

**A Job Training Report as a Course Consultant
at EF English First Jemursari Surabaya
from 23rd January 2015 until 28th February 2015**

by:

Danny Wisnu Hutomo

Student Number: 121210113002



A final report submitted as a partial fulfillment of the requirements

for the degree of

AHLI MADYA (A.Md)

Major: Business Communication

ENGLISH DIPLOMA PROGRAM

FACULTY OF VOCATIONAL EDUCATION

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Approved to be examined

Surabaya 23rd December 2015

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Head of English Diploma


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**ENGLISH DIPLOMA PROGRAM
FACULTY OF VOCATIONAL EDUCATION
UNIVERSITAS AIRLANGGA**

2015

This is to certify that the Final Report of

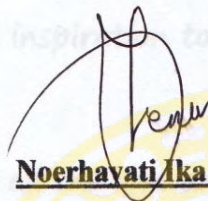
Danny Wisnu Hutomo

Has met the Final Report requirements of Faculty of Vocational Education

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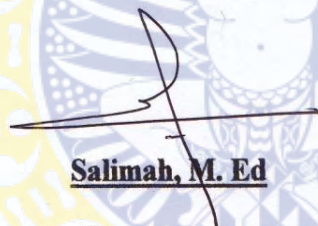
Surabaya 30th December 2015

Board of Examiners



Noerhayati Ika Putri, MA

NIP. 197801762005012002

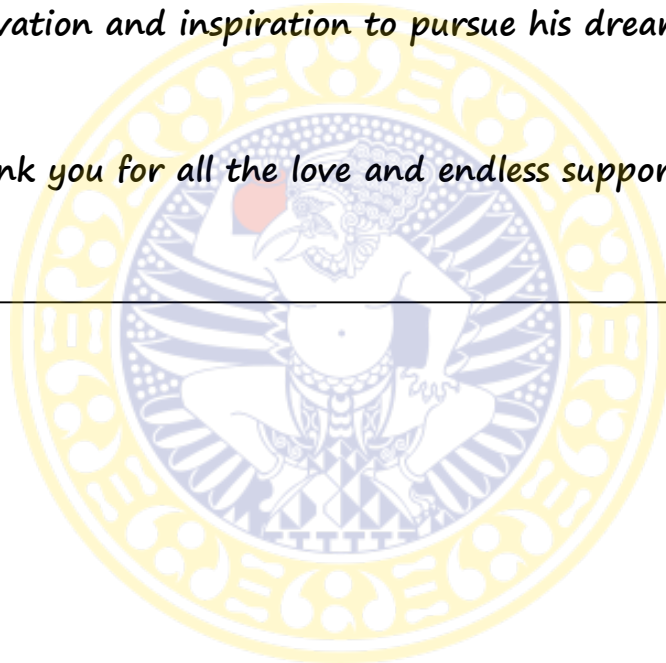


Salimah, M. Ed

NIP. 197910062008122001

The writer dedicates this final report to his big family, best friends, and beloved people in his life who have become his motivation and inspiration to pursue his dreams.

Thank you for all the love and endless support.



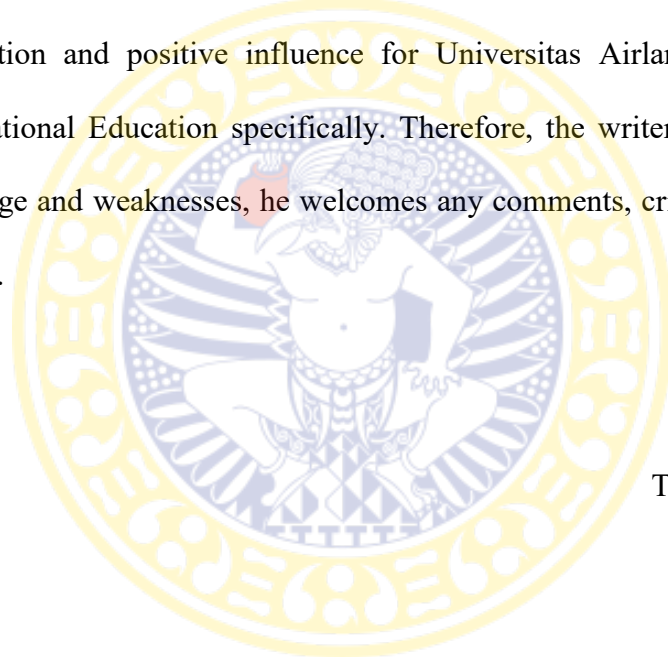
ACKNOWLEDGEMENT

In this special occasion, the writer delivers his gratitude to Allah SWT, who gives the writer his guidance, blessing, and power so that the writer can be until this point and finish his final report. The writer also wants to say his big thanks to many people who have supporting him. Therefore, the writer would like to say his thanks to:

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2. Salimah, M.Ed. as the writer's advisor, for her kindness, guidance, and time when advising the writer's final report.
3. All of the lecturers, who give a lot of knowledge and guidance, while the writer at the college.
4. Dewi Suryadi as the Center Manager of EF English First Jemursari who gave the writer an opportunity to get a full-time job at EF English First Klampis to know more about EF English First.
5. Mei Gondokusumo as the assistant manager of EF English First Jemursari and also as the writer's supervisor, who is very kind supervising and guiding the writer when the writer had his internship at EF English First Jemursari.
6. All teachers at EF English First Jemursari, Ms. Ita, Ms. Gita. Ms. Joey, Mr. Jon, Mr. Dodo, Mr. Michael.
7. All staffs at EF English First Jemursari, Ms. Farah, Ms. Laras, Ms. Alnia, Ms. Icha, Ms. Citra who pleasantly help the writer during his internship.
8. All staffs at EF English First Klampis, Ms. Ema, Ms. Nia, Ms. Titin, Ms. Siu Sia, Mr. Dicka, Mr. Jangger, Mr. Yudi who always support the writer to finish this final report.

9. The writer's family, his beloved parents, and sister, who have always supporting him.
10. All beloved friends of Pump It Up and Danz Base.
11. All beloved friends of English Diploma 2012.
12. For everyone that cannot be mentioned by the writer one by one. Thank you for everything.

Finally, the writer hopes this final report will be useful for the students who want to accomplish their final reports at similar major. The writer also hopes this reports will give a contribution and positive influence for Universitas Airlangga in general and Faculty of Vocational Education specifically. Therefore, the writer realizes that due to limited knowledge and weaknesses, he welcomes any comments, critics, and suggestions from the readers.



The Writer

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CHAPTER I

INTRODUCTION

English has become an international language because it is the official language using in a large number of countries. According to the study by Ulrich Ammon, professor of languages at the University Duesseldorf, English is the number three most people who speak a language after Urdu in number two, and Chinese in number one, but English is first rank with largest number of speakers in the world.

The reason why English is important because it is used in many international jobs such as : pilot, tour guide, etc. The other reason is English used in the internet, most of content in internet are used in English, so for many people who do not understand in English, they have to learn about it.

In Indonesia, English language is important and it can be the second language, after our mother tongue is Bahasa Indonesia. As developing country, English language is important to be used for study, business, and for those who wants to study or travel abroad. Right now, there are so many English Courses, which is good for business. Indonesian people really need English Language for work. Many offices or companies want their staff be able to speak in English active not passive and usually they also insert “able to speak english” in the job vacancy application.

Surabaya, as the second biggest city after Jakarta, has a lot of national and international schools and also companies which are English language is nessesary for conversation and for write a journal or correspondance. With this high potential, English course here becomes the solution to help people to learn more about English language. There are so many English Courses in Surabaya, one of them is EF English First.

EF English First is the world's largest private education company and also courses that specializes in language training, educational tours and cultural exchange. In Indonesia, EF English First also becomes the largest English course in Indonesia with more than 60 centers in more than 20 cities.

In Surabaya, EF English First has 7 English course centers and it is the largest in this city. The course centers are located spreadly in this city like PTC, Plaza Surabaya, Klampis, Jemursari, Bukit Mas, Kayun and the newest one is at Sutos, so that many people can study in EF English First near their house, school, and also their company.

Because EF English First is an international company and very famous, the writer decided to do internship program there. He had choosed Course Consultant at EF English First. This position is very important, because the main duties are looking forward for new student, knowing about the products and giving the information for customers, and manage the class. The writer is interested in taking this position because he wanted to share his skills of speaking, also he wants to learn more about marketing and products. The writer hopes to develop his skills and apply it in this company so that will be useful.

The writer is placed in EF English First Jemursari after meeting before internship. The writers get a lot of new valuable experience during internship in the office because this is the first time for the writer to do it.

In the next chapters, the writers would like to describe the company profile, job analysis, and conclusion. The company profile chapter contains the company history, organization chart, job and responsibilities, vision and missions, and location. In the job analysis chapter, the writer describes about job descriptions, job performance, and supporting subjects.

CHAPTER II

COMPANY PROFILE

2.1. Brief History

English First is part of Education First which was established in 1965 by a young Swedish entrepreneur named Bertil Hult. When he was 24 years old, he created the concept of the world's first experiential learning program consisting of language travel. He built a company named Europeiska Ferieskolan which means European Holiday School and nowadays is known as Education First. The first purpose was to send Swedish high school students to learn English in UK during their summer break. The name of the program was Språkresor, or Language Travel, which provided one of the world's first hands-on learning experiences outside the classroom.

In 1967, EF created a program called the Language Travel program that quickly spread throughout Sweden and Scandinavia. Besides providing English in England, EF also launched German in Germany and French in France. Four years later, EF opened EF Institute in Hastings, England, to teach intensive Business English abroad to Swedish professionals. Soon EF Institute also opened locations in the USA, France, Germany and Spain. The program name was later changed to EF Corporate Solutions.

Two decades after it was established, EF offered a wide range of language learning, educational touring, and cultural exchange programs. In 1988, EF became the Official Language School of the 1988 Seoul Olympic Games, training volunteers in German and French. The acronym EF was officially changed to "Education First" in 1994; it reflects the global education company. The logo was also redesigned by the world-famous designer, Paul Rand. In 1995, EF had a collaboration with Apple on computer-aided language learning initiatives. EF made an innovative language learning CD-ROM

Planet Arizona which was awarded Best Software Product. This educational research unit is best known as EF Labs.

In Indonesia, EF English First (EF) Indonesia was first developed in 1995. Along with twenty years of its presence in Indonesia, EF has widened to include many school branches in a variety of regions in Indonesia. So far, EF has 66 kids and teens schools and also 4 adult schools which have 75.000 students per year.

In 1997, EF Labs launched EnglishTown.com. It is an innovative online language school. In 2008, EF opened EF Academy in New York, the first full-service high school with a prestigious boarding school that offers college preparatory programs. EF later opened campuses in Oxford and Torbay, England. Incredible news was announced in 2010, EF and the University of Cambridge made a collaboration to research language learning. The next year, EF released the first-ever world ranking of general English, that is EF English Proficiency Index (EF EPI). The report is widely referenced in the academic, business and popular media. It now published annually, and offers insight into a broad range of linguistic issues.

Bertil Hult has announced his retirement and now EF is led by his son, Philip Hult. In 2013, Philip's brother, Alex Hult, joined Philip and became the co-chairman. In the same year, EF began a collaboration with the United Nations Alliance of Civilizations to produce a joint summer school program for high school students worldwide. Throughout these 50 years, with the mission to break language barriers, culture, and geography through its product, EF has made it become the world's largest educational company.

2.2. Company Profile

EF Edukagroup is a part of EF English First Indonesia, which was established in 1996. Its first branch was at Jalan Kayun Surabaya. Since its opening in early 1996, it has

grown to 14 branches in a variety of cities: Surabaya, Sidoarjo, Malang, Kuta, Jember, Kediri, Gresik, Lombok, and Malang. In Surabaya, EF Edukagroup has six school branches. They are EF English First Kayun, EF English First Plaza Surabaya, EF English First Bukit Mas, EF English First PTC Supermal, EF English First Jemursari, and EF English First Klampis. One of the EF English First branches in Surabaya is EF English First Jemursari, which is located at Jl. Jemursari no. 76, Surabaya.

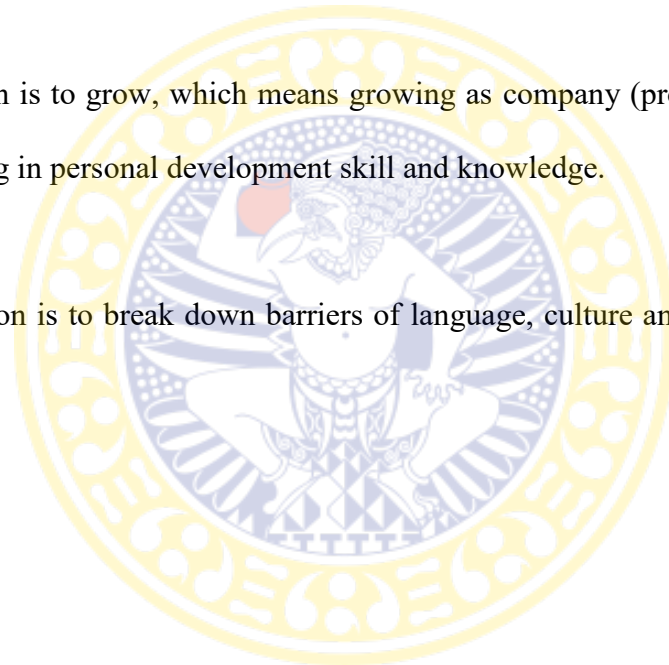
2.3. Vision and Mission

Vision

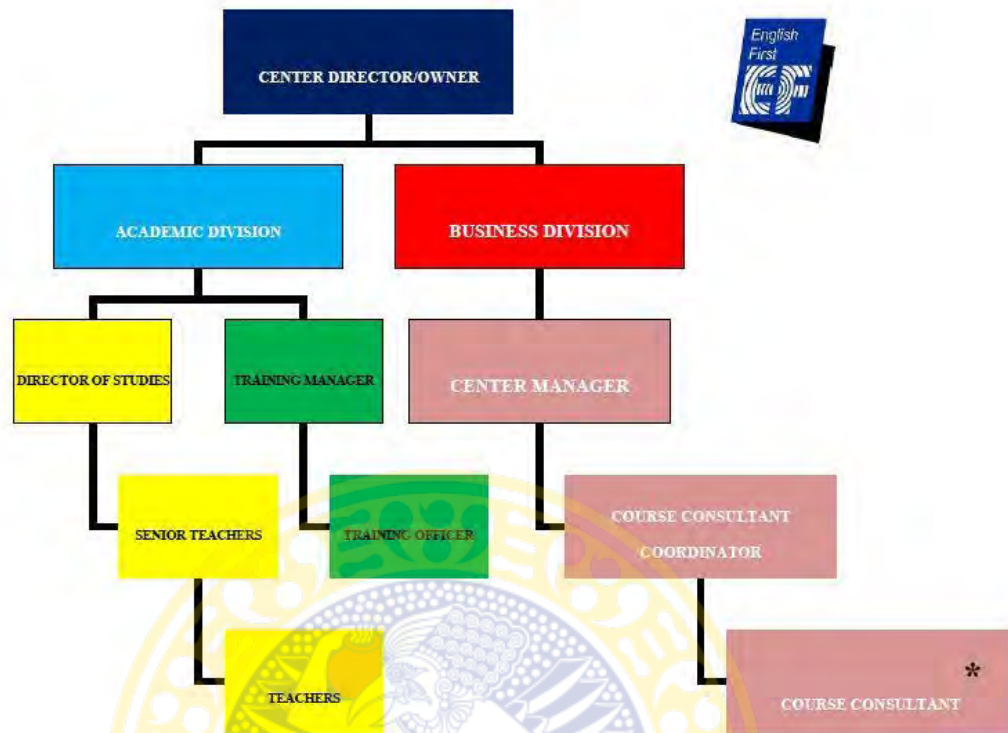
EF's vision is to grow, which means growing as company (product, profit, quality) and also growing in personal development skill and knowledge.

Mission

EF's mission is to break down barriers of language, culture and geography through its products.



2.4. Organization Structure of EF Edukagroup



* The writer did his internship as a Course Consultant under Business Division.

2.5. Job Description

Every position has its own job description. Staff have to be responsible with the job description that is given. These are some of the job descriptions in Edukagroup:

A. Center Manager

A center manager is responsible for the day-to-day management of a center. This includes overseeing the daily activities and duties and also managing all staff and a center services such as:

1. Managing a Center
2. Preparing weekly or monthly reports
3. Attending management meetings

4. Taking advantage of business opportunities
5. Performing administrative duties
6. Budgeting
7. Handling daily responsibilities

B. Course Consultant

Course consultant provides information and advice about the course to customers.

The duties are:

1. Giving information to the customer (product information, promotional information, operational information).
2. Handling students' administration (includes payment, attendance, exams, and schedule) and student services/customer (handling complaints and consultation).
3. Helping academic activities as a liaison between teachers, students and parents.
4. Conducting activities from Marketing (procurement of local events such as a Life Club center for students).
5. Distributing brochures to the public.
6. Supporting existing national marketing program.
7. Being responsible for the acquisition of the students, the opening of the new class.

2.6. Program and Services

a. Small Stars

Small Stars is a program for kindergarten and 1st grade elementary student. The best moment to learn a language is until 6 years old. It is the moment when children

can learn a language easily. The learning process of Small Stars is focusing on introducing English to children, improving cognitive abilities and social skills. In the class students will learn the basic reading, writing, listening, and speaking skills. They are also introduced to more than 500 words that are applicable in daily life. The other target of this program is to have children having fun while learning English. Some of the teaching and learning process is approached through singing, drawing, watching videos, and storytelling. Therefore, Small Stars is a preparation for the pre-schools before they enter the elementary school.

b. High Flyers

High Flyers is a program for 2nd grade to 4th grade elementary students. Books are used for teaching and learning English. They have some interesting features in the book that would interest the students, such as the comic characters. The content of the book covers vocabulary, spelling, writing, grammar as well as games that they use for learning English. Besides that, EF also provides practice opportunities for the student to communicate using English with confidence.

c. Trailblazers

Trailblazers is a program for 5th grade elementary to 2nd grade junior high school students. This program has an exciting way to learn English. Besides learning grammar, writing, reading, listening, and speaking skills, they are also exposed to English movies so that the learning process will not be boring. The material for Trailblazers is enriched with interesting and educating materials that can help students improve their communicative English skill. They will be addicted to the English lesson because the material is also available online. The innovative iLab will help students to make progress studying independently at home because the iLab can be accessed anytime anywhere on the internet.

d. Frontrunner

Frontrunner is a program for 3rd grade junior high school students to adults. This program develops the skills to be competitive in the global marketplace. This program is designed for teenagers and adults with special topics and materials that are suitable for their age. The content of the material is made interestingly to maximize the learning process of the students. This program will optimize students' ability to reach their goals of going abroad or improving their English communication skill. Frontrunner not only helps students to improve their communication skills but also leadership, critical thinking, global awareness, and problem solving skills to face the real world. This program helps students to study with dynamic and interesting lessons. Students can study either in class or online with the iLab facility.

2.7. Achievements

1. Number 1 Most Recommended Brand 2011 of “Word of Mouth Marketing” in English Category.
2. Number 1 Most Recommended Brand 2012 of “Word of Mouth Marketing” in English Category.
3. Top Brands for Kids 2012 in English Course Category
4. Top Brands for Teens 2013 in English Course Category

2.8. Facilities and Others

- Students iLab: this is an online learning facility which allows students to access their “Student’s page” on their computer or tablet anytime and anywhere as long as they are connected to the internet.

- Wi-Fi: They can use the Wi-Fi facility to access their iLab or browse when they are in English First area.
- Air-conditioned classrooms: All the classrooms are air-conditioned so that students can study in a comfortable room.
- Interactive whiteboard: The whiteboard with special features that make the learning process more fun.
- Computers every class: All the classrooms are complete with a computer to maximize the learning process through listening to audios or watching videos.
- Native speaker teachers: Students are not only taught by competent local teachers but also competent native teachers. EF especially provides professional native teachers countable from other countries like Australia, Canada, New Zealand, UK and USA.
- EF Parents: A facility for a student's parents to access the learning progress of their children on EF Parents website.
- Life Club: You can experience nice learning activities like making pizza together, or watching movies at the cinema together with EF people. These activities can improve students' confidence.

2.9. Location

EF English First Jemursari

Address : Jl. Jemursari no. 76 Surabaya

Telephone : (031) 8499900

Website : www.ef.co.id

CHAPTER III

JOB ANALYSIS

3.1. Job Description

The writer did his internship at EF English First Jemursari starting from 23rd of January 2015 until 28th February 2015. The writer had his internship from Monday to Saturday with the duration of six hours per day starting from 1 p.m to 7 p.m. During the internship the writer worked as a course consultant. The writer was supervised by Ms. Dewi Suryadi as the center manager, Ms. Mei Gondokusumo as the assistant center manager and Ms. Laras as the course consultant. The writer did his internship with three other friends of his major. The other three friends' of the writer did their internship at EF English First Bukit Mas, EF English First PTC Supermall, and EF English First Kayun.

While doing his duties, the writer was guided by his supervisor. After the writer understood and was capable enough in doing the duties, he did the duties by himself. The writer performed several course consultant duties, such as making phone calls, giving information to students or parents, entering new student's personal data to online system, and checking students attendance. The writer also did some other duties such as supervising EF tests in some schools, helping administration, making decorations, and counting the students book's inventory. When the writer was having his internship, he was offered a full-time job at EF English First Klampis after his internship, so after the internship in EF English First Jemursari, the writer moved to EF English First Klampis to be a course consultant.

The customers at EF English First Jemurari came in various kinds. They were students, parents, professionals, and many more. Most of them came to EF English First Jemursari to ask about the way to join in EF and ask about the price. As an EF English

First Course Consultant, we need to understand about all of the product knowledge and course information of EF English First Jemursari. It is also required to understand what the customers need.

In giving services, the writer tried to give his best as a course consultant, even he is still in an internship. He had to be very nice when assisting or giving services to the customers. When answering or making a phone call, he had to do it nicely and politely. If the writer was still confused and there was something he did not understand, he could ask the manager or the other course consultant to help him.

3.2. Job Performance

1st Week

a. Orientation

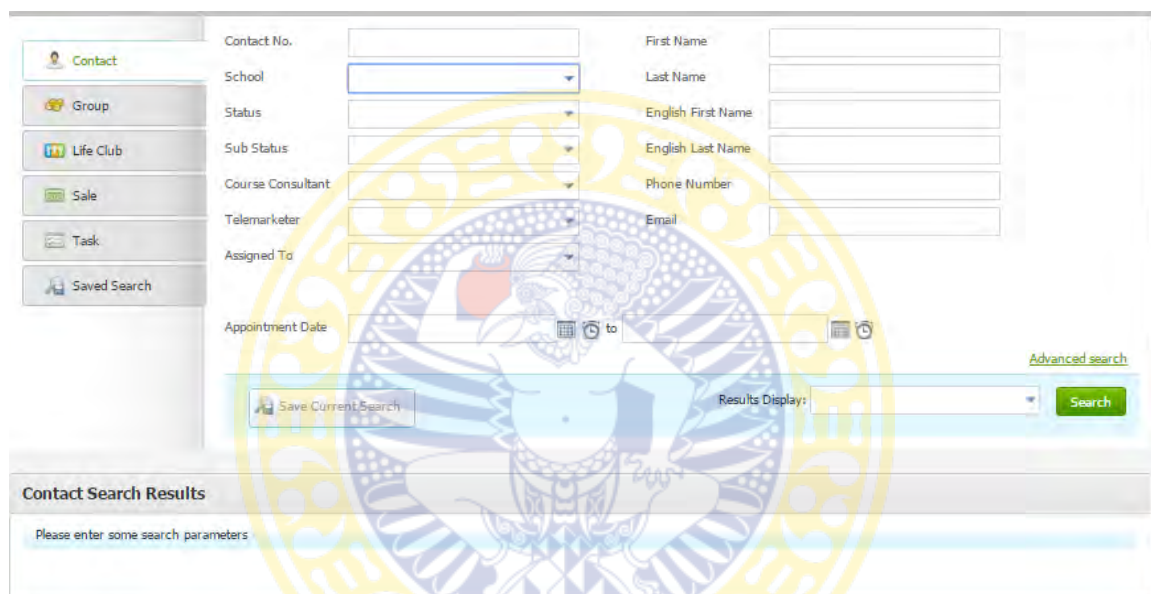
Before the internship started, the writer and the other internship participants had an orientation at EF English First PTC Supermall with Ms. Prabu and Ms. Ninien. They were introduced to the English First company profile and also the product knowledge. On the first of his internship at EF English First Jemursari, the writer had an introduction about the job description with his Center Manager and introduced to other Course Consultants including the headmaster and also the teachers.

b. Making phone calls informing EF English First EXPO

His first duty was making a phone call to EF English First Jemursari informing to all of the customer that there will be an EXPO at Tunjungan Plaza & EF English First PTC and offering about the promo or discount. The Center Manager gave the list and the writer should call all of the phone list. In the first week, the writer made lots of phone calls.

c. Writing phone call history

After calling the name at the list, the writer had to write the phone call history on ODIN+. It is the online data system of the student in English First, so we can look anything when you want to look anything about EF English First. The first thing that the writer needed is searching for the student's details. He can find it in the ODIN+ by typing the student's name or phone number, and then clicking search.

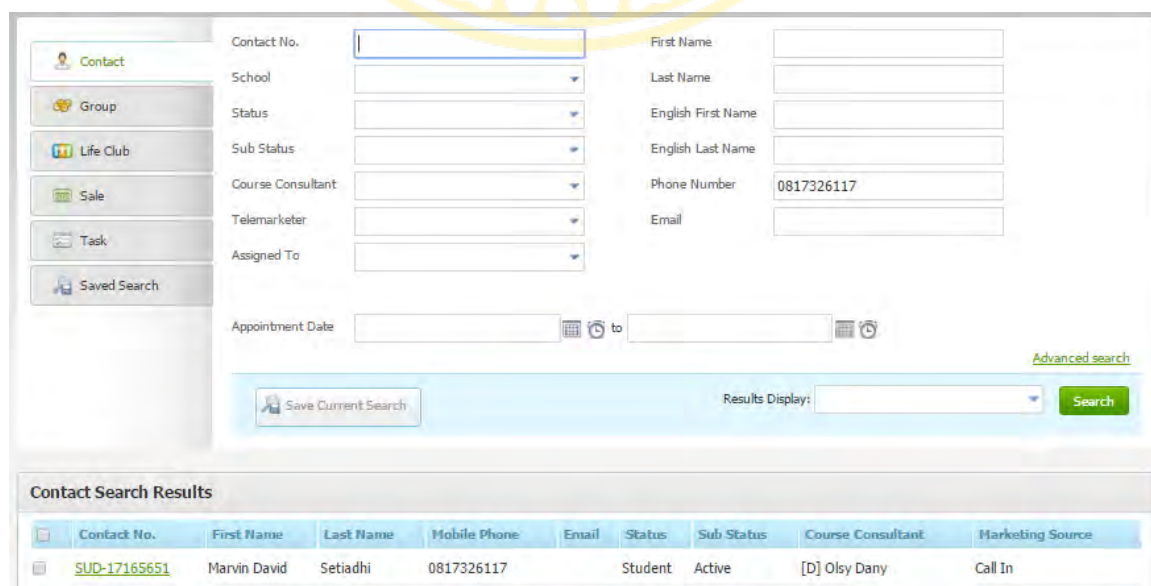


The screenshot shows the ODIN+ search interface. On the left, there is a sidebar with navigation options: Contact, Group, Life Club, Sale, Task, and Saved Search. The main area contains a search form with the following fields:

- Contact No. (text input)
- School (dropdown menu)
- Status (dropdown menu)
- Sub Status (dropdown menu)
- Course Consultant (dropdown menu)
- Telemarketer (dropdown menu)
- Assigned To (dropdown menu)
- Appointment Date (calendar icon) to (calendar icon)
- First Name (text input)
- Last Name (text input)
- English First Name (text input)
- English Last Name (text input)
- Phone Number (text input)
- Email (text input)

Below the search form, there is a "Save Current Search" button, a "Results Display:" dropdown menu, and a "Search" button. The "Contact Search Results" section below the form displays the message: "Please enter some search parameters".

Picture 1 : Searching student's profile by



The screenshot shows the ODIN+ search interface with the phone number 0817326117 entered in the Phone Number field. The search results section displays a table with the following data:

Contact No.	First Name	Last Name	Mobile Phone	Email	Status	Sub Status	Course Consultant	Marketing Source
SUD-17165651	Marvin David	Setiadhi	0817326117		Student	Active	[D] Olsy Dany	Call In

Picture 2 : Searching student's profile by phone

After the contact search result appear, then the writer can click on the student's name. At the students' personal information, the writer can find some information about the students, like their full name, nickname, phone number, age, date of birth, email address, and also the photo of the student.

Picture 3 : Student's profile information on ODIN+.

The screenshot displays the student profile for SUD-17165651. The profile includes a photo, personal details (Marvin David Setiadhi, born 2010-04-23), and contact information (mobile: 0817326117, home: 0318795520). A 'Bookings' table lists several completed visits and placement tests.

Type	Appointment Date	Status	2014-06-07 11:00	2015-06-04 11:05	2015-06-04 11:05	2015-06-07 11:00	2015-06-07 11:00	2015-06-07 11:00
Visit		Completed						
Placement Test		Completed						
Demo Class	2014-06-07 11:00	Completed						

The next step is clicking on the contact history tab. In the contact history the writer can see the last contact history information of the student.

The screenshot shows the 'Contact History' tab for student SUD-17165651. It features a form for adding new contact entries and a list of existing contact history records.

Action	Comments	Notes	Created on	By	Due time	Owner
Completed			2015-12-03 17:48	by Ema Melly Listiyani		
Action: Comments						
Outcome:						
Explanation:						
Notes:	sudah CH sm mom mom bilang anaknya enjoy skali miss, sudah info kenaikan harga dan offer 6term skalian SSC mom ppm yaa, sm libur natal jga udah yaa					
			Created on 2015-12-03 17:48	by Ema Melly Listiyani	Due time 2015-12-03 17:48	Owner: Ema Melly Listiyani
Completed			2015-10-26 18:21	by Ema Melly Listiyani		
Action: Comments						
Outcome:						
Explanation:						
Notes:	info test sm ptn jumat terina nenek nya tpi ac jga sms kok info ini					
			Created on 2015-10-26 18:21	by Ema Melly Listiyani	Due time 2015-10-26 18:21	Owner: Ema Melly Listiyani
Completed			2015-09-09 11:23	by Nia Kurniawati		
Action: Call In						
Outcome: Done						
Explanation:						

Picture 4 : Student's contact history.

Next, the writer should write the call history of phone call infom Expo at Tunjungan Plaza and PTC in the contact history column.

Picture 5 : Student's contact history column.

d. Supervising a try out test

The next day, the writer was asked to be an EF try-out-test keeper at SMA Hang Tuah 2 Sidoarjo with Ms. Desi, Mr. Made, Nur, and Robi, who was another intern from EF English First Kayun and Plaza Surabaya. At the school, the writer just needed to distribute the test paper to the students and keep an eye on the student who did the test.

2nd Week

a. Making phone calls

During the second week, the writer continued making phone calls to informing “My First Lesson”, this is seems like trial class for Small Stars program. Besides that, he also had to call those who sat for their placement test during the expo to join EF English First Jemursari and to make payment within the expo week.

b. Completing contact information data

The next day, the writer was given a duty to complete some Leads’ contact information they had gathered during the previous EF Expo on ODIN+. The writer just needed to fill the contact form for the online data system ODIN+.

Picture 6 : New contact form

c. Helping Admin

The next following days, the writer helping admin to complete the things to report such as checking the staff's report, contact history, teachers's report, etc.

3rd Week

a. Preparing for EF 50th Birthday

On the third week, the writer was asked to be prepare for EF 50th birthday at February 10th. The Center Manager asked him to participate to help prepare for this event such as : decorate, publish it to EF Jemursari's facebook accounts, as a photographer, help students to write their wish on the wall.

b. Taking class activity photos

The next day, the writer was taken some class activity photos for Media Hub EF Parents. Those class activity photos would be posted on the website of EF Parents so that

students' parents can see their children's activities in the class.

c. Counting books in inventory

Other than that, Ms. Laras had taught the writer how to count the books they have in their inventory.

4th Week

a. Preparing for Chinese New Year

On the fourth week, the writer was asked to be prepare once again for Chinese New Year, the writer decorate and asked all of the staff to wear red clothes or Chinese traditional costume a day before Chinese New Year.

b. Making phone calls informing EF English First EXPO

On the next day, the writer making a phone call the leads in this school that EF English First will have an EXPO at Galaxy Mall & EF English First PTC and offering about the promo or discount. The Center Manager gave the list and the writer should call all of the phone on the list, and the writer shared with a new staff which that is their first job.

c. Checking student's attendance

By the end of the week, the writer check the student's attendance. He check student's attendance and call them to ask why they can not come to EF and write phone call history .

5th Week

a. Being a Part of EF English First EXPO

At fourth week, the Center Manager asked the writer to go to EF EXPO to change another staff who they can not work at EXPO, so he change the position as Placement Test and Correction. The writer started to do internship from 10 a.m until 4

p.m. At the EXPO, the writer give the question paper to people who they want to do the placement test. Each program have different question paper. After they finished, the writer correction test result, he gave it to teacher for interview.

During the EXPO, the Center Manager asked the writer about his schedule at collage and he said that the writer had only 3 classes, and the Center Manager told him that she offered the writer to got a full-time job at EF English First Klampis. The writer is accepting to get full-time job at EF English First Klampis.

3.3 Supporting Subjects

When the writer was doing his internship, there were several subjects that related to his study in English Diploma. Those subjects were very useful for the writer while doing his internship in EF English First Jemursari. The subjects that helped the writer to finish his tasks such as:

a. Business Communication

From this subject the writer learned how to communicate well in business such as when answering a phone call, delivering messages to supervisors, etc.

b. English For Office Management

Through this subject, the writer learned some English that is especially applicable to office. This subject introduced the writer to some things that were used in offices so that at least the writer had basic knowledge about them.

c. Public Speaking

As a course consultant, the writer must be able to speak in front of the customer. Through this subject, the writer learned how to speak well with the customer. The writer also learned how to speak confidently in front of the public.

d. Speaking

This subject improved the writer's speaking skill so that the writer could speak English fluently. It was very useful when the writer did her internship because sometimes the writer had to speak English, such as when teacher need something to us like ordering food, helping for administration. It was also helpful during her internship since some of EF teachers are English native speakers, therefore, he could communicate with them easily.

e. Listening

Working in an English environment made the writer regularly listen to English conversation. There are some situations where the writer had to use her listening skills, like when listening to information or problem when she were talking with the teacher. The native teachers in EF are from several different countries which use different accents.

f. Computer Application

Computer Application is a subject that concerns how to operate the computer applications, like Microsoft Office programs such as Microsoft Word, Microsoft Excel, and Microsoft Power Point. When the writer did her internship at EF English Kayun, sometimes the writer had to use those kinds of programs.

g. Ethics and Personality

Ethics and Personality subject was used by the writer to behave politely and appropriately with the customers, students, teachers, staff, and all the people he met during his internship.

h. Service Psychology

Service Psychology was a subject about how to serve the customer with the best service. This subject was very useful in his internship because as a course consultant

He met lots of customers which were from different ages, types, and characters.

i. Cross Cultural Understanding

Cross Cultural Understanding subject was used by the writer to know about many different cultures that the writer had at EF English First.

