# WORKING SYSTEM OF MERCHANDISING DEPARTMENT AT PT. PANTJA TUNGGAL KNITTING MILL IN SEMARANG

### PAPER

Presented in partial fulfillment of the requirements for the completion of Diploma III Program of the English Department Specialized in Office Management



By: Hartatik C21.2002.00360

swantoro

0406

FACULTY OF LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY
SEMARANG
2006

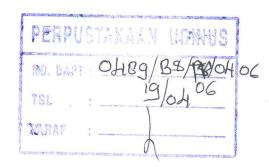


# WORKING SYSTEM OF MERCHANDISING DEPARTMENT AT PT. PANTJA TUNGGAL KNITTING MILL IN SEMARANG

#### **PAPER**

Presented in partial fulfillment of the requirements for the completion of Diploma III Program of the English Department Specialized in Office Management





By :
Hartatik
C21.2002.00360

FACULTY OF LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY
SEMARANG
2006

### PAGE OF APPROVAL

This paper has been approved by Board of Examiners, Diploma III Study Program of English Language, Faculty of Languages and Letters, Dian Nuswantoro University on February 13, 2006.

**Board of Examiners** 

Chairperson

Sunardi, S.S.

Haryati Sulistyorini, S.S.

Adviser

Achmad Basari, S.S.

SOIAN Approved by:

The Dean of Faculty of Languages and Letters

H. Mahnaud, S.E., M.M.

EMARA

#### **ABSTRACT**

This paper entitled "Working System of Merchandising Department at PT. Pantja Tunggal in Semarang" is the result of field study conducted for 1 month (1-28 February 2005) at PT Pantja Tunggal Knitting Mill in Semarang. The study was aimed at describing the working system of merchandising department at PT. Pantja Tunggal Knitting Mill in Semarang.

The data of this study were collected by using interview, observation and library research. The interview method was conducted to collect the data of merchandising department at the company. The observation method was aimed at understanding the working system of merchandising department. The data from library research meant to serve as reference for the writer in developing this paper.

From the study, it can be concluded that working system of merchandising department at PT. Pantja Tunggal Knitting Mill in Semarang includes:

- 1. Accepting Orders.
- 2. Arranging Material List.
- 3. Arranging Work Sheet.
- 4. Processing Orders.
- 5. Delivering the Jackets.

## TABLE OF CONTENTS

PAGE OF TITLE	i
PAGE OF APPROVAL	iii
ACKNOWLEDGEMENT	iiii
ABSTRACT	V
TABLE OF CONTENTS	vi
LIST OF FIGURES	ix
LIST OF APPENDICES	X
CHAPTER I. INTRODUCTION	1
1.1 Reason for Choosing the Title	1
1.2 Statement of the Problem	2
1.3 Limitation of the Problem	2
1.4 Objective of the Study	2
1.5 Significance of the Study	3
1.6 Implementation of the Study	3
1.7 Method of Data collection	5
1 8 Paper Organization	6

CHAPTER II. LITERATURE REVIEW	8
2.1 Definition of Merchandising	8
2.2 Factor of Merchandising	9
2.3 Method of Merchandising	9
2.4 The Difference between Merchandising and Marketing	11
2.5 System of Merchandising	12
2.6 Function of Merchandising	13
2.7 Definition of Merchandising Strategy	13
2.8 The Difference between Strategy and Tactic Merchandising	15
CHAPTER III. WORKING SYSTEM OF MERCHANDISING DEPARTMENT	io e
AT PT. PANTJA TUNGGAL KNITTING MILL	16»
3.1 History of the Company	16
3.2 Organizational Structure	17
3.3 Job Descriptions	19
3.4 Working System of Merchandising Department at PT. Pantja	
Tunggal Knitting Mill	22
CHAPTER IV. CONCLUSION AND SUGGESTION	25
4.1 Conclusions	25
4.2 Suggestions	26

APPENDICES	28
BIBLIOGRAPHY	30