

A Company Profile as a Proposed Solution of Management Problems of “Widjaja Music” School Surabaya

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ABSTRACT

This project is a further step after taking an internship class in the previous semester. The writer had done an internship at Widjaja Music, music educational school located at Jalan Raya Darmo Permai Timur, No. 19P, West Surabaya, for 122 hours and 25 minutes within two months. Then, the writer found three problems in the institution during the internship, (1) the system of the music school is not good, (2) the facility for the administration is not well-supported, (3) and the music school does not have a clear background and history. Despite the writer's position as an intern who does not have any power to make an important decision, she uses the company profile as the solution to make the improvements of those problems mentioned above. The company profile is specially designed for both customers and owners. For the customers, the writer emphasizes more on the good and strength side of Widjaja Music. For example, the good things about the various courses that Widjaja Music offers in the school. On the other hand, for the owner, the writer emphasizes more on evaluations that could build and strengthen Widjaja Music. For example, the thing that is not good enough is the personnel structure of the music school. By looking at the evaluation, the owner also could fix the weaknesses and keep the strengths of Widjaja Music. At last, the writer learned a lot about the music school throughout the process of making the company profile for Widjaja Music. Thus, the writer has known the basic things regarding the music school, which she found very useful later in her future career life.

Keywords: Management problems, company profile, promotion, improvement.

INTRODUCTION

Background of Business Communication Project (BCP)

I did my internship at Widjaja Music, a music school located at Jalan Raya Darmo Permai Timur, No. 19P, West Surabaya, for 122 hours and 25 minutes within two months. Widjaja Music was founded by the owner, Ms. Selia Widjaja in the year 2010. Widjaja Music has 19 part-time teachers and about 80 students now. There are various kinds of music courses offered at Widjaja Music, such as vocal, piano, keyboard, violin, cello, drum, guitar, bass, flute, saxophone, clarinet, gu zheng, and also “Kids Love Music” (music fun group for children aged between 3,5 and 6).

During my internship, I was in charge of the front desk. My job descriptions involved doing administrative jobs, giving services to students, parents, teachers, and doing promotion. First, the administrative jobs covered making and receiving phone calls, organizing students' data, documenting student's attendance, receiving course fees, and making announcements. Second, I gave services to students and parents by greeting them and answering their questions about the course and the course fee. As for the teachers, I usually gave them the attendance forms before they started teaching. Third, my job which is related to promotion covered making posters for new classes and putting them in certain places like in Widjaja Music announcement boards and in churches.

In addition to those mentioned above, I spent a lot of time preparing a concert held on 6th June 2013, which aims to give opportunity to the students to perform and demonstrate their abilities, and to promote Widjaja Music school to other people. The preparations involved searching some songs from the Internet and saving them in CDs, typing the lyric of the songs, making an announcement, typing the rundown of the concert, making the list of the concert performers, making a poster, writing letters, making a power point presentation for the concert, and delivering the letter and poster. Besides all of the preparation, I also revised the administration system, such as the form and attendance form. I did the revision for the administration system because I found that the previous one is too old and ineffective.

Moreover, I found three problems in the institution during my internship. The first problem that I found is the lack of system in this music school. There are many blind spots in the company structure. For example, the owner plays a double role: as the owner and the director who manages this school at the same time. There is no clear job description for every position in the structure. Strengthen the structure is one of the best things to do to solve this problem. The owner could hire more persons to add some important position in the structure. For example, the owner could hire a manager to control the lower position, such as the front desk officer and the office boy. The manager could control and manage the lower position and ensure the daily routine tasks are done properly.

The second problem that I found in this music school is the facility for the administration is not well-supported. There is no computer or laptop provided in the front desk to do the administrative jobs. Therefore, the front desk officer could not do the administrative jobs with the best performance. The music school should provide a computer or a laptop at the front desk to support the administration. There should be a facility like computer or laptop, so the front desk officer could do the administrative jobs well. With the supporting facility, the front desk officer could run his/her jobs well.

The third problem is this music school does not have a clear background and history. The prospective customers do not know about the vision, the mission, and the structure of the music school very well. Many students just join the music school without really knowing the background and history of Widjaja Music. In my opinion, this music needs a medium to describe and explain clearly everything about the music school. Therefore, the most suitable medium to describe and explain the background and history of the music school is a company profile. Through this company profile, all of the students and the prospective students know, understand, and are convinced what kind of music school Widjaja Music is.

In my opinion, the first and the second problem are important to be handled for this time being. For the first problem, I think it is a quite serious problem to handle because it is about the system of the music school. There might be a possibility that it is only a matter of time to the point that she will be tired of handling everything by herself. However, as an intern, I could not do any crucial action to solve the problem. What I could do, as an intern, is to motivate and to give advice to the owner to fix the system of the music school by hiring more employees, such as manager or administration officer. Even though I know that the first problem is an urgent situation to be handled, but once again, as an intern, I do not have any power to make any crucial action towards the music school. In addition, the second problem is also not less important than the first problem. The music school also needs proper qualified facilities to support the performance of their employee. The front desk officer could not do the administrative jobs unless the music school provide facilities, such as computer or laptop, and printer. If the music school does not provide those facilities, it is hard for the front desk officer to do his/her jobs well. However, I could not buy the music school those facilities on my own. All that I could do is only give suggestion to the owner to provide those facilities to support the working performance of the front desk officer. Even if I have already give suggestion to the owner, she still refused to provide those facilities.

Therefore, in my opinion, the most important and interesting problem to study is the third problem regarding Widjaja Music's company profile. A company profile can be viewed by individuals and other companies as a statement of that particular company's identity, accomplishments, and goals for the future. It is short and succinct, but long enough to express all of the information that a reader needs in order to gain a good understanding about the company. Hence, I may conclude that it is one of the most crucial elements in an institution or company. Inside the company profile, there are many important information regarding the institution or the company. That is why one institution or company should have a company profile. Moreover, the company profile could be used to tackle the first and second problems. Despite my position as an intern who does not have any power to make such an important decision, I use the company profile to make the improvements of those problems mentioned above. Inside the company profile, the problems are not shown as the negative things, but instead people would see it as a truthful company profile. I would give my suggestions and advices for the first and the second problem on the evaluations part, so the owner could be more aware of the situation of the music school. By looking at the evaluation, the owner also could fix the weaknesses and keep up the strengths of Widjaja Music. Therefore, I would like to use the third problem as my Business Communication Project.

The company profile is designed for both customers and owners, so there are, at least, two purposes of making the project. The first purpose of making the company profile for Widjaja Music is to let other people, both current students and prospective students, know the good things about Widjaja Music. From the company profile, people can see how good Widjaja Music is. Also, a company profile can be one of ways to promote a company or institution. Therefore, I would like to use this project to promote Widjaja Music as well. Furthermore, the other purpose of making the company profile is to make some improvements for the music school. The company profile would also show things which are not good enough in the music school. Thus, the owner could see and realize which parts of the music school that should be improved by looking the company profile.

By making company profile, Widjaja Music could have a right medium to make both current students and the prospective students know about Widjaja Music very well. From the company profile, they would know about the mission, the structure of the music school, and all about the music school. Moreover, the company profile could be one of many ways to promote the music school. Other people who are the prospective students could also see what kind of music school it is, so they might be interested to in joining Widjaja Music.

In addition, I could learn a lot about the music school throughout the process of making the company profile for Widjaja Music. In the process of making the company profile, indeed, I would have to know, ask, and learn many things about Widjaja Music from A to Z. Thus, I would know all the basic things regarding the music school as well, which I found very useful later in my future career life. I would like to have my own music school in the near future. Therefore, I would have been more prepared to build my own music school with the information I have from making the company profile for Widjaja Music.

PRINCIPLES OF DESIGNING THE NEW PRODUCTS

In this chapter, there are the principles of designing the new products that would be used in the project, “The Company Profile of Widjaja Music School Surabaya”. The principles cover the definition of company profile, the purposes of company profile, the features of company profile, some tips to make a company profile, an example of “similar” company profile, and the target audience of company profile.

According to Business Dictionary.com, a company profile is a concise description which, among other items of information, includes (1) firm’s history, (2) number and quality of its human, financial, and physical resources (3) organizational and management structure, (4) past, current and anticipated performance, and (5) its reputation, and the standing of its goods or services. In addition, according to The Law Dictionary, company profile is a description of the firm’s history, resources, structure, performance, and reputation.

A company profile is one of the most important parts of any developing business. The company profile allows you to advertise details of your services, goals, and experience to potential customers, and is responsible for creating a good first impression on interested parties. A company profile can be used on Web sites or in printed business directories to help give potential clients a better idea of the kind of company you run; thus, a company profile can be an important form of advertisement. While the format for company profiles is rather open-ended, you will want to ensure that you offer many details in a succinct fashion.

Most companies update their profiles at least once a year. This is important, since officers can retire or choose to leave the business, or locations can open and close over a period of several months. By keeping the data, the profile can be utilized by people who are considering purchasing stock issued by the company or possibly considering employment with the business.

A company profile can be an effective tool for presenting your organization to the rest of the world. Despite the rise of the internet and social media, there still is a place for the traditional company profile that doesn’t directly sell products or services, but builds the image and credibility of a business.

Also called a business profile or corporate profile, a company profile summarizes an organization’s purpose, history, function, and outlook. A well-written business profile makes it possible to quickly and easily present key information to the media, potential customers and investors, and the general public.

The main purpose of making a good company profile is to approach your potential customer with your company's strength in terms of capacity, quality, financial leverage, and experience. A company profile, if made in a proper way, shows your ability to start the business and to develop it in a trustworthy way. Moreover, it can serve as a marketing tool for promotion as well as for creating the first impression. The major idea behind it is to convince your potential customer to rely on you by giving them relevant information in a stage where they have to evaluate your offer. Until that time they had only met with you, seen your brochure or found your address. They are now looking at your quotation or offer and there may still be doubts in his mind. The company profile increases your value compared to your competitors by positively influencing the decision of your potential customer to start business with you. The impression a potential customer has about your organization is strongly influenced by the way you have fulfilled his expectations. Not fulfilling the expectations causes disappointment. Fulfilling the expectations however is not enough. You will only be successful when you exceed them.

As a matter of fact, there is no exact formula for writing a company profile. The type of information included and the length of the company profile will depend on the organization and what you are trying to achieve. There are some features that are typically included in company profiles which are: (1) Mission Statement: A mission statement is summarizing the company's purpose; (2) Leader's message: Leader's message covers a short message from the CEO can briefly explain the mission, goals, achievements and importance of the business in a broader context; (3) General overview of what the business does: This general overview can include a brief explanation of the types of products and/or services offered. It's not necessary to go into detail, as this can be covered in product or service brochures; (4) Company history: Established businesses often have notable stories behind them about past successes and the challenges they have overcome. New businesses might be able to highlight the experience of the founders and what led them to begin the venture; (5) Successes and milestones: This can include short case studies explaining how your company has helped its customers and an overview of important accomplishments; (6) Awards and certifications: This part is including any awards or industry certifications that are required to do your work; (7) Profiles of key personnel: These should be in a consistent in style and include the same type of information. When writing staff profiles, we ask these questions to get the information needed; (8) Corporate governance: This part contains your approach to meeting legal requirements; (9) Social responsibility: How your business aligns its values and behavior with the expectations and needs of stakeholders – customers, investors, employees, suppliers, communities, and society as a whole; (10) Company culture: This might include your organization's outlook when it comes to staff development, occupational health and safety, and the overall work environment; (11) Financial performance: If a publicly traded company, include a summary of the most recent financial data.

I would use this features as the guidelines for the making of my project, which is "The Company Profile of Widjaja Music School Surabaya". Through some considerations, I would not use all the features mentioned above for the company profile. In addition, I would add a feature that has not been mentioned before. Later – in the "Rationale of The New Products" – there will be explanations for choosing/not of those features of company profile.

A company profile is a commonly used document in business that offers potential clients, current clients, employees, job applicants and the public in general a description of a particular company and an overview of its history, activity, operations and plans for the future. These profiles normally appear on a company's website, promotional materials or other company documents and publications. Some business and public relations experts advise that a company profile is important because it is often the first place that people who are interested in the company, whether they are potential clients of potential employees, will go to in order to start research about the company. For these reasons, they advise that company profiles be kept up to date, easy to read and express the culture, outlook and tone of the company in addition to the information about the company's day to day activities and mission.

RATIONALE OF THE NEW PRODUCT

This chapter contains the rationale of the new product, which is "The Company Profile of Widjaja Music School Surabaya". The company profile is designed for both external and internal parties, so it could show both good and bad side of the music school. It is made to attract more

customers by giving comprehensive explanation of the "Widjaja Music" school, in tandem, to give reflections to the owner of the music school for the parts which are not good enough.

In this part, there will be explanations of making the company profile as it is made. First of all, I would like to start by explaining the layout of the company profile. In some parts, I use the UPPERCASE, **Bold**, and/or Underline, for some words in the company profile, such as **WELCOME TO WIDJAJA MUSIC**, VOCAL, FEE, and "**The Youngest Cellist**". I purposely use that font setting to make a contrast, so those essential words could stand out more than other words. Moreover, it helps the readers to read the important parts easily. Also, I use the *Italic* for a paragraph in the company profile, like I use in the "**OUR TESTIMONY (Successes and milestones)**" section. I use the *Italic* to make differences between the true story, a real saying directly from the parents, and the other parts in the company profile.

Second, I would like to explain the omission of the company profile's features in this project. There are 11 different features mentioned before at Chapter 2 as the features of company profile. However, I do not use all those features in the company profile due to some considerations. I do not use "Corporate Governance", "Company Culture", and "Financial Performance" in Widjaja Music company profile. Since there is no approach to meeting legal requirements, I do not use the "Corporate Governance" feature in the company profile. Next, I omit the "Company Culture" feature because it is not very essential toward both the institution and students/prospective students. It is better to omit this unessential part also due to it is a small institution, which only have limited number of employees. Also, I do not use "Financial Performance" feature in the company profile. As a matter of fact, not every company or institution are open in terms of their financial performance. For some company or institution, it is a private-sensitive matter, so they do not give that information easily to others and remain close. For the same reason, I could not get the most recent financial data of Widjaja Music, therefore I do not include "Financial Performance" feature in the company profile.

Third, there is a swapping order between the features of the company profile, so the order is not the same as mentioned in Chapter 2. I swap the first section "**OUR MISSION (Mission statement)**" and the second section "**WELCOME TO WIDJAJA MUSIC! (Leader's message)**". It is better to present the message from the leader of the company or institution (CEO, Owner, or Director) as the first section of the company profile. By doing that, the readers can catch the first impression about what kind of person who leads the company or institution. After the message from the leader, then the mission statement followed. After knowing the leader of the company or institution, the readers can easily follow what missions that the leader brings for the company or institution.

Fourth, I would like to explain the features which I used in the making of Widjaja Music company profile. As mentioned below, basically, there is 10 features which I use in the company profile.

1. WELCOME TO WIDJAJA MUSIC! (Leader's message)

Leader's message is one of the most essential parts in the company profile. For Widjaja Music company profile, this part covers a short message from the owner, Mrs. Selia Widjaja, which briefly explain the mission, goals, achievements, and importance of Widjaja Music.

2. OUR MISSION (Mission statement)

It is important to let the readers know about the mission of the company or institution. That is why it is important for the readers to know what kinds of mission that the owner have, to bring the music school into higher level.

3. COURSES OFFERED (General overview of what the business does)

General overview of what the business does is the most important part in the company profile. What to sell is the products and/or services offered, so it is very essential to mention it in the company profile. In the previous explanation, in Chapter 2, it is said that "It is not necessary to go into detail, as this can be covered in product or service brochures". However, since the brochure does not go into detail, thus there must be detail descriptions about the courses offered in Widjaja Music. In addition, I use bullets for the offered courses so the readers could follow and read easily.

4. COMING SOON (Future plans of the business) (Additional feature)

A company profile can also include data regarding the future plans of the business. A company profile may discuss plans for future expansion in terms of locations, new products or services that are anticipated to be offered in the near future. Future plans can also be as part of the strategy for ensuring the continued success of the business. For those reasons, I include the additional feature of company profile related to the future plan of the business.

5. OUR HISTORY (Company history)

It is very essential to describe the founding history of one company or institution. Starting from the founder establish the business until the significant developing progress of the business. From the history of Widjaja Music, the readers would know what things that the founders has overcome while establishing the music school. Also, through the company history, the readers could know well what founder's experience and what led her to begin the venture.

6. OUR TESTIMONY (Successes and milestones)

It could be another success by telling the successes and milestones of one company or institution to the readers, who also could be the prospective customers. For Widjaja Music company profile, this section is especially made for the prospective students who have not join the music school yet. A real testimony from parents could be another additional attraction for the prospective students, moreover if the prospective students have the same problem with the parents who give the testimony.

7. OUR ACHIEVEMENTS (Awards and certifications)

It is okay, even sometimes it is needed to show off a little about the achievements of one company or institution. In this case, it is necessary to show the readers what kinds of awards and certifications that the music school has achieved up to now. It is important to give the readers an image of the music school through those achievements.

8. OUR PERSONNEL (Profiles of key personnel)

Actually, this section is not good enough to be presented to the readers of the company profile. Instead, this section is made for the owner to see that the system of the music school is not in a good condition. There should be improvements in the system of the music school, so the music school could run well.

9. OUR DEDICATION (Social responsibility)

It is also important to tell the readers about dedication of the music school towards their students and their teachers. Therefore, people would know that the music school is also give so much cares and attentions towards their needy students and their loyal teachers.

10. CONTACT US (Contact Information) (Additional feature)

It is one of the most important things to include our contact information, especially if it is a local small business that serves a geographically-based targeted audience. It is there where people are likely to engage with you and to seek out your services. Since putting contact information in the company profile is very essential, therefore I use contact information as additional feature.

At last, I used general point of view in the company profile, therefore I could present it as it is. On one hand, current students and prospective students, could see what great things that Widjaja Music has. On the other hand, the owner could also see what things that are not good enough, which needed to be improved. At the same time, the customers could understand the situation of the music school well, yet the owner would not feel offended.

CONCLUSION

Business Communication Project is required after taking the "Internship" class. After finishing the internship at Widjaja Music for about two months, I decided to make a company profile as my Business Communication Project (BCP). The company profile is specially designed for both

customers and owners, so there would be good and bad side of the music school described in the company profile.

For the customers, I would emphasize more on the good and strength side of Widjaja Music. I would make people see how good Widjaja Music is. On the other hand, for the owner, I would emphasize more on evaluations that could build and strengthen Widjaja Music. I would give my suggestions and advices for the first and the second problem on the evaluations part, so the owner could be more aware of the situation of the music school. By looking at the evaluation, the owner also could fix the weaknesses and keep up the strengths of Widjaja Music.

There are two purposes of making the company profile for Widjaja Music. The first purpose of making the company profile for Widjaja Music is to let other people, both current students and prospective students, know the good things about Widjaja Music. From the company profile, people can see how good Widjaja Music is. Also, a company profile can be one of ways to promote a company or institution. Therefore, I would like to use this project to promote Widjaja Music as well. Furthermore, the other purpose of making the company profile is to make some improvements for the music school. The company profile would also show things which are not good enough in the music school. Thus, the owner could see and realize which parts of the music school that should be improved by looking the company profile.

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Furthermore, I could learn a lot about the music school throughout the process of making the company profile for Widjaja Music. In the process of making the company profile, I would have to know, ask, and learn many things about Widjaja Music. Thus, I would know all the basic things regarding the music school as well, which I found very useful later in my future career life. I would like to have my own music school in the near future. Therefore, I would have been more prepared to build my own music school with the information I have from making the company profile for Widjaja Music.

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