

CHAPTER I

INTRODUCTION

A. The Background of the Research

Language is very essential instrument in communication. Language impacts the daily lives of members of any race, creed, and region of the world. Language also helps express our feelings, desires, and queries to the world around us.

Today, English becomes the most widely studied foreign language on the world. Richards and Rodgers (2007, p.1) said : “Whereas today English is the world’s most widely studied foreign language, five hundred years ago it was Latin...”. So, English is one of an international languages and it widely used and studied all over the world. As people know that language is not only used in writing but also in speaking as a means of communication.

As an international language, English has an important role for people everywhere, this language is usually used for global communication. Additionally, the ability to communicate in English languages is becoming more and more important in the increasingly integrated global business community. English is also used in field such as companies.

Company is an organization connected not only in the world of business but also in many sectors such as trading, export-import, marketing,

film production, etc. Film production played an important role in the development of cinematography and television all over the world. It was particularly important in the developing countries of Asia, Africa, and South America, where the increasing number of films produced greatly influenced the growth of national cultures. In the film industry ecosystem, support from marketing and publishing agencies has played an important role in maximizing publicity and revenue from other channels.

Marketing is of vital importance to any business. It is the key process of researching, promoting and selling products or services in target market. The bottom line of any business is profit. Profit is largely the result of successful sales. Marketing is an important business process where inform, attract and convince people that the products or services are of value to them. Global marketing focuses upon utilizing a companies assets, experience and products globally and upon adapting to what is truly unique and different in each country.

As the largest economy in Southeast Asia, according World Bank economic data in 2019 that Indonesia is the world's 10th largest economy in terms of purchasing power parity, the size of the Indonesian domestic consumer market is an alluring attribute for any investor. Indonesia has made significant changes to its regulatory framework to encourage economic growth many investor come to Indonesia and make companies. In every companies have divisions, such as licencing, finance, event, marketing department, etc. PT Digital Network Aestetik or DNA do not have all

division like in other companies, it only has event, finance and accounting, and marketing, licencing.

The writer trained as a marketing staff in PT Digital Network Aestetik, because marketing allows the writer to be a creative and to come up with new strategies that could win over prospective customers. It is perfect for everyone described as a people's person because it involves a lot of networking and your customer skills have to be in line as well. PT Digital Network Aestetik is company which is moving on in the field of Public Relation, Marketing Communication, Creative and Audio Visual Production.

Based on background of the research above, the writer interested doing the research about marketing. The writer also did the intership as staff marketing at PT Digital Network Aestetik to know the marketing system there. Therefore, the writer really interested in choosing the tittle of this scientific paper as "The Description of Marketing Jobs at PT Digital Network Aestetik in Jakarta".

B. Research Questions and Scope

1. Research question

Based on the background of the research, the writer purpose some questions of the research, as follow :

- a. What are the obstacles faced by the writer at marketing staff in PT Digital Network Aestetik, Jakarta ?

- b. What are the solutions found by the writer to solve the obstacles at PT Digital Network Aestetik in Jakarta ?

2. Scope

The writer gives limitation of the research on marketing department of PT Digital Network Aestetik in Jakarta. The writer tries to describe the job of marketing staff such as visiting our partner, managing email, searching project from email, and coming to our partner. Those task which the writer explains are written serially.

C. The Objectives and Significances of the Research

1. Objectives of the Research

The Objectives of the Research are :

- a. To identify the obstacles faced by the writer at marketing staff in PT Digital Network Aestetik, Jakarta.
- b. To find the solution to solve the obstacles at marketing staff in PT Digital Network Aestetik, Jakarta.

2. Significances of the Research

- a. For the writer

The writer has to write a paper fulfill her final task in D3 program in English Department at STBA-JIA. The writer could evaluate how much is in importance staff marketing in PT Digital Network Aestetik.

b. For the reader

It is expected that the paper can help in understanding about marketing field and the reader are able to increase the knowledge and experience.

D. The Operational definition

Marketing is the science and art of exploring, creating, and delivering value to satisfy to needs of a target market at profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies to size of the indentified market and profit potential.

E. Research Methodology

In conducting the research, the writer applies the descriptive qualitative analysis. Given (2008, p. 24) stated Qualitative research is designed to explore the human elements of a given topic, where specific methods are used to examine how individuals see and experience. This means that qualitative researcher study by their experience, attempting to make sense of or interpret phenomena in terms of the meanings the people bring to them. Qualitative research involves the studies use and collection of a variety of empirical material-case study, personal experience, introspective, life story, interview, observational, historical, interactional,

and visual text-that describe routine and problematic moment and meaning in individual's life.

In this research process, the writer use a descriptive qualitative analysis with technique, collecting data, observation and documentations at PT Digital Network Aestetik, Jakarta. PT Digital Network Aestetik is located on 90-B Dr Saharjo street ,south Jakarta. In addition, to complete the data the writer took a month on March 2019 to collect the information and made research.

F. The Systematization of Research

The Systematization of Research means to present the research well edited composition. This research is divided into five chapters as follow :

Chapter I is Introduction. It explains about the background of the research, the scope of problem, the question of the research, the objective of the research, the significance of the research, operational definition and the systematization of the research.

Chapter II is Theoretical Description. It consists of the definition of marketing in marketing environment, Entities Marketing, Various type of Marketing, The Marketing Mix, Marketing Process, Public Relation Company, and Relevance Research.

Chapter III is Company Profile. It contains of Company History, Organizational Structure, and Procedure Work Frame.

Chapter IV is Report of Observation Findings. It includes of Data Description, Observation Obstacles, and Problem Solving.

Chapter V is Conclusion and Suggestion. It explains about the conclusion and the suggestion of this paper to marketing staff for the improvement.