

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

As a requirement of my final year study at D3 English, I had to do an internship. I did my internship as an administration staff at CV Global Trading Unggul. My internship started from 13 January until 20 February 2014. One of my job descriptions as an administration staff is I should be able to write e-mails, mostly using English, for buying and selling various types of the tools that the office sells. I had to write e-mails in English language, which I had never done before; therefore, I found difficulties in writing English business e-mails, especially in applying the correct grammar and vocabularies. For example, once I needed to order chemicals, but I wrote "I buy chemicals" in my e-mail and my customer did not understand what I meant. They might think that I have already bought chemicals or I want to buy chemicals. I should have said more clearly "I want to buy some chemicals."

Based on my experience while doing internship at CV Global Trading Unggul, I choose overcoming difficulties in using vocabularies

and grammar in writing English business e-mails at CV Global Trading Unggul as my topic for this term paper. The reason why I choose this topic for my final term paper is because mistakes in grammar and vocabulary in e-mails gives a negative impact to selling activity in CV Global Trading Unggul. It can be seen, in this case from the customers that they had difficulties in interpreting and replying e-mails from me.

## B. Identification of the Problem

The problem which I would like to analyze in this final term paper are stated below :

1. Why did I have difficulties in writing English business e-mails at CV Global Trading Unggul?
2. What effects could be occurred when making wrong business e-mails?
3. How should I overcome my difficulties in using correct grammar and vocabulary in writing English business e-mails?

### C. Objectives and Benefits of the Study

This final term paper gives benefits to CV Global Trading Unggul because it can give good input to the staff to overcome this problem. Besides, this final term paper also gives benefits to readers in order to avoid the same case. Lastly, I will get some advantages, there are experiences in working at office, overcoming the problem and sharing the solutions to the readers.

### D. Description of the Institution

Based on interview with Mr Tjio Sin Leh, CV Global Trading Unggul, at Ruko Gading Regency Blok A1 No. 18 in Soekarno Hatta Street, Bandung, was originally named CV Sinergi Unggul. This company was first established by Mr Tjio Sin Leh with his colleagues in 2008. Initially the company was engaged in the lubricant provider for fabric machine and textiles environment. Over time, the company began to sell engineering tools such as bearings, firefighters, and chemicals.

In 2010, Mr Tjio Sin Leh bought all the shares and changed the name into CV Global Trading Unggul. Since 2010 the company has been progressing quite rapidly and has begun partnerships with parties from developed countries such as Germany, Britain, and China.

## E. Method of the Study

First of all, I gather the data by interviewing Ibu Lia Susilawati as my supervisor and leader while working in CV Global Trading Unggul. Then I began to do some library and Internet research by reading some books and searching for other materials needed which are related to business e-mail.

## F. Limitation of the Study

The study is focused on me as an administration staff at CV Global Trading Unggul from 13 January until 20 February 2014.

## G. Organization of the Term Paper

This term paper consists of Abstract, Declaration of Originality, Acknowledgement, Table of Contents, and four chapters. The first chapter is the Introduction, which contains Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper. Chapter Two is problem analysis, consisting of causes and effects from the problem. Chapter Three is potential solutions, presenting the solutions for the problems. The last chapter is conclusion. The term paper ends with the Bibliography and Appendices.