

CHAPTER I

INTRODUCTION

1.1 Reason for Choosing the Title

A company growth depends on the efforts and strategies to develop product quality, competitiveness, production process, and ability to find buyers. Garments as one of the export oriented procedures must come up with new strategies to anticipate the growing challenges, therefore PT. Pantja Tunggal Knitting Mill together with entrepreneurs and associations must create innovative approaches to access international market.

In a company, there are many activities like promotion, marketing, selling goods and one of the activities is to have some work relations with other companies. Period in having connection with other companies, a company can use the latest technology, like phone, internet, facsimile, etc. By using those tools, a company is able to contact others quickly. Nevertheless, by using these technologies the company can not have the writer evidence. Whereas in work relations should have the expertise in their field so it would be easier for them to adapt with the changes. A company needs some written evidence to prove that a company has been related to each others and as data. The written evidence can be in form of a contract letter, agreement, etc.

A company or office must have good management. Without good management they can not do their activities and get the best income. Each department must have good management. For example, purchasing department, accounting department, human resources development, export import etc. Based on the explanation above the writer chooses to study "Working System of Merchandising Department at PT. Pantja Tunggal Knitting Mill in Semarang".

1.2 Statement of the Problem

The problem mentioned in this paper is "What is the working system of Merchandising department described at PT Pantja Tunggal Knitting Mill in Semarang?".

1.3 Limitation of the Problem

The study will be limited on the working system of Merchandising Department of PT. Pantja Tunggal Knitting Mill in Semarang during the implementation of the study by the writer.

1.4 Objective of the Study

The objective of the study is to describe the working system of Merchandising Department at PT. Pantja Tunggal Knitting Mill in Semarang.

1.5 Significance of the Study

The significance and benefit that could be taken from the result of this study are:

1. For the writer.

To know working system of merchandising department at PT. Pantja Tunggal Knitting Mill in Semarang.

2. For the institution.

This paper can be used as a reference for the working system of PT. Pantja Tunggal Knitting Mill in Semarang for future working system programs.

3. For the university.

This paper can be used as a reference especially for students who have the same topic as discussed in this paper.

1.6 Implementation of the study

The study was held for one month (from February 1st - 28th, 2005). The writer conducted the study at PT. Pantja Tunggal Knitting Mill especially in the working system at Jl. Simongan 98 Semarang.

While the activities the writer did during the study are stated below :

No	Day / Date	Place of activities	Activities
1	Tuesday – Thursday / February 1 st - 3 rd , 2005	Merchandising department	Entering some data to computer and controlling purchase order
2	Friday – Tuesday / February 4 th - 8 th , 2005	Merchandising department	Making material list to computer
3	Friday – Sunday / February 11 th – 14 th , 2005	Merchandising department	Planning to make orders
4	Tuesday – Thursday / February 15 th – 17 th , 2005	Merchandising department	Observing the activities of merchandising department
5	Friday – Monday / February 18 th – 21 st , 2005	Merchandising department	Meeting with staff production
6	Tuesday – Thursday / February 22 nd – 24 th , 2005	Merchandising department	Interview some staff at merchandising department

7	Friday – Monday / February 25 th – 28 th , 2005	Merchandising department	Meeting with the head of office to thank her for her permission to conduct the field study.
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1.7 Method of Data Collection

In the study, the writer used several methods to collect the data. These methods are:

1. Interview.

According to Asri (1986 : 101) interview is “Suatu cara pengumpulan data dengan menggunakan pertanyaan sistematis dengan atau tanpa bantuan suatu daftar pertanyaan” (A way of collecting data by using systematic questions with or without questionnaire). By using this method the writer interviewed directly some staff at PT. Pantja Tunggal Knitting Mill especially at Merchandising Department.

2. Observation.

According to Asri (1986 : 101) Observation is “Pengamatan langsung terhadap kegiatan - kegiatan untuk mencocokkan dengan apa yang dibicarakan dalam wawancara” (Observation is a direct look towards the respondent’s activities to compare with what is discussed in the

interview). By using this method, the writer observed directly the working system of merchandising department at PT. Pantja Tunggal Kniting Mill in Semarang.

3. Library Research.

According to Moh. Nasir (1986 : 3) Library research is “Metode pengumpulan data dengan menggunakan buku - buku literature yang berhubungan dengan penelitian” (Method of collecting data by using literature books which are connected with the research).

By using this method the writer visited the librarians of Central Library of Dian Nuswantoro University to read books relating the study.

1.8 Paper Organization

The organization of this paper is as follows :

Chapter I: Introduction. This chapter consists of the reason for choosing the title, statement of the problem, limitation of the problem, objective of the study, significance of the study, implementation of the study, method of data collection and paper organization.

Chapter II: Literature Review. This chapter consists of definition of merchandising, The factor of merchandising, The method of merchandising, definition of worksheet.

Chapter III: Working System of Merchandising Department at PT. Pantja Tunggal Knitting Mill in Semarang. This chapter describes the history of PT. Pantja Tunggal Knitting Mill in Semarang, organizational structure, job description, and working system of merchandising department at PT. Pantja Tunggal Knitting in Semarang.

Chapter IV: Conclusion and Suggestion. The chapter presents conclusion and suggestion.