial for business and personal succes” (5). In relation with that statement, good communication is needed in doing bussines especially in dealing with prospective customers when a sales person is trying to approach a potential customer. The article “Opening Statement” states that “Nothing is more important to prospecting (other than actually doing it) than the quality of your opening statement” (par. 1). It means that how a sales person open conversations is important in sales.

Good communication in doing sales is initiated by appropriate conversation openings. The article “Improving Your Conversation” states that “A sales person should be proactive and be the first one to open up

and invest in the conversation”(par. 7). During my internship since 25 December 2013 until 10 January 2014 in Succoth The Tent of Appreciation (henceforth: STA) , I realized that the ability to open conversations well is important regarding my position as a shopkeeper there.

A shopkeeper must have an ability to communicate well with the customers because he or she is the first person that customers will interact with at the store. It is the duty of the shopkeeper to persuade the customers to buy the product for examples shoes, shirt, T-shirt, jeans and accessories. In doing so, a good approach in the beginning of the conversations with customers is crucial to make the persuasion smooth and not intimidating for the customers.

During my internship, when foreign customers came to STA, I actually had to approach them and started making conversation with them. However, I preferred to wait until they came and asked me first for information concerning STA because I found it difficult to open a conversation. As a student of an English Program, I should have become accustomed to communicating in English. Yet, I felt nervous when I have to deal with foreigners. The difficulty made me not able to perform well on my internship.

Realizing the importance of making a good conversation openings, I decide to take this topic for my term paper. In my opinion, it is important to find the solution to my problem because the solution will help me to perform my duties as a shopkeeper well. Thus, I will analyze this problem

critically and systematically, based on the principles of scientific research, so that I can find the best solution to solve my problem.

## B. Identification of the Problem

The problem that I am going to discuss in this paper is formulated as follows:

1. Why did I get difficulty in opening conversations with foreign customers as a salesperson at STA?
2. How did the problem affect my performance as a shopkeeper in STA?
3. How should I overcome the difficulty in opening conversations with foreign customers?

## C. Objectives and Benefits of the Study

The objective of this term paper is to find out the causes and effects of the problem, and to provide the best solution for the problem. There are some benefits for the institution, the readers, and also for me as the writer of this term paper. The benefit for STA is that the other employees, especially the shopkeepers who work for this institution will know what to do to solve a similar problem. The benefit for the readers is they can apply the best solution to open conversation with others, especially with foreign people. Last but not least, the benefit for me as the writer is I will be able to open conversations with foreign customers well.

## D. Description of the Institution

Based on the interview with Mr. Ishzkia as the owner of STA. The store was opened 21 August 2013. It is located on Jalan Mertasari 143 Kerobokan - Bali. The store is strategically located, because it is near Seminyak beach and Petitenget beach, so the customers can find STA easily and there are quite a lot of foreign tourists especially from Australia living there. The present location makes it the perfect choice to stay to chill and shop. The shop had a vintage concept. What makes the shop unique is that there is a coffee shop in STA. The owner wants to make the customers to also enjoy the environment there, not just for shopping. STA had 3 employees. 1 as a cashier, 1 as a cleaning service and 1 as a barista. The shop offers various kinds of body wear such as shirts, trousers, accessories, and shoes, with its specialty in handmade shoes. Some photos of the products sold in the shop are put in appendix D.

## E. Method of the Study

In doing this study, I applied two methods that are field research and library research. For the field research, I did an observation during my internship in STA Bali. The data from the observation were recorded in my internship journal. For the library research, I gathered data from both printed and electronic resources.

## F. Limitation of the Study

This study focuses on the problem I found when opening conversations with foreign customers. I had the problem when I did my internship from 25 December 2013 until 10 January 2014 as a shopkeeper in STA.

## G. Organization of the Term Paper

This term paper starts with Abstract, Declaration of Originality, Acknowledgements, Table Of Contents and divided into four chapters. The first chapter consists of Background of the Study, Identification of the Problem, Objective and Benefits of the Study, History of the Institution, Method of the Study, and Organization of the Term Paper. The second chapter discusses the causes and also the effects of my problem. The third chapter discusses potential solutions, with their positive effects and also negative effects. Then, the last chapter discusses the conclusion of my analysis. The term paper ends with a Bibliography and Appendixes.