

A COMPANY PROFILE: A WAY TO PROMOTE THE NEW ENGLISH FOR BUSINESS COMMUNICATION PROGRAM OF PETRA CHRISTIAN UNIVERSITY

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ABSTRACT

This Business Communication Final Project (BCFP) is made for English for Business Communication (EBC), a new program of the English Department in Petra Christian University. The background of the study is that only few people know about what EBC is because of EBC's study focus misunderstanding. Thus, EBC needs a company profile booklet, which functions as not only a resume, but also a marketing tool for EBC, to promote its unique strengths as a new program and attract more potential customers, especially high school students and their parents. The company profile booklet outlines EBC history ("EBC-ED"), general overview ("What is EBC?"), product and service description, successes and milestones ("Why EBC?"), alumni and student testimonials ("What Do Our Alumni and Students Say?"), and contact information ("How to Reach Us?"). It is expected that this company profile can benefit EBC in its future growth and development.

Keywords: Company Identity, Company Profile, Marketing Tool, Promotion, and Promotional Tool.

English for Business Communication (EBC), which was introduced in 2011, is a new program of the English Department (ED) in Petra Christian University. Many people are not familiar with EBC, since they have only known that the English Department is about linguistics and literature. They assume that EBC is similar to Communication Science or International Business Management (IBM) in Petra Christian University. In fact, EBC focuses more on providing students the excellent English and communication skills in business context, as well as improving the interpersonal communication skills. These misunderstandings need to be clarified immediately, since they can influence EBC's image and affect its number of potential customers. EBC needs a marketing tool to communicate its uniqueness to the potential customers and change people's perception that EBC is just an ordinary new program into a unique new program that provides a package for students who want to learn both English language and business communication skills; which in this case, I propose, a company profile in a booklet form that presents EBC's latest essential information.

Having this company profile can benefit EBC in some ways. First of all, the company profile can help EBC to credibly introduce itself as a new unique program of the English Department. Unlike brochure or catalogue, this company profile can convey EBC personality as a unique program that teaches its students both English language and business communication skills. In other words, it can be a resume for EBC. Secondly, the company profile can clarify any potential customers' misunderstandings about EBC's study focus by outlining EBC key information, like 3 in 1 curriculum and testimonials. The company profile can demonstrate how effective EBC is at meeting its students' needs in the future. Lastly, this company profile can help EBC to gain more potential customers, or in this case, high school students and parents. With enough information about what EBC is, does, and offers without any misunderstandings, the company profile can attract more potential customers to join EBC. As a result, EBC can increase its number of students and prove that EBC itself is a new unique program that can develop well. As for me, working on this BCFP can help me to apply and improve the theories and knowledge that I have gotten from English for Business Communication (EBC) classes. It can also help me to improve my interpersonal skill as well to enrich my experience for my future professional development.

PRINCIPLES FOR DESIGNING NEW PRODUCTS

In designing the EBC company profile, I have conducted some research from business books and online articles regarding the company profile principles and contents. First of all, regarding the definition of company profile, according to Rachmat Kriyantono (2008), "Company profile *adalah produk tulisan praktisi PR yang berisi gambaran umum perusahaan* (A company profile is a written product of public relation practices that consists of a company's general overview)." BusinessDictionary.com also defines, "A company profile, or also called a business profile or corporate profile, is a concise description which, among other items of information, includes firm's history, number and quality of its human, financial, and physical resources, organizational and management structure, past, current and anticipated performance, and its reputation, and the standing of its goods or services." In general, a company profile is a professional introduction of a company to inform the audience about its products and services.

Secondly, regarding the forms of company profile, there are three forms in presenting a company profile which are website, video, and printed booklet. They are selected depends on the company's wants and needs. Each of them has their own positive and negative impacts. Company profile in a website form is usually used by a company who operates worldwide to reach out the potential customers all over the world. However, if there is no internet, the company profile on the website cannot be accessed. Besides, website also needs a lot of maintenance per month or per year which can cost much money. Company profile in a video form refers to the audio visual media used by a company to present the image of its company. Video is very practical for the company to explain its products and services while showing interesting interactions as well. However, creating a video needs a lot of work and resources and accessing a video cannot be done anytime and anywhere, since the viewers need to have an electronic device to play the video. Company profile in a printed booklet form means a small book consisting of a few sheets, typically with paper covers, describing a company's essential information. Printed booklet is very flexible and accessible for both of the company and the viewers. The company can choose the concepts and contents to include in the booklet and adjust with its budget by choosing certain types of design or paper. According to Rachmat Kriyantono (2008) in "Public Relations Writing: Media Public Relations *Membangun Citra Korporat*", "*Media cetak terdokumentasi dan terekam. Publik bisa secara mudah membawa dan menyimpannya dirumah* (Printed media is well-documented and recorded. Public can easily bring and keep it at home)." It means anyone can access it anytime and anywhere without any need of an electronic device like the other forms. Thus, based on its flexibility and accessibility, booklet form is the best choice among other forms for EBC company profile.

Thirdly, regarding the contents of company profile, there is no exact formula for writing a company profile. Thus, the type of information and the length of the company profile should depend on what the company is trying to achieve. It is essential to choose the right information to determine the main elements of the company. This following list includes some of the contents that are suggested by Rachmat Kriyantono (2008):

1. Company History
Company history includes the story of how a company is established.
2. Vision and Mission Statement
Vision and mission statement show the company's philosophy or ideology.
3. Corporate Culture
Corporate culture outlines the key values and concepts that forms the organization members' behavior toward the organization.
4. Leader's Message
Leader's message includes a short message from the company's CEO or directors to the viewers.
5. Staff Profiles
Staff profiles describe the people who work for the company.
6. Product and Service Description
Product and service description gives the viewers more information about the products, services, or facilities offered.
7. Annual Report

Annual report includes the company's development, profit, and loss as an effort to show that the company is doing well.

In addition to the contents mentioned above, according to Word Nerds, business writing and editing specialist website, the following contents may be essential for certain types of company profile:

1. General Overview
General overview explains what the company is and does.
2. Successes and Milestones
Successes and milestones include short stories that explain how the company has helped its customers and an overview of important accomplishments.
3. Corporate Governance
Corporate governance describes the company's attempt to meet the legal requirements and social responsibility.
4. Financial Performance
Financial performance, usually for a publicly traded company, includes a summary of the most recent financial data.

The right amount of information can create a powerful company profile that leaves the viewers a great first impression. A powerful company profile means a well-written company profile. Richa (2014), in "Company Profile Examples: Make a Powerful Impact", mentioned these following tips in creating a well-written company profile; it is advised to start the company profile with a focused introduction that reflects the company style, omit the use of idioms and phrases, define the products and services of the company ideally for target customers, make use of proper format, font, and style, keep the company profile up-to-date, and write the company profile in simple language to be easily followed. All in all, referring to the company profile principles and contents above has helped me a lot in designing my BCFP.

PRODUCTS AND RATIONALE

For this BCFP, the product is "A Company Profile for English for Business Communication, Petra Christian University". The company profile contains EBC's history ("EBC-ED"), general overview ("What is EBC?"), product and service description: curriculum and courses ("Why EBC? 3 in 1 Curriculum"), teaching methods ("Why EBC? Real World Learning"), successes and milestones: national and international cooperation and programs ("Why EBC? Local and Global Network"), alumni and student testimonials ("What Do Our Alumni and Students Say?"), and contact information ("How to Reach Us?"). In addition, this company profile presents a brand new EBC logo to represent its identity, give the potential customers a memorable recognition, and allow EBC to stand out from other programs or even majors.

This company profile is printed in A5 size booklet form since it is generally flexible and accessible for both EBC and the potential customers. It is flexible in terms of its concept and design, since it is adjustable with EBC's budget. It is accessible, since the potential customers can bring and read the company profile whenever and wherever they want since it is neither too big nor too small. The main concept and style for the company profile is simplicity that reflects elegant and professional layout design considering EBC its tagline, "Professionally Communicative", as an educational organization. That is why its three main colors are blue, black, and white. Blue color symbolizes knowledge and intelligence; black color represents formality, power, and elegance; white color symbolizes brilliance and sincerity. Furthermore, blue also represents Petra Christian University color; while white represents the English Department color.

Regarding the contents, some contents mentioned above are omitted and added considering its importance and significance for EBC company profile. Firstly, leader's message, staff profiles, annual report, corporate governance, and financial performance are omitted. Leader's message that may contain EBC mission, goals, and achievements have been integrated in another section which is general overview. Staff profiles are not included because EBC, as a part of ED, actually does not have sufficient number of lecturers to be featured. If only few lecturers who mostly teach EBC

focused courses are featured, then the potential customers may think that EBC does not have adequate lecturers; while actually some ED lecturers also teach some EBC focused courses. However, if all ED and EBC lecturers are mentioned, there will be too much information for the potential customers. Annual report, corporate governance and financial performance are also excluded because they usually function as the statistical information for companies that tries to attract stockholders or investors for investments.

There are 8 company profile contents featured in EBC company profile: general overview, company history, vision and mission statement, corporate culture, product and service description, successes and milestones, alumni and student testimonials, and contact information. They are integrated and arranged under these following headings: Cover, Table of Contents, Company History (“EBC-ED”), General Overview (“What is EBC?”), Product and Service Description: Curriculum and Courses (“Why EBC? 3 in 1 Curriculum”), Teaching Methods (“Why EBC? Real World Learning”), Successes and Milestones: National and International Cooperation and Programs (“Why EBC? Local and Global Network”), Alumni and Student Testimonials (“What Do Our Alumni and Student Says?”), and Contact Information (“How to Reach Us?”).

The first two pages are the cover and table of contents that can give the potential customers a picture of what kind of company profile they are going to read. The cover has the new EBC logo, EBC tagline and PCU and ED words on it. The logo is designed as a textual logo, which means using a recognizable word, EBC, as the logo itself. The word EBC appears in letters consisting words that represent EBC. The letter E, stands for English, consists of words that represent EBC 3 in 1 curriculum and courses, which are Business Meeting, Business Reports and Proposals, Business Management, Business Document, Business Negotiation, Business Writing, Oral Business Presentation, and Marketing Communication. The letter B, stands for Business, consists of words that show EBC global network that provides students the chance to have student exchange and dual degree programs in global universities and even internship in multinational companies. The letter C, stands for Communication, consists of words that mention EBC job and career prospects, which are entrepreneurship, business executive and representative, company profile writer in export import and or multinational companies. There is also a blue line under it to add an elegant yet simple look for the logo. The color for the logo is blue, symbolizing knowledge and intelligence, that is indeed most of the time associated to education and trustable service.

The cover also features EBC tagline, which is “Professionally Communicative”. By having EBC logo and tagline along with PCU and ED words on the cover, people can guess that the company profile they are going to read is a program related to PCU. Then, if they are interested to know more about EBC, from the table of contents with numbered headings, they can easily navigate the information they are looking for in certain pages. The headings are written in question form to trigger the potential customers’ curiosity about EBC. The next page consists “EBC-ED”, as a brief explanation about EBC company history that mentions ED and PCU to give the readers a hint that EBC is related to them and indeed credible. This part also implicitly outlines EBC vision and mission statement. Through vision and mission statement, people can get to know the goals that EBC tries to give to its students. “What is EBC?” contains brief description about EBC general overview pointing out what EBC stands for and aims to its students.

Then, product and service description are presented under “Why EBC?” sections to provide the readers more information about EBC curriculum and courses and teaching methods. “Why EBC? 3 in 1 Curriculum” explains and shows how EBC has integrated its courses to give its students adequate English, communication, and business knowledge and skills by featuring an EBC curriculum diagram, EBC graduate business sectors and job fields in various companies, and 6 EBC main courses. The 6 courses are Intercultural Business Communication, Business Reports & Proposals, Oral Business Presentation, Marketing Communication, Business Negotiation, and Internship & Project; which represent EBC’s study focus in English and Business Communication in global and cultural context. In the next section, “Why EBC? Real World Learning”, the readers can review EBC teaching methods that also implicitly mention EBC corporate value in providing students assistance and support throughout their studies inside and outside classroom. The words real world learning is selected because they reflect EBC classroom activities that encourage students to apply their knowledge and skills by working as a team on various projects. Thus, company based projects and inspiring business talks are described to attract them to join EBC. Successes and

milestones featuring EBC national and international cooperation and programs are described under “Why EBC? Local and Global Network” section to show that EBC is indeed credible since EBC can have wide connections even with global universities abroad. They will be useful to introduce and highlight EBC strengths. There are Study Excursion with some pictures of EBC students batch 2010’s Learning Journey in Singapore, Scholarships, Exchange Programs, and Joint Degree Programs in Dongseo University and Bangkok University, and International Certification, namely Business English Certification.

Next, alumni and student testimonials are included to show the readers how EBC has helped its students realizing their expectations to be professionally communicative in business context. Under “What Do Our Alumni and Students Say?” section, 1 female and 2 male students are opted to change most people’s perception that EBC as a part of ED is more suitable for and preferable by female students than male students; so, 1 alumna and 2 students are selected to share their experience with EBC. Rachel who has graduated in 2014 is chosen because as an alumna, working as a manager in a home industry business, she can relate how the knowledge and skills she got from EBC are helpful for her career now. In addition, Lee Seung Hwan, batch 2011 student from South Korea are featured to show that EBC is a program that is indeed a part of global network and open to accept students from different countries. Last but not least, Tiyo Paksi, batch 2012 student who is currently running a business are opted so that he can share his experience on acquiring the knowledge and skills from EBC while applying them in his real world business experience as well. Lastly, EBC contact information under “How to Reach Us?” section mentions ED building address, phone number, fax, e-mail, social media accounts, like Facebook and Twitter, and website; so that the readers who want to know much more detailed information about EBC can directly contact EBC staff.

CONCLUSION

In conclusion, English for Business Communication (EBC) is a new program of the English Department (ED), Petra Christian University that is having a hard time to attract more potential customers and develop. Few people know what EBC exactly is because of its name and study focus misunderstanding. They think EBC is similar to Communication Science and IBM major; while it actually focuses on teaching students how to communicate in business context in excellent English. EBC needs a tool to communicate its uniqueness to the potential customers; which is a company profile in a booklet form. Thus, this Business Communication Final Project (BCFP) is created and entitled “A Company Profile: A Way to Promote the New English for Business Communication Program of Petra Christian University”.

In designing this company profile, various principles and theories of a well-written company profile have been considered. I have also gone through some consultations and revisions with my lecturers and EBC staff and finally come up with the following contents. First of all, company history (“EBC-ED”) that mentions EBC connection with ED and PCU. Next, general overview (“What is EBC?”) that describes what EBC is and does. Then, product and service description explains about EBC curriculum and courses (“Why EBC? 3 in 1 Curriculum”) and teaching methods (“Why EBC? Real World Learning”) to highlight EBC unique strengths. Also, successes and milestones include EBC national and international cooperation and programs (“Why EBC? Local and Global Network”). Alumni and student testimonials (“What Do Our Alumni and Students Say?”) are featured to show how EBC has met students’ expectations. Lastly, contact information (“How to Reach Us?”) provides various ways for customers who are interested to know more about EBC.

EBC can use this company profile to credibly introduce and promote itself as a new unique program through the various information provided. EBC can also clarify the customers’ misunderstandings regarding its study focus that provides 3 in 1 curriculum. With enough information about what EBC is, does, and offers without any misunderstandings, EBC can gain more potential customers, or in this case, high school students and parents. In other words, EBC can use the company profile as not only a resume, but also a marketing tool for EBC. As a result, EBC can prove itself as a new unique program that can develop well.

This company profile can be handed out to those who are indeed interested to know further about EBC after getting English for Business brochures in order to function effectively and efficiently. If EBC distributes the booklets to anyone, there is a chance that the receiver is actually

not the potential target market. As a result, the booklet will be ignored and its printing cost will be a waste as well. In addition, EBC should update the company profile contents if there are some changes. A well-written company profile needs to be updated at least once a year to give the potential customers the right piece of information.

There are lots of processes to go through in working on this BCFP. Thus, other students who are going to work on a BCFP need to manage their time allocation well from the company proposal and report writing until the product designing. They need to consider what kind of project they want to propose, like marketing booklet, company profile booklet, company branding, promotional video, or even website page projects depends on the company's needs.

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