

A GUIDEBOOK ON HOW TO BE STUDENTS IN AN AMERICAN UNIVERSITY FOR STUDENTS OF ALFALINK OVERSEAS STUDY AND ENGLISH COURSE

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ABSTRACT

In the internship program, I worked at West Alfalink which is located at Ruko Rich Palace kav. I-1 Jl. MayjenSungkono 149-151. Alfalink is an overseas education consultant / agent and English language center. In this company, I found three problems. One of them is no guidebook for students who choose the USA to do their overseas study. By looking at this condition, I decided to make the USA guidebook for Alfalink's students. It can be an effective tool for the company to give detailed information for the students. By providing this guidebook, Alfalink and students can get a lot of benefits. First, Alfalink's staff do not need to give long explanation to the students and to new staff. Second, Alfalink can use it as a promotional tool. Last, students can get complete information about the USA.

Keywords: *Guidebook, informative tool for students, promotional tool for the company, the USA.*

INTRODUCTION

In this internship program, I worked at Alfalink which was located at Ruko Rich Palace kav. I-1 Jl. MayjenSungkono 149-151. Alfalink is a company which provides overseas study services and English course. Here, I worked in the marketing department. I was assigned to help the marketing staff in writing articles for Alfalink social media. Those articles were about majors of international universities. I gave descriptions of each majors with other important information, such as the future career and job description of the graduates. It was expected to trigger students' interest in choosing the major they want. Besides, I also helped them in checking the grammar in their emails and proposals.

When I did my internship at Alfalink, there were three main problems that I found. They were the lack of marketing staff's English skill, the complicated decision making process, and no guidebook for students who will study in the USA. Among these three problems, I chose the absence of USA guidebook as my business communication final project. There were some reasons why I did not choose the other two problems. First, I did not choose the lack of marketing staff's English skill as the problem to be solved because it did not give direct impacts to the company and the customers. When they found difficulties in writing English e-mails or proposals, they could ask for the help from the teachers at Alfalink.

Second, I did not choose the complicated decision making process as my final project because it was not related to my major. In addition, it is related to the boss' requirements to ask for his agreement when the employee wanted to do things. Even though it was considered as not effective by his employee, I could not make any project as the solution.

That was why I chose the third problem as my project. This problem is important because it is related to the satisfaction of the customers at Alfalink. Before this, students only get the information about the USA from the briefing that Alfalink staff. It is not very effective because they cannot get the detailed information. In addition, there is not any written notes for the students. To solve it, I decided to make a USA guidebook for the students of Alfalink. By having this book, students can get more detailed information about the USA before they are going to the USA. Besides, it will be useful for the staff since they do not need to give long explanation to the students.

There are two purposes of making the business communication final project. First, I have the expectation that this project will be useful for Alfalink and the students of Alfalink. This project will help Alfalink's staff to give information to the students of Alfalink. Next, I have the expectation

that this guidebook can be used as a promotional tool by Alfalink. By giving this guidebook to the students, there will be more people know about this company and its services. Last, the guidebook will be useful for the students of Alfalink. By having this guidebook, students will be more prepared to do overseas study in the USA. Second, I expect to get a valuable experience which will be useful for me in the future. From this project, I can learn about doing analysis, writing effective written text, making effective and communicative tools, and so forth.

The USA guidebook gives three benefits for Alfalink. First, this USA guidebook is beneficial for the staff at Alfalink. By having this guidebook, Alfalink's staff do not need to work hard in giving long presentations for students who will study in the USA. They can give the guidebook which contains of detailed information about studying in the USA and its preparations. In addition, they can also give this guidebook to new employees or counselors of Alfalink. It will make their work performances and time more effective because they do not need to spend their time explaining about this country to new staff. Second, this guidebook can be used as a promotional tool for Alfalink. In the contents of the book, Alfalink is mentioned as an overseas study agent that can help students to manage their registration process, accommodation, airport pickup, etc. It also promotes the TOEFL and IELTS preparation class that Alfalink English Course has. It means that there will be more possibilities for the students to use Alfalink's services and products for their study. Third, this guidebook can be very beneficial for the students. This USA guidebook can help students who do not have much information about the USA to know more about the country they are going to study in. This book includes the information about the preparations before leaving for the USA and before the school starts. It will make the students become more prepared. It also contains the how to survive and the people you can contact chapters. Those two parts are very important for international students who do not know much about the country.

In this project, the business communication product I will make is the USA guidebook. Based on Oxford Dictionary, guidebook means "a book of information about a place, designed for the use of visitors or tourists". A guidebook gives its readers a lot of information about a particular place, so they can safely go traveling in that place or country. In this case, the country is the USA. The USA guidebook will be a very good tool to help Alfalink students increase their knowledge about the USA.

In making this guidebook, I looked for some information about making a guidebook, so I could understand about the features and the criteria of a good guidebook. First, the information that I got was from www.ehow.com. It explains about the features that a good guidebook should have. They are:

1. What-to-do
The writer gives information about the activities that the readers can do in a particular country.
2. Interesting places
It gives information about recommended places that the readers can visit when they are staying in the country.
3. How-to
It contains information about steps or tips that the readers can do to survive in the country they are living in. It usually talks about budget, accommodation, transportation, culture, etc.
4. History
It explains about the history of the country or the historical places there.
5. Interesting events
It mentions the special events which are regularly held in the country, so the readers can have the opportunity to join or enjoy them.
6. Advices from the writer
The writer gives advices to the readers in doing the traveling.
7. Writer's personal experience
The writer tells about his own experience in doing vacations in that country.

Second, I got the information about creating a good guidebook from www.wanderlust.co.uk. There are five important things that should be consisted in a guidebook. First, it should have the preparation part. It contain things that students need to prepare before they study abroad. Second,

the accommodation part is important to give information about where they can stay. Third, a good guidebook must provide the things to see and do part. It explains interesting places, special events, etc. Fourth, the transportation is useful, so they can know what transportations they can use to go around. Last, advice from the writer is important. The writer can give tips to survive in the country they are visiting.

The third source I use as my guidance to create a good guidebook is the guidebook to the Australia had by Alfalink. There are three main sections:

1. Information before they go to the Australia
There is checklist provided for the students. This checklist consists of lists of things that students may not forget to do before they go to the Australia, things they need to bring, and things they need to pay attention before they are leaving for the Australia.
2. Information after they arrive in the Australia
It gives the students checklist of the first things they need to do in the Australia.
3. General information about the Australia
It contains information about the Australia, such as the climate, ethics and behaviors, holidays, transportations, etc.

From those three sources, I think there are two important features that must be provided in the guidebook to the USA for Alfalink students. They are the preparation and the how to survive. In the preparation part, there will be information about things that students need to manage before they go to the USA, such as ticket, visa, passport, accommodation, things they should and should not bring, etc. Next, the how to survive part gives information about how they can survive in the USA. In addition, since this guidebook is for students who want to study in the USA, this part also will focus on the university matters. By providing those parts in the USA guidebook, Alfalink's students can get enough information about studying in the USA. It will make this guidebook different from other USA guidebooks which only have general information about the USA.

PRODUCTS AND RATIONALE

The product I made for the business communication final project is the USA guidebook for the students of Alfalink. It consisted four main chapters which are the preparations before leaving for the USA, preparations before the school starts, how to survive in a US college or university, and people you can contact when you need help. First, the preparations before the school starts consists of four important sections. They are tips to get the best universities, how students can be accepted in the university and the major they want, things they need to prepare before they leave, and things they should and should not bring. Second, the preparations before the school starts gives information to the readers about four steps that students need to do soon after they arrive in the USA. Third, the how to survive in a US college or university chapter provides tips that students can do to meet US lecturers' expectation. By doing them, it will be easier for the students to be accustomed to the teaching and learning method in US universities. It will also help them to be a good student there. Last, the people you can contact when you need help chapter is very important for international students. It consists lists of people they can contact when they have problems in the USA. Here, Students also get the information about PERMIAS which is an organization of Indonesian people that stay in America. They can meet new friends and join a lot of events. From the information provided in this guidebook, students will be more prepared to go the USA and become students in the university. In this book, the language used is English. Since the target markets are students who wants to study in the USA and understand English, it is good to use this language. It makes the book look more professional.

The users of this guidebook are the students and the staff of Alfalink. As the main target market, students is the focus of this book. All of the information provided are purposed to fulfill the students' needs. Moreover, this book will make the students become more prepared before leaving for the USA to study there. Next, the readers of this book are Alfalink staff. By having this book, they do not need to give long explanation about the USA. They can directly give this book for the students to read the information. In addition, they can give this book to new staff at Alfalink. It will make their work-performance become more effective.

The uses of creating this guidebook is to solve the problem of Alfalink and give information about the USA to its readers. First, this book can be the solution for the problem had by the company which is the absence of USA guidebook. Since the USA is one of the most wanted country, it is important to make it as the facility for the students. Second, this book can give information to the readers, especially the students of Alfalink. Students can prepare themselves before leaving for the USA to study. They can also get enough information to survive in US universities or college, so they can study well there.

I tried to organize the contents of the guidebook well. I wanted to make it easier for the readers to follow the information given in the book. First of all, the preparations before leaving for the USA becomes the first chapter because that information is the first thing students need to know when they want to study in the USA. After giving that kind of information, students need to know about the preparations they need to do before the school starts. That is why it become the second chapter of this USA guidebook. Next, after students have prepared their study, the next problem is to survive there. That makes the how to survive in a US college or university become the third chapter. In this chapter, students can get the tips to help them survive as a student in an American university. Those are about what they can do to meet US lecturers' expectation. This chapter is important because the teaching method in the USA is different from the high school. Last, there is the people you can contact when you need help as the last chapter in this guidebook. Since it is the additional information for the readers, it is put at the end of the book.

In creating this guidebook, I wanted to make this guidebook unique. In the bookstores, the guidebook only gives general information about the USA, such as interesting places, American cultures, etc. However, this book does not include those kind of information. The contents here focus on the students' needs when they are going to study in the USA. They are the preparations before leaving for the USA, the preparations before the school starts, the how to survive in the USA, and the people who students can contact when they need help. To make it more specific, it is made for students who want to take undergraduate study program in the USA. It is because the target markets are senior high school students. Most of them choose undergraduate study program when they go to study abroad.

The product I made is an informative book. That is why all of the information in this guidebook should be correct. It is the reason why I chose trusted sources in writing and organizing the contents of this guidebook. There were two kinds of sources I used, they were websites and book. When I wanted to use information from a particular website, I was trying to know the accuracy by checking it in other websites. I also use the information in embassy book. In this book, there are a lot of information about studying in the USA. This book is very useful for me. The title of this book is "Jika Anda Ingin Belajar di Amerika Serikat". In this book, I put the links and the name of the book in the reference, so there would not be any copyrights problem in the future.

In this guidebook, the language used is English. There are some reasons why I make an English guidebook for the students of Alfalink. First, the target markets of this guidebook are students who want to study in the USA. It means that most of them understand English. That is why it will be good if the contents in English. Second, I want to make this guidebook different. General USA guidebooks sold in Indonesian bookstores are written in Indonesian. That is why I want to make it better by using English. Third, the using of English can make it look more professional. Since this guidebook gives information about the USA, it is okay to make it in English. People will also have the tendency to think that English guidebooks are better than Indonesian guidebooks.

The design of this guidebook is simple, colorful, and attractive. Here, I do not use too many illustrations or decorations. They will make the guidebook look complicated. Instead of using those, I prefer using bright colors for the paper. It will make this guidebook become more interesting for students. In addition, I want to make this book attractive. In order to do it, I put pictures in some parts of the book. It will make the readers interested in reading the book. For the pictures, I took them from non-copyrighted websites, so there would not be problems about copyrights in the future. In addition, I also put the website links in the reference part of the USA guidebook

CONCLUSION AND SUGGESTION

During the internship program, I worked at at West Alfalink which is located at Ruko Rich Palace kav. I-1 Jl. MayjenSungkono 149-151. It is an overseas study consultant/agent and English

language center. One of the problem it has is the absence of the USA guidebook for students who want to study there. It is important because USA is the second most wanted country at Alfalink. Since there are many students want to study in the USA, they need to get good facility. Before, students only got information from brief presentation from Alfalink's staff. It meant that they could not get the detailed information about the USA. To solve it, I created a USA guidebook for the students of Alfalink. It can be an effective tool to give detailed information about the USA to them. In this guidebook, there are four main chapters: the preparations before leaving for the USA, the preparations before the school starts, how to survive in US colleges or universities, and people you can contact when you need help. This USA guidebook can give a lot of information for its readers about studying in the USA. By providing this guidebook, Alfalink and students can get a lot of benefits. First, Alfalink's staff do not need to give long explanation to the students and staff of Alfalink. Moreover, this kind of explanation has the possibility of lack of details. Second, Alfalink can make this guidebook as a promotional tool. Last, students can get complete information about studying in the USA. That is why this guidebook will be useful for both the company and the students. I hope that they can use this guidebook as their guidance to the USA.

As my suggestion to Alfalink, it is better to distribute this guidebook not only to the students who use Alfalink services but also to other senior high school students. During the school visit, Alfalink can distribute this book to the most potential students, so they can be interested in using Alfalink's services. It will become a good promotional tool. Next, as my suggestion for the next EBC students who would do a similar project like me, you need to make sure that you choose the right problem to be solved. It is also better for you to discuss with the coordinator of the company you worked at before you decide the project you are going to make. It will make you easier to know whether you choose the right problem to be solved or not. For the solution, it is also better to discuss the problem with them, so you can analyze and find the right project. In doing a project like mine, you need to collect much information for the contents of your project. You also need to make sure that the sources you use are trusted, so you can give good information for the readers. It is also important for you to think of the uniqueness of your product. It will make you easier to get the approval from the company you did your internship at and from the boards of the examiners.

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