

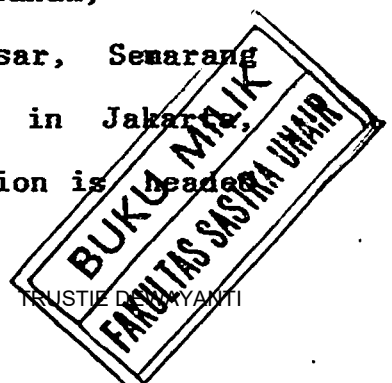
CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE RESEARCH

II.1. UNILEVER COMPANY

Unilever is an international business company centralized in London. It has so many branches in all of the big cities in the world, one of which is in Indonesia and its head office lies in Jakarta, and the factories are located in Jakarta and Surabaya. Unilever company is a joint venture between England and Dutch, so it is also called an Anglo-Dutch company. Unilever is a big company which produces daily commodities such as soap, detergent, food, butter, cooking oil, cosmetics and many kinds. Their products are famous in Europe, The United States, Asia Africa and Australia. Like in Indonesia Unilever products are popular for instance Rinso, Lux beauty soap, Sunsilk shampoo, Brisk, Dimension 2in1, Blue Band and Lifebuoy.

Unilever Indonesia is an old company, founded sixty years ago. It has so many branches in almost the big cities in Indonesia, such as: Surabaya, Bandung, Padang, Samarinda, Lampung, Banjarmasin, Medan, Manado, Pontianak, Ujung Pandang, Pekanbaru, Palembang, Denpasar, Semarang and Yogyakarta. The head office (which is) in Jakarta consists of seven divisions, and each division is headed



director or a General Manager. The staff of this company consists of a Chairman, Personnel and External Relationship Director, General Manager of Personal Products, General Manager of Detergents, General Manager of Foods, Commercial Director, Sales Director and Technical Director. All the divisions are headed by the chairman. Each division is divided into two sub divisions each of which is headed by two managers (senior and junior manager), and these two managers are Brand Managers and Assistant Managers. Most of the employees in this head office are Indonesian, and some of them are foreigners who hold important positions such as the chairman, directors, coordinators and advisors.

II.2. IDENTIFICATION OF POPULATION

The population of Unilever company in this head office consists of a chairman, staff members, employees, secretaries and trainees. There are 77 persons in this head office including the foreigners. The data will be presented in the following table:

Table 1 : The Population of Unilever Company

Position	Total
Chairman	1
Staff Directors	7
Staff Managers	36
Assistant Managers	12
Secretaries	9
Trainees	10
Advisors and Coordinators	2
Total	77 persons

And the following table shows the position of Indonesian and foreigners in this company:

Table 2: The Position of The Population

Position	Indonesian	Foreigners	Total
Chairman	-	1	1
Staff Directors	5	2	7
Staff Managers	33	3	36
Assistant Managers	12	-	12
Secretaries	9	-	9
Trainees	10	-	10
Advisor	-	1	1
Coordinator	-	1	1
Total	69	8	77

II.3. THE LANGUAGE USED IN UNILEVER COMPANY

Because Unilever is an international company, English is mainly used as a means of communication. Eventhough most of the people in this office are Indonesian people, English is used besides Indonesian.

From what the writer has observed in this office, English is used in correspondence, reporting, presentations, seminars (workshops), and conversations between the staff members and the employees. In their conversations they use both Indonesian and (sometimes use) English, so code switching is inevitable. Actually, the writer found that code mixing (words borrowing) also occured in their conversation, but in this thesis the writer is not going to deal with code mixing.

Most of the Indonesian educated people use English language either as symbol of prestige or as a requirement. English language in Unilever company is really needed as one requirement of the employees who work in this company.

CHAPTER III
PRESENTATION AND ANALYSIS
OF THE DATA