CHAPTER 3

PROBLEMS IDENTIFICATION AND SOLUTION

3.1 Problem Identification

During the internship, the writer worked hard so that the work carried out could be completed with the best results and delivered on time. However, in practice not all work could be completed perfectly. Some of the obstacles faced by the writers are :

1. When the writer was given the task to send an offer letter based on the database provided by the sales, she faced difficulty since the database given was not in accordance with the intended target market. For example, the product offered by the writer was RTL (Reconstituted Tobacco Leaf), but the database given was a food or health company. Therefore the writer had to sort out which company was suitable for the offer letter. It certainly took a long time because there were many companies in the databases that did not match the offer letter.

2. When contacting the customers found via online search, the writer found difficulty to get a reply regarding the offer letter from them. when there was no reply from the customers, then the writer could not follow it up with the product introductions.

3. Recapping an invoice might be simple, but when the number of invoices that must be sorted out were abundant, recapping them was no longer simple. That was the problem that the writer often encountered. An obstacle like this would

24

obviously affect other jobs related to the shipment. For example, when the writer entered the wrong number, the invoice that had to be paid by the unit will not match the shipment of the goods.

4. When looking for a customer who will be contacted to be given an offer letter. I found difficulties during the online customer search process, because I had never done this before and sometimes the information I get through the web is not accurate and there is no contact for me to contact the company.

3.2 Problem Solution

The ways to overcome the obstacles experienced by writers are as follows:

1. Discipline

Discipline is very important for organizational growth. The employee should be self-disciplined in carrying out work both individually and in groups. Beside that, discipline is useful in educating employees to comply with and enjoy existing regulations, procedures, and policies, so that they can produce good performance.

Discipline is the most important operative function of Human Resource Management because the more discipline the employees are, the higher the work performance that can be achieved. Without good employee discipline, it is difficult for company organizations to achieve optimal results. Good discipline reflects a person's sense of responsibility for the tasks assigned to him. This will encourage work enthusiasm, work spirit, and the realization of company, employee and community goals (Subekti et al., 2011). Therefore, every manager always tries to make his

subordinates have good discipline. A manager is said to be effective in his leadership, if his subordinates are well disciplined. It is quite difficult to maintain and improve good discipline, because many factors influence it.

Discipline helps writers in completing reports on databases given by sales. If the author does it with discipline, the task given will be quickly completed and completed with satisfactory results. Sales can also be helped because by sending as many offer letters to the right target, the possibility of getting customers is even greater.

2. Careful

The writer tries to be more careful so that she will not give wrong information to potential clients, as well as marking potential clients who are interested and potential, and potential clients who do not respond to facilitate follow-up and remarketing actions in the future. In addition, the writer also tries to improve the strategy to offer to make it more attractive to prospective clients by applying the AIDA (Hassan et al., 2015) formula in the copywriting technique that the writer makes, namely:

a. Attention (Attracting attention):

This stage is the initial stage where consumers start to become aware of a product to a company brand. At this stage the writer must find out and create a strategy so that the consumers can be aware of the existence of our products. The writer does this by sending a brochure that has been made.

b. Interest (maintain interest):

When a potential client becomes interested and learns about the benefits of PT Pura's products. The writer has to arouse consumer's interest for the product

through advantages that we have. In addition, the writer can also display positive messages from consumers who are satisfied after using our products so that potential customers believe that our products are superior to other competing products.

c. Desire (create desire):

This stage is where the customer begins to have a desire to use PT Pura products. What drives customers to this stage is when the writer can convince customers that PT Pura products are best for their needs and can provide the added value needed.

d. Action (get action):

Immediately after the desire to buy occurs, this must be transferred to the buying stage. This stage is the final stage where the client starts using PT Pura products. It can be said that this stage is a trial stage where consumers will decide whether to use the product again or change their choice.

3. Work Priority

The writer must divide the work with a priority scale in overcoming the large workload and must complete it at the same time. The way to determine priorities is to sort the weighted value of the largest gap to the smallest value. There are four tips to deal with a high workload, namely, minimizing distractions, working early, asking for help, and setting priorities (Kholisa, 2012).

Based on this theory, the writer prioritizes work according to the level of urgent and non-urgent needs. In order to be able to complete the work quickly, good time management is also needed by the writer so that when the writer is asked for help by

other employees, she can quickly do it. The writer applies time management by utilizing the best possible time and does not procrastinate work, as well as give completion targets and write down what must be done on a notebook so that the writer does not forget and can do the work efficiently. Even if the work cannot be completed by the hour of operational completion, the writer did not hesitate to come home late to finish some work that needs to be done that day.

4. Persistent

Persistent is one of the important things when searching for customers via online. If you don't give up and keep looking, you will definitely get it. The writer's ways of finding customers via online are as follows:

1. Learn the products that will be offered

2. Determine the target market

3. Look for company contacts to whom offer letters will be sent via website. (In the writer's case who wants to offer cigarette paper, she search through websites that provide information about cigarette companies such as tobacco1.com)

4. Group the results that the writer's has obtained through the website based on the name of the country or region.

5. Create a data in excel and fill in the information obtained from each company.

6. Contact the company through their website or use the writer's email and send an offer letter.

7. Waiting for a response from the company. If there is a response, it will be forwarded to the sales officer.

The methods above are the usual methods used by sales officers at Pura. However, the author also applies the knowledge gained in the Marketing for Englihpreneurship and Media & Tech for Englishpreneurship classes.