

## **CHAPTER 2**

### **PRINCIPLES USED IN DESIGNING THE BUSINESS COMMUNICATION PRODUCT**

The project that I make in business communication product is improving the company profile of PT. Goldfindo Intikayu Pratama. To do this project, I apply some principles which I think can guide me in doing the project. Since the purpose of improving the company profile of PT. Goldfindo Intikayu Pratama is to make it more attractive to customers because it is used as a tool of promotion, the first thing I focus on is to make sure that the pictures of the products displayed in the company profile are those that can stimulate customers to buy. Dennis Adcock in his book "Marketing Principles and Practice" states that "people's decision to buy a product can be caused by something that the product has that stimulates their interest or their senses." (Adcock, 2001, p.76). In other words, people decide to buy something when they think the product meets their need and interests them. The person who recognizes a need effectively becomes a potential customer. It is the recognition of a need that creates a want. For these reasons, in improving the company profile of PT. Goldfindo Intikayu Pratama, I select the furniture products of PT. Goldfindo Intikayu Pratama that I think are likely wanted and needed by customers. I believe that the selected products displayed in the company profile become a stimulus to attract potential customers to buy. More details or explanation are given in chapter three when describing the product selection.

The second thing I pay attention to is to make the layout of the company profile eye catching. According to Al Harborg in his Marketing Principles and Practice, "the appearance or outlook of a product should catch the attention of potential customers and meet the expectations of people who are involved in distributing the product" (Harborg, 2002, p. 64). From this statement, I can conclude that the background of the content of the company profile of PT. Goldfindo Intikayu Pratama should support the appearance of anything set in the company profile. This means I try to match the color of the background in the company

profile. “ One’s preference is greatly influenced by colors. To get the color they want, they are willing to pay more.”(Douglas,2011). According to Jonathan Poore titled Interior Color by Design (Poore,2005,p. 68), “colors have three attributes: hue or color, value or lightness, and chroma or saturation”. “Chroma is the relative strength or weakness of a color (also called saturation).Maintaining some similarities between colors ensures that they relate to each other and are, therefore, harmonious.” In addition, Jeff Mey in his website [www.digitalcameraworld.com](http://www.digitalcameraworld.com) states that “colors that are directly opposites each other, such as orange and blue or red and green usually complement each other (Mey,2015).” Based on the theory, I try to match the color of the background that matches the pictures of the furniture being displayed in the company profile.

The third thing I do is to pay attention to the cover and the content of the company profile of PT. Goldfindo Intikayu Pratama that I improve. According to Kara Jensen in her blog titled The Elements of Effective Brochure Design, “the cover and the content are important factors that should be paid attention to, because they are what make things look interesting(Jensen, 2012).What she means is that the cover of the brochure should immediately catch the eye and pick the interest of prospects. In addition,“Anything contained related to any products should directly benefit the potential customers.”(Jensen,2012). For this reason, I make sure that the cover of the company profile of PT. Goldfindo Intikayu Pratama that I improve has eye-catching cover. In addition, I make sure that the contents are only things that customers are more interested in. I exclude anything that does not seem to be important for customers. For example, I omit the pictures of the products that are no longer produced by PT. Goldfindo Intikayu Pratama; also the pictures of employees working in the company as displayed in the present company profile in PT. Goldfindo Intikayu Pratama.

To show the comparison between the old company and the one that I am going to make, here I put the table of contents of the old company profile of PT. Goldfindo Intikayu Pratama.

1. Front cover
2. Table of contents
3. List of Clients
4. Profile of the Company
5. Management Structure
6. Range of Products
7. Production Process
8. Commitment to Quality
9. Subsidiaries
10. Corporate Data
11. Contact Address

These are some components contained in the old company profile of PT. Goldfindo Intikayu Pratama. In my opinion, the components of the company profile written above need to be modified because some of them are not so important for some customers to know. To improve or modify the components of the old company profile, I make some changes of the contents that I think to be crucial. The first thing that I need to change is the vision and mission. The reason I do this is because the language is not interesting as it uses words that many people are not familiar with. For example, in the vision and mission of the old company profile, there is a phrase “laudable products.” The word “laudable”, in my opinion, is not common for people in general. The purpose of a company profile is to attract potential customers. For this reason, it is a good idea to include only words that are easily understood. Moreover, I am encouraged to make a change in the vision and mission of the old company profile of PT. Goldfindo Intikayu Patama because Mrs. Rita, the one who guided when I was doing internship in PT. Goldfindo Intikayu Pratama suggested that I change the vision and mission.

The second thing that I need to do is to put the names of the products. This is important because it gives information to potential customers about the names of the products that PT.Goldfindo Intikayu Pratama has to offer. In addition, it helps potential customers to identify the products in which they are interested in ordering or buying.

Below is the list of the components that I plan to put in the modified company profile of PT. Goldfindo Intikayu Pratama, and which has been approved PT. Goldfindo Intikayu Pratama:

**The components of the Company Profile of PT. Goldfindo Intikayu Pratama:**

- 1. Front Cover:** Front cover contains the pictures that the company thinks to be the best or the most attractive, and the motto of the company.
- 2. Table of contents:** This contains the things that potential customers can find in the company profile.
- 3. History of the Company:** This contains information about when the company was founded, the purpose of running the business, the experts of furniture design and the size of the company and the number of employees.
- 4. Vision and Mission of the Company:** This contains information about the orientation of the company and the effort to realize the goal
- 5. Pictures and Names of the Company's Products:** It contains the pictures of the products being offered to the potential customers.
- 6. The Company's Commitment to Quality:** It contains the continuous effort of the company to improve its product and performance.
- 7. Information of the Company:** This contains information about the location and the size of the company's premises, and the production capacity.
- 8. Back Cover:** This contains information about the names of clients of the company.