

## **APPENDICES**

1. Proposal for PT. Mandiri Sekuritas
2. Letter of Agreement with the company
3. Script of the Promotional Video

**Appendix 1: Proposal for PT. Mandiri Sekuritas**



**A Proposal**

**How To Activate OLT's Sleeping Clients  
By Using Explainer Promotional Video**

English for Business Communication  
Petra Christian University

Prepared for: PT. Mandiri Sekuritas

Prepared by: Devina Yaphilia

September 13, 2017

# **EXECUTIVE SUMMARY**

## **About Us**

I am a third-year student of Petra Christian University and I am majoring at EBC (English for Business Communication). English for Business Communication is an unique program from the English Department of Petra Christian University which trains its students to have excellent English skills and business communication competences. As a student of EBC, I am constantly shaped into a high-performing and effective business communicator. In EBC, I am not only shaped, but I am also encouraged to produce meaningful end results or products such as: promotional videos. Therefore, you can expect me to be excellent in using English as a mean to communicate in business context.

## **The Purpose(s) of the Proposal**

This proposal is written to provide you with information about our interesting offer which is an effective way to prevent your company, PT. Mandiri Sekuritas Surabaya, from decreasing its AR (Assets Ratio), especially for the Online Trading Service. The offer that I propose is in the form of a promotional video. I believe the promotional tool we offer is the most effective tool to help your company, PT. Mandiri Sekuritas Surabaya, in increasing the number of trading customers as well as increasing your Assets Ratio.

## The Significance of the Project for PT. Mandiri Sekuritas Surabaya

When it comes to your brand and business, it is extremely important to develop an effective marketing strategy in order to prevent your company from losing its assets. That is why we offer our service to produce an effective promotional tool that can fully help you to brand your the Online Trading Service of your company, PT. Mandiri Sekuritas Surabaya. The project is also intended to help in identifying your company's uniqueness and projecting the uniqueness in the promotional tool. My service does not stop in only producing a promotional tool, but I will also help to do branding and publishing the promotional tool so that your company can get the best of our service.

## **PROBLEM AND OPPORTUNITY**

### Common Ground

As we know, there are more than 260 million people in Indonesia. However, there are only around six hundred thousand people who have joined securities company. The percentage of people joining securities companies is very small compare to the total number of Indonesia population. The most common reason of why people are still hesitant to be stock traders is because they lack of knowledge in this field. Some people are also having bad assumptions toward stocks world such as gambling and so on, whereas doing stocks trading is something that can be learned if they want to be the real stocks traders. Doing stocks trading is also an act of well-planned strategy. Of course people may experience financial loss in doing this, but

they can always minimize it if they know really well about how trading works. There are many reasons of why people should invest in stocks market such as making money, beating inflation, having financial flexibility, providing both long and short-term investmen, and so on. Being a trader also has no age range which means anybody can be a trader. Therefore, people should be motivated and educated well to have interest in joining securities companies and being stocks traders.

### Your company, Mandiri Sekuritas' Problem

As one of Surabaya's securities business' pioneers, your company, Mandiri Sekuritas Surabaya (Basuki Rahmat branch) also has the opportunity to increase its sales and profit as well. Located on the main road of Middle Surabaya, your company, Mandiri Sekuritas has gained attention from both young adults and adults in Surabaya. With the popular and well-known name attached in the company, we can say that your company, Mandiri Sekuritas, has the upper hand since Mandiri Sekuritas aims to be the leading company of securities and to be joined widely with more people in Indonesia especially Surabaya. Combined with attractive benefits from your company, Mandiri Sekuritas can increase its profits. After having many inviting features, I believe that your company, Mandiri Sekuritas is very likely to attract its prospective customers and thus, gain more profit.

After working as an intern in this company for more or less 3 months, I found several problems. One of the problems that I have found in this company was related to the 'sleeping clients' that Mandiri Sekuritas Surabaya has. The 'sleeping clients' here refers to the Online Service clients who are not active in doing stocks trading. Online Service is one of Mandiri Sekuritas products which enables the clients to do

stocks trading by themselves. Therefore, they do everything (researching, buying and selling stocks, etc) by themselves without getting any significant help from Mandiri Sekuritas. In contrary, Full Service product provides Account Officer, or also known as broker, to help its clients in doing everything such as giving recommendations, doing the transaction, calculating the price, and speculating about the market's condition. The majority of Mandiri Sekuritas' clients are coming from the Online Service. Unfortunately, although Mandiri Sekuritas has a lot of Online Service clients in all over Indonesia, not all of them are active in trading. Those who are considered as 'sleeping clients' tend to just open an account in Mandiri Sekuritas' Online Service and do nothing with it. There are several possible reasons why they are not active in doing the trading. First of all, they make a securities account because they only have to spend two million rupiah for the initial deposit. This is much cheaper compare to the first initial deposit of Full Service product which is a hundred million rupiah. Therefore, people can just easily register themselves in the Online Product even though they do not have enough knowledge or do not really understand about to do stocks trading. Secondly, since the initial deposit of the Online Product is cheap, people tend to 'underestimate' this service. Most of them might think that because this is cheap, they do not have to be that serious in trading or else. They lack of motivation and desire to trade by themselves. These things lead them to be the 'sleeping clients' of Mandiri Sekuritas' Online Service Product.

## **SOLUTION TO THE ORGANIZATION'S PROBLEM**

In order for your company to make the existing clients excited to do trading actively and keep them as well as to make an impactful branding of the Online Trading Service, I believe PT. Mandiri Sekuritas Surabaya should at least communicate its uniqueness in the form of promotional video or marketing video and publish it in any media. The existing clients need to be motivated and told that being active in this service is very important and useful for them. Therefore, I decided to use this problem as my Business Communication Final Project. Due to the sleeping clients problem that Mandiri Sekuritas has until now, I will make a explainer promotional video to overcome this problem. Other than that, promotional video can be used as a tool that can inform people about your company, Mandiri Sekuritas' product, and your service to your customers. Through the video of how your product can benefit them, how your customers have succedd in doing this, and how your clients are treated in the company, we believe that the promotional video made for your company can do an impactful branding, thus, gaining more customers. This problem is important to be solved because it can affect the AR (Assets Ratio) of PT. Mandiri Sekuritas Surabaya if it is not given any way out immediately. If the number of sleeping clients keeps growing, it will decrease the AR (Assets Ratio) of the company significantly which will resulting in a lower company's earning. In addition, this problem has also been there for a long time. Therefore, the explainer promotional video I will make will be distributed to all Mandiri Sekuritas online clients. This video will also be put in PT. Mandiri Sekuritas official website and YouTube so that it can be seen by many people, not only the online clients of

Mandiri Sekuritas Surabaya. This video is provided to give further explanation about the importance and strength of Mandiri Sekuritas' Online Trading System especially for this branch (Surabaya, Jl. Basuki Rahmat).

## **BENEFITS FOR THE ORGANIZATION**

This proposal has several benefits for your company, Mandiri Sekuritas, in different ways. There are at least four benefits directly related to the promotional tools.

At first, the promotional tools are a way of branding, which means your company will be able to project a unique image for your products and services in the customers mind through our promotional tools. The existing customers will get a clearer idea of the product and service of your company, especially the Online Trading product. Also, your company can be seen as one of the best branch because your company care about both its clients and the company itself.

Second, the promotional tools will increase the sales and also the profit. If more clients get the information from the video and get motivated to be active in doing stocks trading, they will be more likely to be more active then they used to be before they watched the video. If they can feel the benefits the company offer in the video, they will feel more satisfy. More satisfied customers, means more customers coming back. This directly leads to a higher profit for your restaurant.

Third, accepting this proposal will be an investment for promotional aims. By having an example of useful and effective promotional tools, you will be able to use it in any occasion. Your company can decide to show this on your company's official

website, post the video on social media, upload it on YouTube, and so on. The promotional tool can be used more than only once, so you will not need another promotional tool in the near future.

Last but not least, the promotional tools will have English subtitle in it. As EBC students, we can guarantee you promotional tools with proper use of the English language. By promoting the uniqueness of your company, Mandiri Sekuritas, in English you will also attract foreigners. Foreigners will feel the engagement with your company because you differ from the competitors by offering your service in bilingual language in its promotional video. They will have the professional image of Mandiri Sekuritas because they know what they can expect. Compared to advertisements in the newspaper, on the radio or on TV, it will cost you less money for attractive, bilingual-language promotional tool. Newspapers are more outdated, radio is not as effective because clients have to experience your product by experiencing it and an advertisement on TV will cost a lot of money.

## **QUALIFICATIONS**

As English for Business Communication student, I have acquired the knowledge, skill and most importantly, the experience that are needed to create a marketing tool which is specially made for a business and its targeted markets. The previous project that I successfully did was to make a promotional video of a shoes cleaning store. Like any other branding effort, a detailed and precise analysis into the object of the promotion is very important. We took our time analyzing not only the unique strengths of the store, but also the customers' perception about it. After having

a clear idea of the people's perception towards the place, we began formulating the branding aspect of the promotional tool, including what visuals and words to use in the video. Finally, we filmed the scenes and processed them to be a finished promotional video. So in terms of knowledge, skill and experience, we definitely have the ability to produce a promotional video.

In the same way as creating our previous promotional video, I will do the required steps to analyze your company, Mandiri Sekuritas, before making the video. I will be analyzing what are the strengths and uniqueness for the Online Trading product to be emphasized on the video. For technicalities, I have a professional animation maker and cameraman that will be working with us to shoot the video. The video editing will also be done by a professional that works closely with us to make sure that the editing is align with the image that we want to project in the finished version of the promotional video.

I should be the one to do the promotional video for your company, Mandiri Sekuritas, not only because of my knowledge, skill and experience but also my expertise in English. The promotional video requires a knowledge and skill in branding, something that I have learned and applied in our previous project successfully. The promotional video will be provided in 2 languages. As English Department students, I have the ability not only to use the English language but also to apply it in branding context to convey the purposeful message. In conclusion, you can expect me to produce an excellent product that can help your company, Mandiri Sekuritas, in many ways.

## **COSTS AND BENEFITS**

As my last project is a part of English for Business Communication, a non-profit organization, I do not have any intention for gaining profit right from the very beginning. This project is intended to help improve my skill as business communicators and is used as a 'trophy' for my careers' resume. The cost is only there to cover inevitable expenses that I will have to hire professionals or services outside our area of expertise (such as: video maker and editor). To provide you the best of our product and to suit your company's needs and image, I believe that the expenses are necessary. Below are provided the expenses needed for making the project:

**EXPLAINER ANIMATION  
VIDEO PACKAGE 2 Rp.  
7.500.000,-**

Description	Quantity
Main Video Recording	√
Video Editing&Revising (2x)	√
Words&Duration	√
Concept, Script, Research	√
Person's Voice Backsound	√
Animation Characters	√

Here, I provide you with complete service by offering you this explainer animation promotional video along with the concept, script, after service, and so on. The cost written above are the total amount of each package and I will not ask for more if you want to add or change some parts in the video.

## PROJECT TIMELINE

In order for me to create an effective promotional tool and promotional strategy, there are some steps involved I need some cooperation from your company for the content of the promotional tool. The phases to complete the project divided into three: **data collection, organization concept and consultation with your company, and editing.** Here we have also included a detailed timeline for our project:

PROJECT TIMELINE			
Date		Duration	Activity
Starts	Ends		
Wednesday, September 13, 2017	Friday, September 22, 2017	17 days	Doing research about the company and its products
	Friday, September 29, 2017		Identifying company's uniqueness
Monday, October 02, 2017	Saturday, October 07, 2017	6 days	Producing outline for promo video
Monday, October 09, 2017	Monday, October 16, 2017	30 days	Video Concept Making
	Tuesday, November 7, 2017		Video Making
Wednesday, November 15, 2017			Video submission

In collecting the data, I will need the representative(s) from Mandiri Sekuritas to give me further information about your company. Also, I might need to interview you as the Branch Manager of Mandiri Sekuritas Surabaya.

After collecting the data I need, me as well as representative(s) of your company, Mandiri Sekuritas will organize the concept of the promotional tool. To avoid demotion of the image in which your company wants to project, I need to consult with your company's representative(s).

## **CONCLUSION AND SUGGESTION**

In conclusion, in order for your company, Mandiri Sekuritas Surabaya to be more well-known in Surabaya especially the Online Trading product, your company should have at least one promotional tool that can serve as a branding tool for your company. That way, your company will be able to achieve a huge opportunity to increase the awareness of your existing clients and keep keep them, thus, Mandiri Sekuritas Surabaya can increase its sales.

Although your company will pay for the project, the project we offer bring a lot of benefits that can outweigh the cost of the project as I have mentioned before. Moreover, company will pay a very little money compared to the price of promotional tools made by professionals. Not to mention, I also offer an after-sales service, such as: promoting the promotional tools in YouTube, Instagram, and university.

So that I can promote your company, Mandiri Sekuritas and do the branding and publishing as soon as possible, we need to start the project soon. Therefore, I am expecting an immediate response and approval from your company. For further questions about the project, please do not hesitate to contact me at: [devina.yaphilia26@gmail.com](mailto:devina.yaphilia26@gmail.com) or 081-234-824-070.

## **Outline Of The Concept**

Purposes of the video:

1. For Prospects (college students and young workers below 40):
  - a. To attract young people to invest their money in stocks
  - b. To encourage them to become a member of Mandiri Sekuritas
2. For “Sleeping Clients” (college students and young workers below 40):
  - a. To encourage the clients who do not know and have never done any transaction to begin doing a transaction
  - b. To encourage the clients who are afraid to do a transaction because of their failures in the past to do a transaction again

Content of the Video for the Viewers:

A. Untuk Prospek:

Judul: “Mengapa Harus Berinvestasi Saham di Mandiri Sekuritas?”

1. Pentingnya Berinvestasi dalam Saham
2. Pentingnya Bergabung dengan Mandiri Sekuritas

B. Untuk “Sleeping Clients”:

Judul: “Mengapa Harus Menjadi Anggota yang Aktif? Bisakah Sukses?”

1. Contoh Layanan yang Tersedia di Mandiri Sekuritas
2. Contoh Anggota Mandiri Sekuritas yang Aktif & Sukses

Video Type: Animation

Dominant Colors: Blue dan Yellow

Video Duration: 3’30” – 4’

## **Storyboard**

1. Memberi informasi dan ilustrasi mengenai saham secara umum
2. Memberi informasi mengenai pentingnya mulai berinvestasi saham di usia muda
3. Memberi pernyataan bahwa PT. Mandiri Sekuritas adalah tujuan yang tepat untuk berinvestasi saham
4. Membahas sedikit mengenai PT. Mandiri Sekuritas
5. Memberi informasi mengenai kenapa harus menjadi member yang aktif
6. Menjelaskan layanan-layanan yang dimiliki oleh PT. Mandiri Sekuritas
7. Memberi informasi mengenai klien-klien yang telah sukses di usia muda (40 tahun kebawah)

## **Script (Draft)**

Judul Video:

“Mau Cepat Sukses? Yuk Aktif Bertransaksi Saham SEKARANG Juga!”

- Opening:

Siapa bilang sukses di usia muda itu susah?

-\*moving visuals\*

-\*woman character; white dress covered with blue blazer, with yellow heels\*

A. Apakah anda sadar kalau investasi itu penting? Jika iya, seberapa penting sih? Meskipun begitu, masih banyak orang belum memprioritaskan hal ini dan menganggapnya hal yang kurang penting. Melalui investasi, anda dapat mendapatkan keuntungan di kemudian hari dari apa yang anda tanam hari ini. Salah satu instrumen investasi yang menjadi tujuan banyak orang adalah investasi saham. Di dalam saham, anda dapat membeli saham A seharga 500 rupiah per lembarnya dan mendapat keuntungan dengan menjualnya di harga yang lebih tinggi, misalnya di harga 700 atau 800 rupiah per saham. Menarik kan? Tentu saja! Di samping itu, usia muda adalah waktu terbaik untuk memulai investasi. Mengapa? \*confused face woman character\*

\*transisi\*

1. Kalian anak muda yang ingin berpenghasilan tapi belum bisa karena masih menjalani pendidikan? Atau kalian anak muda yang belum bisa bekerja tapi ingin mendapat 'passive income'? Kini semua itu bisa diwujudkan! \*showing happy face of woman character\* Kalian bisa meraih pendapatan sebanyak yang kalian inginkan dengan investasi saham.

Anda harus berinvestasi sedini mungkin karena semakin cepat anda memulai langkah 'start', maka semakin cepat juga anda akan menikmati hasilnya. Terlebih lagi, semakin muda anda memulai, semakin banyak waktu anda untuk belajar banyak mengenai saham dan mulai bertransaksi.

2. \*people asking\* Dimana sih tempat yang tepat untuk mulai berinvestasi saham? \*showing Mandiri Sekuritas logo\*. Mandiri Sekuritas jawabannya \*people asking\* Kenapa harus di Mandiri Sekuritas? \*woman character\* Ya, pertanyaan bagus! Mandiri Sekuritas memberi pelayanan

dan fasilitas terbaik kepada semua member kliennya dengan sangat baik, maksimal, dan profesional. Mandiri Sekuritas juga merupakan salah satu perusahaan sekuritas dengan kinerja dan kualitas yang terbaik di kelasnya. Kalian masih bingung atau ingin tahu lebih dalam tentang Mandiri Sekuritas? Kami siap menjawab dengan senang hati setiap jawaban yang ingin kalian ketahui. Jadi, jangan ragu untuk daftar menjadi klien Mandiri Sekuritas ya!

\*transisi\*

B. Setelah kalian telah menjadi member Mandiri Sekuritas, hal terpenting yang harus dilakukan adalah menjadi aktif. \*people asking and confuse?\* kenapa harus aktif? \*woman character\* Karena kalian bisa mendapatkan hasil yang lebih maksimal tentunya. Tapi, apa sih pentingnya??? Dengan kalian menjadi aktif, kalian bisa memiliki peluang yang lebih besar untuk mendapat dan menjual saham dengan harga yang kalian inginkan.

1. \*people mindset visual\* ‘Tapi bermain saham kan susahhhh...’

\*women character\* Siapa bilang? Bermain saham tidak susah lho! Ditambah lagi, kalian nggak sendiri \*visual of Mandiri office and staff\*. Kami, Mandiri Sekuritas siap membantu kalian semua dengan pelayanan terbaik kami.

\*people character\* Kalau kita masih bingung mengenai saham gimana?

\*woman character\* Tenang, kami menyediakan training untuk kalian yang ingin belajar lebih dalam mengenai bagaimana dunia persahaman, dan gratis! Yang harus kalian lakukan gampang kok, hubungi Mandiri Sekuritas serta tanya jadwal training yang akan diadakan, datang ke kantor Mandiri Sekuritas terdekat dan ikuti trainingnya. Selain itu, setiap hari Mandiri Sekuritas menyediakan laporan rekomendasi saham-saham yang dapat kalian pertimbangkan dalam setiap transaksi kalian. Semua market research, berita-berita, disajikan dengan tepat dan lengkap setiap harinya yang dapat diakses dengan sangat mudah. Kalian bingung dan ingin bertanya-tanya? Mandiri Sekuritas juga menyediakan layanan call-center yang akan menjawab setiap pertanyaan dan keluhan kalian. \*happy face of woman character\*

2. Mungkin banyak dari kalian ingin tahu, mana buktinya? Apa bisa benar-benar sukses dengan bermain saham? \*people faces asking\* Kami telah menyediakan sumber terbaik dan terpercaya yang akan kalian lihat berikut ini. \*menunjukkan 3 profil klien Mandiri Sekuritas pilihan yang masih muda dan sukses\*

- Closing

\*woman character appears\* Gimana, menarik banget kan? Bermain saham itu nggak susah kok kalau kalian mau mempelajarinya dengan baik. Ibarat seorang pengusaha, kerugian adalah hal yang sangat biasa di dunia bisnis. Bahkan, tidak ada waktu pasti kapan sebuah bisnis akan berada di titik atas. Tapi, semua tergantung dari gimana usaha anda untuk terus mencoba dan belajar meskipun pernah mengalami kegagalan dan kerugian. Jangan biarkan ‘takut rugi’ atau ‘takut gagal’ menjadi alasan anda untuk berhenti dan keluar, karena anda tidak akan pernah tahu kapan hasil yang besar akan menunggu anda. Jadi, tunggu apalagi? Segera aktif bertransaksi di Mandiri Sekuritas dan nikmati keuntungan-keuntungannya karena Kesuksesan Investasi Anda Adalah Prioritas Kami. Selamat bertransaksi dan.. SALAM PROFIT!

**Appendix 2: Letter of Agreement with the company**

**LETTER of AGREEMENT**

**On my Final Project Work at the English for Business Communication,  
English Department, Petra Christian University**

Yang bertandatangan di bawah ini :

I. Nama : Yolanda Nainggolan  
Jabatan : Head of Corporate Secretary & Communications  
Alamat : Jl. Jend. Sudirman Kav 54-55, Jakarta 12190  
Menara Mandiri, 24<sup>th</sup> floor.

dalam hal ini bertindak untuk dan atas nama PT.selaku penerima / pembeli “Video” yang selanjutnya disebut **PIHAK PERTAMA**.

II. Nama : Ms. Devina Yaphilia  
Jabatan : Mahasiswi Program EBC, English Department, UK. Petra  
Alamat : Jl. Rungkut Asri Timur XV/22, Surabaya, Jawa Timur

dalam hal ini bertindak untuk dan atas nama EBC (English for Business Communication), English Department, Universitas Kristen Petra Surabaya, sebagai pembuat “Promotional Video PT. Mandiri Sekuritas” yang selanjutnya disebut **PIHAK KEDUA**.

Pada hari Jumat tanggal 13 Oktober 2017, para pihak sebagaimana tertera di bawah ini, sepakat menandatangani LETTER of AGREEMENT yang diatur dalam pasal-pasal berikut ini :

## **Pasal 1**

### **Tentang Karya Cipta**

(1) Dengan ini PIHAK KEDUA menyatakan dengan sesungguhnya bahwa karya cipta yang

berjudul “ Promotional Video PT. Mandiri Sekuritas “ adalah benar karya ciptanya

sendiri dan bukan karya cipta pihak lain.

(2) “Promotional Video PT. Mandiri Sekuritas “ ini dibuat untuk keperluan tugas akhir

PIHAK KEDUA dalam mata kuliah Business Communication Final Project ( BCFP ),

dan dipergunakan sebagai media promosi oleh PIHAK PERTAMA dan boleh

dipergunakan oleh EBC Universitas Kristen Petra hanya untuk kebutuhan internal /

akademik (proses belajar mengajar).

## **Pasal 2**

### **Hak dan Kewajiban**

Setelah menandatangani Letter of Agreement ini, PIHAK PERTAMA :

(1) Sanggup menghadiri rapat kerja dengan PIHAK KEDUA untuk segala kepentingan

sehubungan dengan pembuatan “Promotional Video PT. Mandiri Sekuritas” tersebut di atas

dengan waktu dan jam yang telah disepakati PIHAK PERTAMA dan PIHAK KEDUA.

(2) Sanggup menyediakan semua informasi dan keterangan yang menyangkut materi yang

akan dimasukkan di video beserta hal-hal yang terkait dan mematuhi semua instruksi, baik

lisan maupun tertulis, yang dikeluarkan oleh PIHAK KEDUA demi kelancaran pembuatan

“Promotional Video PT. Mandiri Sekuritas”. Semua fasilitas dan kesiapan ini harus

disepakati terlebih dahulu.

(3) Menerima “Promotional Video PT. Mandiri Sekuritas” dalam bentuk DVD meliputi :

- 1 keping hasil akhir / Final “Video Promosi PT. Mandiri Sekuritas” dengan durasi kurang

lebih 3-4 menit

- Semua file-file video yang telah direkam / Master video (*softcopy*)

(4) Mendapat kesempatan REVISI video sebanyak 2x, mengingat ketentuan dan kebijakan

final dari team editing serta team yang terkait.

### **Pasal 3**

#### **Imbalan Atas Jasa**

(1) Dalam hubungan ikatan kerja ini, PIHAK PERTAMA akan memberikan Imbalan berupa

uang kepada PIHAK KEDUA sebesar **Rp 7.500.000**. Uang ini diberikan untuk menutup

biaya produksi video di atas untuk pembuatan “Promotional Video PT. Mandiri Sekuritas”,

sebagaimana yang tercantum dalam pasal 2 ayat 5.

(2) Sistem pemberian pembayaran atas jasa dibagi dalam dua tahap yaitu sebagai berikut :

- Tahap pertama **50% ( Lima Puluh Persen )** atau sebesar **Rp. 3.750.000** dari total pembayaran atas jasa yang disepakati saat Penandatanganan ikatan kerja.

- Tahap kedua **50% ( Lima Puluh Persen )** atau sebesar **Rp. 3.750.000** dari total pembayaran atas jasa yang diberikan diakhir pada waktu penyerahan video.

## **Pasal 4**

### **Pencantuman Nama**

Karena pembuatan video ini merupakan bagian dari tugas akhir di program EBC (English for Business Communication), UK. Petra, maka nama pembuat video (PIHAK KEDUA) dan nama EBC (English for Business Communication), UK. Petra akan muncul di akhir video tersebut dalam bentuk credit title setelah video promosi berakhir.

## **Pasal 5**

### **Hak Cipta dan Karya**

(1) Video Company Profile ini adalah milik dari PIHAK PERTAMA, dan seluruh isi dan bagian dari video ini merupakan hak dari PIHAK PERTAMA, dan dapat digunakan di media sosial versi apapun sesuai dengan maksud dan keinginan PIHAK PERTAMA.

(2) Seluruh isi / konten video tersebut telah disetujui dan mendapat ijin dari PT. Mandiri Sekuritas.

(3) PT. Mandiri Sekuritas mengetahui dan menyetujui bahwa “Promotional Video PT.Mandiri\ Sekuritas” ini, adalah sebagai Tugas Akhir PIHAK KEDUA dalam mata kuliah Business Communication Final Project ( BCFP ), sebagai Mahasiswi English for Business Communication Universitas Kristen Petra Surabaya, untuk kemudian akan menggunakan “Promotional Video PT. Mandiri Sekuritas” ini pada sidang akhir perkuliahan.

## **Pasal 6**

### **Model Iklan dan Narator**

Model dan narator dalam “Promotional Video PT. Mandiri Sekuritas” merupakan model yang berasal dari video testimonial yang telah dimiliki oleh PT. Mandiri Sekuritas dan menyetujui bahwa videonya akan disertakan dalam pembuatan video “Promotional Video PT. Mandiri Sekuritas” sebagai cuplikan testimoni mengenai klien-klien yang telah sukses. Model dan narator tidak akan berhak mendapat / atau menuntut royalti dalam bentuk apapun dari PT. Mandiri Sekuritas.

## **Pasal 7**

### **Penyelesaian Perselisihan**

Karena ini merupakan bentuk kerjasama dari dua pihak yang saling menguntungkan, beritikad baik, dan untuk tujuan baik, maka apabila ada perselisihan yang timbul diantara para pihak, akan diselesaikan dengan sebaik mungkin melalui musyawarah dan mufakat.

Demikian perjanjian ini dibuat dan ditandatangani oleh semua pihak dalam rangkap secukupnya, diantaranya ditandatangani di atas meterai yang cukup. Surat ini kami buat dengan sebenarnya dan semua pihak diharapkan menunjukkan komitmen terhadap isi surat ini.

PIHAK PERTAMA

PIHAK KEDUA

(Pihak *Company*)

(Mahasiswa UKP)

### Appendix 3: Script of the Promotional Video

#### SCRIPT OF THE VIDEO

**“Mau Cepat Sukses? Ayo Aktif Bertransaksi Saham SEKARANG Juga!”**

- Opening:

Siapa bilang sukses di usia muda itu susah? **(Who says being successful at young age is difficult?) Is it true that young people cannot be successful?**

1. Menurut Warren Buffet, investor terkenal dari Amerika, untuk bisa kaya, kita tidak boleh bergantung hanya pada satu sumber penghasilan, melainkan harus berinvestasi untuk memperoleh sumber penghasilan yang lain. **(According to Warren Buffet, one of the most successful investors from the U.S.A, in order to be wealthy, we should rely not only on one source of income, but also on another source.)**

Tetapi, apa mungkin kita berinvestasi, sedangkan kita masih bekerja, atau bahkan kuliah? Investasi apa sih yang paling cocok untuk orang yang tidak punya banyak uang dan waktu luang? **(But, is it possible to invest while we are still at work or at college? What is the best investment for people who have little money and time?)**

Jawabannya adalah investasi saham. Kenapa? **(The answer is stocks investment. Why?)**

**a. Tidak Butuh Modal Besar (It does not need a big capital.)**

Untuk dapat memulai investasi di bidang properti, anda harus memiliki uang setidaknya ratusan juta rupiah, atau bahkan miliaran. Tetapi, kalau anda membeli sebuah saham dari perusahaan, anda dapat membelinya hanya dengan modal Rp. 500.000,- saja, dengan harga 50 rupiah per lembarnya. Jadi, sangat murah, bukan?

**(To start an investment in property, you need to have at least hundreds of thousands of Rupiahs or even billions of Rupiahs. But if you buy a company's**

**stock, you can get it with only five hundred thousand Rupiahs, because a stock can cost only 50 Rupiahs per sheet. It's very cheap, isn't it?)**

**b. Praktis (It is Convenient.)**

Jika anda termasuk orang yang sibuk, tidak memiliki banyak waktu, namun ingin mendapatkan tambahan penghasilan, maka investasi sahamlah jawabannya. Kenapa? Karena anda dapat melakukan transaksi dimanapun dan kapanpun anda mau, bahkan hanya dengan menggunakan laptop atau HP saja. Jadi, sangat praktis, bukan?

**(If you are very busy, having very little time, but wanting to have an additional income, then, a stock investment is the solution. Why is that? Because you can do transactions anywhere and anytime you want. You can do it even with just your laptop or cell-phone. Very convenient, right?)**

**c. Bisa Cepat Kaya (You can get rich soon.)**

Kalau kita membuka usaha atau bisnis, mungkin bisnis itu baru bisa kembali modal setelah beberapa tahun. Demikian halnya kalau kita berinvestasi dalam bidang properti. Selain butuh modal yang besar, kita baru bisa mendapatkan hasilnya setelah lama menunggu. Tetapi, hal ini tidak terjadi apabila kita berinvestasi dalam saham. Karena pergerakan harga saham bisa terjadi dalam hitungan detik.

**(If we build a start-up, we may get the Return on Investment or ROI after several years. The same thing is true with an investment in property. It needs a big capital and a long wait, if it is successful at all. These drawbacks do not happen when we invest in stocks. Because stock prices can change in a matter of seconds.)**

Bila anda masih belum yakin, berikut adalah bukti dari orang yang sudah sukses dalam berinvestasi saham. Siapakah mereka?

**(If you are still in doubt, the following are examples of successful stock investors. Who are these people?)**

## **1. Warren Buffet**

Warren Buffett adalah orang terkaya nomor 4 di dunia. Dulunya, Ia hanya bekerja sebagai pelayan di supermarket milik kakeknya serta berjualan Koran, bola golf, dan stempel. Tetapi setelah Ia terjun ke dunia saham, kini Ia menjadi salah satu investor saham paling sukses di dunia. Dengan total kekayaan mencapai 78,7 miliar dolar Amerika.

**(Warren Buffet is the fourth richest person in the world now. In the past, he worked as an assistant in his grandfather's supermarket, and he also sold newspapers, golf balls, and stamps. But he has been successful since he joined stocks investment. Now, he is one of the most successful stocks investors in the world with the total asset of \$78,7 billions.)**

## **2. Lo Kheng Hong**

Tidak seperti tokoh sebelumnya, Lo Kheng Hong adalah orang Indonesia, yang sukses dan kaya raya berkat investasi saham. Dia dulu hanyalah seorang pegawai bank dengan gaji pas-pasan. Tapi sekarang, dia sudah menjadi miliader, karena berhasil dalam investasi saham. Saat ini dia memiliki aset saham senilai lebih dari 2,5 triliun Rupiah. Filosofi hidupnya adalah bagaimana dia bisa “menjadi kaya sambil tidur”. Dia tertarik bermain saham, karena dapat memberikan keuntungan yang besar serta tidak melelahkan, seperti halnya di sektor riil.

**(Unlike the other investor, Lo Kheng Hong is Indonesian investor who gained his success and wealth from stocks investment. In the past, he was just a bank employee with an average salary. Now, he is a billionaire because of his success in stock investment. Today, he has more than US\$185 millions or 2,5 trillion Rupiahs in stock asset. His motto is “being rich while sleeping”. He likes doing stock investment because it gives him a big profit without feeling exhausted, as in the real business sector.)**

2. Sekarang, bila anda sudah yakin dengan investasi saham, maka pertanyaan berikutnya adalah... **(Now, if you are already convinced with stock investment, the next question is..)**

*\*people asking\**: Dimana sih tempat yang tepat untuk mulai berinvestasi saham?

**(What is the best place to start a stock investment?)**

*\*showing Mandiri Sekuritas logo\**

*\*man character\**: Mandiri Sekuritas jawabannya. **(The answer is, Mandiri Sekuritas.)**

*\*people asking\**: Kenapa harus di Mandiri Sekuritas? **(Why Mandiri Sekuritas?)**

*\*man character\**: Ya, pertanyaan bagus! Mandiri Sekuritas adalah perusahaan sekuritas terbesar dan terbaik di Indonesia. Tidak seperti yang lain, Mandiri Sekuritas memberi layanan dan fasilitas terbaik kepada semua *member*-nya secara maksimal dan profesional. Jadi, tidak perlu ragu lagi, bukan?

**(A good question! Mandiri Sekuritas is the biggest and the best securities company in Indonesia. Unlike other securities companies, Mandiri Sekuritas provides the best services and facilities for its members. So, no need to be in doubt, right?)**

*\*transisi\**

3. Apakah anda sudah lama jadi *member* tetapi tidak pernah bertransaksi? Jika iya, anda harus bertransaksi sekarang juga. Kenapa? Karena selain sangat menguntungkan, juga belajarnya tidak susah. Anda tidak harus menjadi ahli saham, agar bisa berhasil dalam bertransaksi. Yang anda perlukan hanya kemauan untuk belajar dengan tekun.

**(Have you been a member for a long time but never done any transaction? If the answer is yes, then you have to start trading now. Why? Because stocks trading is profitable as well as easy to learn. You don't have to be a stocks expert in**

**order to succeed in stocks trading. All you need is just a willingness to learn diligently.)**

\*people characters asking\*: Tapi, kalau saya mau belajar, apakah Mandiri Sekuritas menyediakan bantuan bila saya mengalami kesulitan? **(But if I want to learn, will Mandiri Sekuritas help me when I have a problem?)**

\*man character\*: Ya, tentu saja. Kami berkomitmen membantu anda dengan layanan terbaik kami. Kami telah menyediakan tiga bentuk layanan bagi anda:

1. Online Service
2. Laporan dan Rekomendasi Saham harian
3. Free Training

**(Sure. We are committed to giving you the best help and service possible. We have provided you with three services: 1. Online Service, 2. Report and Weekly Stocks Recommendation, and 3. Free Training.)**

\*people asking\*: Apa sih Online Service itu? **(What is Online Service?)**

\*man character\*: Online Service adalah layanan yang menyediakan aplikasi online MOST untuk kenyamanan *trading* anda kapan dan dimanapun anda berada. Dengan layanan ini, anda bisa memantau pergerakan harga saham dengan ponsel anda setiap waktu.

**(Online Service is a service which provides an online application called MOST for your convenience in trading. This service allows you to monitor changes in stocks prices with your cell-phone anytime.)**

\*people asking\*: Bagaimana dengan Laporan dan Rekomendasi Saham harian? Apa itu?

**(How about the Report and Weekly Stocks Recommendation? What is that?)**

\*man character\*: Ini adalah bentuk layanan dimana anda akan mendapatkan laporan harian tentang aktifitas perusahaan-perusahaan yang tergabung dalam Bursa Efek Indonesia, yang bisa berdampak pada pergerakan harga saham mereka. Selain itu, kami juga menyediakan rekomendasi saham yang mana yang layak dijual, dibeli, dan dipertahankan.

**This is a service in which you can get weekly reports regarding activities of companies belonging to the members of Indonesia Stock Exchange which may affect their stocks prices. Besides, we also provide stocks recommendations about which stocks need to be sold, bought, or maintained.)**

\*people asking\*: Lalu bagaimana halnya dengan layanan yang ke-3, *Free Training*? Memangnya pelatihannya gratis? **(Then, what about the third service, Free Training? Is it indeed free?)**

\*man character\*: Ya, ini betul-betul gratis. Memang... ini adalah bentuk layanan dari kami yang unik, berbeda dari perusahaan sekuritas lainnya. Kami berkomitmen untuk menyediakan pelatihan gratis dalam berbagai level, mulai dari *Beginner* sampai *Advanced* bagi mereka yang betul-betul ingin menguasai dunia saham.

**(Yes, this is free. No charge at all. This service is indeed very unique. Unlike other securities companies, we are committed to providing free trainings in various levels, from Beginner to Advanced, for those who are willing to master the world of stocks.)**

\*man character\*: Jadi, layanan kami sudah cukup lengkap, bukan? Terus, apa lagi yang anda tunggu?

**(So, we have given you the best and complete services, right? What else are you waiting for?)**

4. \*moving visuals\*

\*people asking\*: Kalau begitu, banyak dong yang sudah berhasil? Ada buktinya?

**(If you have done a good job, then a lot of your customers must be successful, right? Any proof?)**

\*man character\*: Ya tentu saja. Berikut adalah contoh member kami yang telah berhasil dalam berinvestasi saham.

**(Yes, of course. The following are examples of our members who are successful in their investments.)**

- Closing

\*man character\*: Jadi, saham bisa menjadi pilihan yang tepat bagi anda yang masih kuliah atau yang sudah bekerja. Dan... bila anda sekarang tertarik untuk berinvestasi, daftarkan segera diri anda di [www.mandirisekuritas.co.id](http://www.mandirisekuritas.co.id) atau hubungi Care Center Mandiri Sekuritas di nomor 1500 178.

**(So, stock investment can be the best choice for college students as well as workers. And... If you are now interested, go register yourself on [www.mandirisekuritas.co.id](http://www.mandirisekuritas.co.id) or call Mandiri Sekuritas' Call Center number in 1500 178.**

“Karena Kesuksesan Investasi Anda Adalah Prioritas Kami.” – Mandiri Sekuritas

## Testimonial Video English Subtitle

Aab Abdullah: Rejeki sudah ada yang mengatur. Tapi kita harus berusaha.

**(God has arranged our destiny. But, we have to do our best.)**

Zola Azaria: Saya dari dulu punya cita-cita simple saja. Ingin bebas finansial di usia muda.

**(I had a simple dream from childhood, that is to be financially-independent from youth.)**

Zola Azaria: Makanya, kalian juga harus pilih sekuritas mana yang memiliki aplikasi mobile yang bagus. Seperti Mandiri, dia punya MOST.

**(Therefore, you have to choose securities with the best mobile application. Mandiri, for instance, has MOST application.)**

Aab Abdullah: Saya bilang, “Pak, saya punya dana 3 juta (jadiin dollar), bisa nggak saya investasi di saham?” “Bisa pak!”

**(I asked, “Sir, I have only US\$ 222 hundreds. Can I invest in stocks?” “Sure, you can!” the stocks official said.)**

Zola Azaria: Semenjak aku ikut berinvestasi di Mandiri Sekuritas, aku benar-benar mandiri secara finansial.

**(Since I joined Mandiri Sekuritas, I have been truly independent financially.)**

Aab Abdullah: Dari main saham, saya bisa membeli mobil dan mobil itu saya namakan Si Merah.

**(From stocks investment, now I can have a car, which I call The Red.)**