

A Company Profile: A Way to Get More Customers for Irama Mas Yamaha Music School Surabaya

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ABSTRACT

The absence of the Company Profile at Irama Mas Yamaha Music School (IMYMS) is a problem that can lead to several problems in convincing and attracting customers about its credibility and its uniqueness. Most customers only know that Irama Mas is a Yamaha Music School, while actually, it is more than just a music school. As a music company, Irama Mas needs to have more customers to support its successful in a business world. Therefore, the bilingual company profile with some chosen features is made to help IMYMS clearly explain and attract customers about its products and services and market IMYMS. This company profile can also be used as a guidance in making its website since it does not have a website.

Keywords: Company Profile, Bilingual, Music School

INTRODUCTION

The idea of making the project, a bilingual company profile, is made based on problems that happened in IMYMS. Those problems covered the bad management system, bad administration facilities, bad English skills and the last is the inability of IMYMS in convincing its customers about its credibility among other Yamaha music schools in Surabaya. However, this project will be focused in solving the last problem because this problem is the crucial one to deal and the project itself is the most appropriate one to be used by IMYMS.

Basically, there are three purposes of this company profile. The first purpose is to catch people's attention and let them know about Irama Mas. The attention from people is beneficial for IMYMS because it can lead them to become IMYMS' customers. The second purpose is to attract and approach prospective customers through all information that is mentioned in the company profile. Prospective customers can be convinced and can see how credible IMYMS is. The third reason is to help IMYMS in promoting its products and services. A company profile can be one of the ways for IMYMS to promote this music school in order to have and attract more customers in Indonesia, especially in Surabaya. IMYMS can use it in some special events such as exhibitions, competitions, internal concerts, etc.

Finally, there are some principles of designing a new product in this project. The principles cover the definition of company profile, purposes of company profile, features of company profile, the target audience of company profile, and the presentation as well as the good size for the company profile. Those principles were used as a guideline during the making process of a company profile.

METHODS

The data for this project were taken through some procedures. The procedures covered the procedures to get the board of examiners' approval for the proposal, the procedures to get company's approval for the proposal, the procedures to get company's approval for the project and the last is the procedures of making the project itself.

Firstly, proposal is needed before getting the approval from the board of examiners. However, before making a proposal, the possibility of making a company profile must be noticed whether there are rules stated on Yamaha's licensed or not. This project could be started after the interview with the owner of Yamaha Music School in Jombang. The owner said that there is no

rule about having a company profile. Then, the revised proposal, were presented to the board of examiners.

Secondly, another proposal also must be made for the company. The company needs to know about the plan of making this project. Thus, through several conversations and negotiations with both the owner and the operations manager of IMYMS, Ms. Lusiana, this project was accepted through some agreements and requirements. First, IMYMS had to pay IDR 775.000 regarding the need of hiring the designer for the company profile. Second, the project must be made in bilingual because of the customers of IMYMS who mostly come from Indonesia and my obligation as a student of English Department. Last, the courses offered by IMYMS must be put inside the company profile exactly as what Yamaha has both in the website and in the brochure.

Lastly is about the product itself. Basically, the data of the company is taken based on the interview with the owner. The interview is mostly about the vision, missions, achievements, awards, the year established, etc. Based on the discussion with the owner, some features were determined. Those features are: About Us (the brief explanation about the company), Leader's Message (short message from the leader to the customers), Vision and Mission Statement, Our Courses, Our Products and Services, Testimonials, Events (including the students' activities both inside and outside the class, the competitions, etc.), Awards and Achievements from the company as well as the students, and last but not least, the Contact Information of the company. After the product was ready, it was given back to the boss to be re-checked. Then, the content was given to the designer after the final content was approved. After around next two weeks, the product finally was finished and it was given to the boss of IMYMS. As for the agreement before, the boss also gave the payment for this project.

DISCUSSION

Through the problem that was found in IMYMS, a company profile for IMYMS finally was decided as one of the ways to solve the problems happened in IMYMS. Here are some explanation and description about the product.

First, this company profile was designed as a bilingual company profile, English and Indonesian. There were two reasons why this is made as a bilingual company profile. The first reason was because the customers of Irama Mas mostly come from Indonesia. They will understand more about the profile of Irama Mas in their own language. Another reason was that Irama Mas can have a "plus" impression from customers as a Go-International Music School, if the company profile is in English. Therefore, this company profile was designed into two columns. One column on the left was for English, and the right column was for the Indonesian so that this company profile can be easily read and understood.

Secondly, in this 47-pages company profile, this product contains a lot of information about Irama Mas such as the brief overview about the company, the business segment, the product and services, the awards and achievement, until the contact information. This company profile was used for two kinds of customers of Irama Mas. The first type of customers was customers who still do not know anything about what Irama Mas is. By reading this company profile, it can help them understand the company as well as the products and services provided by Irama Mas. The second type of customers was the customers who have already known about Irama Mas, but they still doubt the quality of Irama Mas. This company profile actually can help this kind of customers to be convinced to join the company.

Thirdly, there are three purposes behind this making of company profile. The first purpose is to catch people's attention and let them know about Irama Mas. People's attention is very important because this is the first step that people want to become the customers of a company. People will not be interested to buy the product if they do not know anything about the company. The second purpose is to attract and approach potential customers through the company's strengths. That is why; in this company profile, the strengths of Irama Mas were emphasized so it can help IMYMS show its uniqueness and its differences from other Yamaha Music Schools in Surabaya. Besides, some relevant information about the product and services offered is also mentioned in this product. By knowing the strengths of Irama Mas and those relevant information, customers will be convinced and finally they will become Irama Mas' loyal customers. The last purpose in making this company profile was to help Irama Mas Yamaha Music School market their music school in

order to get more customers. Here, Irama Mas Yamaha Music School could use this company profile when they hold an exhibition. Irama Mas can give it to customers while explaining about the company itself.

Fourthly, there were some changes in the features of the company profile. Those features is not like what is stated in the literature regarding the features that are usually used in the company profile in general. It is adapted to what IMYMS actually needs. Therefore, these nine features below are used in the company profile.

1. ABOUT US

This part contains a brief explanation about what kind of business that the company does or what kind of company it is. It includes the broad profile of Irama Mas such as the branches and the location as well, the year when Irama Mas was established, etc. This section becomes the most important part among others because this part is the first part that can help readers know and understand clearly about the profile of Irama Mas. Customers will put more time in this part and they will decide to join the company or become the customers if they are attracted to join.

2. FROM THE DIRECTOR / LEADER'S MESSAGE

Leader's message contains the important message that can encourage customers to join the company. The message from the director will contribute in attracting customers because customers can read and know what actually the director's purposes are in having this business. Besides, customers can also know about how the director as the boss of the company can help them in their future if they cooperate with the company. For Irama Mas Yamaha Music School company profile, this part covers a short message from the boss, Mr. Fredrick Kartiko, which briefly explains the mission, goals, achievements, and importance of Irama Mas Yamaha Music School.

3. VISION and MISSION

This section contains the vision of Irama Mas and the missions that Irama Mas will to reach their vision. Here, it is important to let the readers know the vision and the mission of Irama Mas since the readers can imagine the company's goal and how they reach it. By knowing the vision and the mission, readers can have a broader perspective about what their future will be if they have a cooperation or being a customer of that company.

4. OUR COURSES

(Additional feature)

This section is actually not a part of company profile features. This additional section contains the explanation of the music courses that are offered by Irama Mas followed with the detail explanation and the prices of each courses. This is actually a catalogue about the courses that customers can read. However, there are two reasons why this feature is included in the company profile of Irama Mas Yamaha Music School. The first reason is because it was the demand of the company. The second reason is because this part explains the detail of the courses offered by Irama Mas. It is important to put this inside the company profile as it can help customers to know and understand the course more. This section also can help customers to know the courses offered by Irama Mas, the method used in each course, and how much the fee is if customers want to join courses in Irama Mas.

5. OUR PRODUCTS AND SERVICES

(Additional Feature)

This section is similarly different from the "Our Courses" section. In the "Our Courses" section, It mostly explains about some courses from Yamaha offered by IMYMS. However, customers also need to know that IMYMS is actually not only a music school. IMYMS also sells and rents some products of musical instruments, lighting, sound system, etc. and offers services for the musical instruments. Thus, this additional section, which contains detailed explanations about the products and services offered had been added. However, there is no

price mentioned inside this section as there are so many products with different types and prices. For the services, the price will also be based on the services given to customers concerning what needs to be repaired. This part is very important for customers in order to give more information that IMYMS is more than just a music school.

6. TESTIMONIALS (Additional Feature)

This additional section is especially made for the prospective students who have not joined the music school yet. A real testimony from parents and one of students 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, this section will be very beneficial. That is why; for that reason, this additional feature is included in the company profile.

7. EVENTS
(Additional Feature)

This part contains some events that Irama Mas has. This part is divided it into two parts: competitions and students activities. There is some explanation in each part of the events and a picture of the event in this part. This additional feature is included because this part will have a good impact in attracting customers. As customers, they can imagine what kind of events that will support their learning in music so that those events will bring them into a good future in their life. By knowing some events, customers can be convinced and can imagine about their future if they join Irama Mas.

8. AWARDS AND ACHIEVEMENTS

This part contains the awards that the company has and the achievements of Irama Mas' students. This part is divided into two sub-sections again. The first sub-section is the Company's Awards which contains the awards Irama Mas got both as a music dealer, and as a music school of Yamaha. The second sub-section contains the students' achievements which mostly concern about the students who is successful and have won both national and international competitions. It is very important to show the readers what awards and certifications the music school has achieved up to now because this fact can help Irama Mas have a better reputation. The more the company can get awards and make their students get a lot of achievements, the more credible the company is.

9. CONTACT US
Additional feature)

This last part is also a additional section. This section contains some contact information both the main office and the branches of Irama Mas. This is one of the most important things to be included, 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 the company and to seek the company's products and services. Since putting contact information in the company profile is very essential, this section is included as additional feature.

CONCLUSION AND SUGGESTIONS

This company profile has been decided as one of the ways to get more customers for Irama Mas Yamaha Music School (IMYMS) in Surabaya. Basically, the contents of this company profile is about the uniqueness and strengths of IMYMS among other Yamaha music schools in Surabaya. Some relevant information mentioned in the company profile about Irama Mas that can help to attract people to be prospective customers in Irama Mas. It is because this company profile was expected to attract customers and convince them about Irama Mas. People were expected to be able to see how well and unique Irama Mas Yamaha Music School is if they compare it to other Yamaha Music Schools in Surabaya. Finally, this company profile is expected to be used effectively and efficiently by the manager and the owner as well.

For the next students of English for Business Communication of Petra Christian University who want to do the same Business Communication Project (BCP), there are three suggestions that are expected to help them in doing this project. First, the content of the company profile can be

made as soon as possible so that the company can recheck the features put in the company profile, etc. Besides, the data of the company also become one of most crucial things that are needed to be gotten first. the data need to be obtained as quickly as possible to make the content. It is very important because there might be many corrections from the company regarding the content, for example about the language and the information included. Content needs to be consulted to the company. If the content is still not finished yet, then it is impossible to go to the next step which is designing the project. As a result, a lot of times will be spent in revising the content. The last is, data need to be prepared for in the company profile such as photos. Not all companies will save some photos related to the company, especially a company which is already established for a long time. In the process of making the project, many difficulties in collecting some photos related to IMYMS are felt. Company did not save any photos because the company thinks that some activities are the annual activities so, the company does not think that they need it more.

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