

# The Ability of Semarang State Polytechnic Accounting Department Students in Expressing Chronological Information to Promote Products

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## **Abstract**

*The ability of Semarang State Polytechnic Accounting Department Students in expressing chronological information to promote products that are known and consumed or enjoyed in everyday life is very important. Manufacturers sell many similar products on the market, but each product certainly has its own uniqueness and characteristics. This research is descriptive qualitative, namely studying the ability of Semarang State Polytechnic Accounting Department Students in expressing chronological information to promote products and/or services. The sample selection was carried out by "purposive sampling" namely with respondents consisting of 24 students of the Accounting Department, Semarang State Polytechnic, D4 Computer Accounting Study Program Semester VI who had joined the "English for Academic Purposes" (EAP) course, one of which was the materials covered the study of Descriptive Paragraph. The results of this research show that descriptive paragraphs that can fulfill the completeness of a good paragraph; namely those that have five components from "topic sentence, supporting sentences, concluding sentence, unity, and coherence" as many as 5 paragraphs or 20.83%, while the remaining 19 descriptive paragraphs do not fulfill the completeness of a good paragraph or 79.17%. The use of adjectives, both opinion and fact, throughout the text meets the completeness of a good descriptive paragraph or 100%. This needs to be followed up with further research by taking a larger sample from all study programs in the Semarang State Polytechnic Accounting Department.*

*Keywords: ability, chronological information, products, and services.*

## **INTRODUCTION**

Currently, the education for the development of "soft skills" is being promoted in the world of education, because the role and function of "soft skills" really support and support a person's success in pursuing a career and life in society. The ability to communicate with other people, such as superiors (ordinators), subordinators, staff, fellow employees, customers, consumers and customers is one part of a "soft skill" (Novriza AP: 2007) and (NACE: 2002). In fact, 85% of employees' success is determined by "soft skills". This research is an analysis of the level of ability of Semarang State Polytechnic Accounting Department Students in expressing chronological information to promote products and/or services. The importance of students' ability to communicate and collaborate with other people was also highlighted by Suwardjono (2008), Haryoyudanto (2009), and Kertajaya (2008), even more emphasized by the existence of students' "soft skills" by completing them into one unit of IQ, EQ, and SQ. Meanwhile, Noersasonko (2007), Nurrohawati (2007), and Sulistyono (2007) emphasize the importance of mastering language skills, especially English, in welcoming the Digital Revolution and the era of globalization.

The description of ability of Semarang State Polytechnic Accounting Department Students in expressing chronological information to promote products and/or services is in the form of a descriptive paragraph. Products are usually divided into two categories, namely disposable products or products that are used or consumed/enjoyed over a relatively short period of time (Fast moving consumer goods), and products that are used or consumed/enjoyed over a relatively long period of time (Consumer durables ). Examples of the first product category are candy, chocolate, bottled tea, glass/bottle mineral water, cigarettes, lighters, etc. Meanwhile, examples of the second product category are cars, motorbikes, shoes, clothes, belts, TVs, radios, radio recorders, lap tops, computers, etc. (Robbins, 2000: 79).

Furthermore, the description of products uses the concept of vocabulary related to a person's opinion, and facts which are usually in the form of size, shape, color, where it comes from (producing country), and what it is made of (making materials) (Robbins, 2000: 71). In this way, the description of products is carried out by expressing chronological information in the form of features and/or characteristics of the product.

There are many studies related to how important the function and role of soft skills are for someone in pursuing a career and living their life. The ability to communicate with other people, such as superiors (ordinators), subordinators, staff, fellow employees, customers, consumers and customers is one part of a "soft skill" also called strategic competency, which is the ability to choose an effective means to display a successful communication action allows listeners/readers to recognize the intended reference. In fact, strategic competence is the way to manipulate language to fulfill certain communicative goals. A skilled speaker has and uses sophisticated strategic competencies. A salesperson uses certain communication strategies that make a product appear attractive or interesting. A friend persuades you to do something extraordinary by using communicative strategies for that purpose (Yule & Tarone in Brown, 2007: 242-243). At its peak, strategic competence almost carries out an executive function to make final decisions in the formation of words, phrases, and other productive and receptive means for negotiating meaning (Bachman in Brown, 2007: 243). This is in line with the results of NACE research (2002) regarding the important role of a person's communication skills in pursuing and developing a career.

Promotional activities for products must also be carried out by entrepreneurs/business people or market players effectively and efficiently. A study proves that promotional activities for a product greatly influence the increase in "total turnover, profit and absorption of manpower". The forms of promotion that are generally participated in by the average UMKM ( The Small and Medium Business Scale Units) are Exhibitions, Trading Boards, Trade Missions/Contacts, and Business Meetings (Syarif, 2005). The results of research by Rizky (2011) show that the most influential factors in preparing marketing strategies for UKM (Micro Business Scale Units) - (Producers of Wangi Root Craft Products, Garut Regency, West Java) are company capacity, products, company financial conditions, consumer attitudes, competitive conditions, and outlet capacity. The influential actors in preparing marketing strategies are the Head of Operations, and General Managers. The most important goal of preparing a marketing strategy is to maintain customer loyalty. Alternative marketing strategies that can be implemented are implementing customer intimacy, product positioning based on quality and price, making optimal use of mass media, and developing a "Factory and Gallery Visit" program in collaboration with outlets.

This research is more distinctive and specific compared with the previous researches, because it took the population and location in the Semarang State Polytechnic Accounting Department, which is a vocational education institution with a learning program combined between the SKS (Semester Credit Unit) system and the Package system, as well as 60% practical materials and 40% theoretical materials, and lecturing materials in General English and Business English (English for Special Purposes).

## **RESEARCH METHODS**

This research is a description of the ability of Semarang State Polytechnic Accounting Department Students to express chronological information to promote products that are known and consumed/enjoyed in everyday life. Manufacturers sell many similar products on the market, but of course they each have their own uniqueness and characteristics. This research tends to be more qualitative descriptive nature, namely a study of the ability of Semarang State Polytechnic Accounting Department Students in expressing chronological information to promote products and/or services.

Sample selection was carried out by means of "purposive sampling" with special consideration according to the nature of this research. The selected respondents included 24 students from the Semarang State Polytechnic Accounting Department, D4 Computer Accounting Study Program Semester VI who had joined the "English for Academic Purposes" (EAP) course, where one of the materials studied was Descriptive Paragraph. This research data is more primary in nature, because it was directly obtained from students of the Semarang State Polytechnic Accounting Department. It is also more qualitative in nature, because it concerns the ability of Semarang State Polytechnic Accounting Department students to express chronological information to promote products and/or services.

The ability studied is related to oral communication competence (oral language); namely the student's ability to express chronological information orally (oral skill). Furthermore, it also includes written communication competencies (written language); namely the students' ability to express chronological information in writing (written skill) in the form of descriptive paragraphs. Meanwhile, data collection was carried out by giving oral and written tests to selected respondents.

Because this research is more qualitative in nature, data analysis was also carried out descriptively qualitatively, which includes the ability of Semarang State Polytechnic Accounting Department students to express chronological information to promote products and/or services orally (oral skill) and also in writing (written skill). The data obtained is in the form of a Descriptive Paragraph, which will include the components "topic sentence, supporting sentences, concluding sentence, unity and coherence". Each component will be analyzed for its level of accuracy and whether or not the number of components in the paragraph is complete.

Furthermore, the description of products/services uses the concept of adjective vocabulary related to a person's opinion, and facts which are usually in the form of size, shape, color, where it comes from (producing country), and what it is made of (making material) (Robbins, 2000: 71). In this way, the description of products is carried out by expressing chronological information in the form of features and/or characteristics of the products.

## RESULTS AND DISCUSSION

Products are usually divided into two categories, namely disposable products or products that are used or consumed/enjoyed over a relatively short period of time (Fast moving consumer goods), and products that are used or consumed/enjoyed over a relatively long period of time (Consumer durables ) (Robbins, 2000: 79). The data obtained shows that there are two product categories and one type of service which includes: a) products that are enjoyed/consumed once or for a short period of time, such as cosmetic products, energy drinks, perfume and powdered milk, b) products that are enjoyed/consumed once or for a long period of time, such as cellphones, mobile phones, cars, TV, drink bottles (Tupperware), houses, notebooks, tablet computers and clothes, and c) services, such as advertising services, restaurants and beauty services. Complete data can be seen in table 1, table 2, and table 3 as follows:

Table 1. Kinds of Fast Moving Consumer Goods

No.	Kinds of Product	Trade Mark/Brand
1	Cosmetics	Marta Tilaar Sariayu, Oriflame
2	Parfumes	Escada
3	Energy Drinks	Extrajos
4	Milk Extracts	Ultra Milk

Primary Data (Pandiya, et. al., 2024)

Table 2. Kinds of Consumer Durables

No.	Kinds of Product	Trade Mark/Brand
1	Mobilephone	Samsung, E-Touch
2	Handphone	Smartfren, Nokia
3	Automobiles/Cars	Suzuki Ertiga, Honda Jazz Hybrid, Honda Freed
4	Drink bottles	Eco Bottles Tupperware
5	Houses	Beranda Bali – Cluster Parks Kuta
6	Notebook	Samsung
7	Tablet (Computer)	Polytron, Sony
8	TV	Polytron
9	Clothes	Atypical, Amary, and Batik Keris
10	Furnitures	Pro Design

Primary Data (Pandiya, et. al., 2024)

Table 3. Kinds of Service

No.	Kinds of Service	Trade Mark/Brand
1	Advertising services	CV. Karya Lia Pratama
2	Restaurants	Teffos Resto
3	Beauty services	Sehati Beauty Care

Primary Data (Pandiya, et. al., 2024)

The ability of Semarang State Polytechnic Accounting Department students to express chronological information to promote products and/or services consist of verbal data (oral skill) and also written data (written skill). Data that was originally spoken is transferred into written data which ultimately takes the form of written texts. The data obtained is in the form of a Descriptive Paragraph, which will include the components "topic sentence, supporting sentences, concluding sentence, unity and coherence". Each component is analyzed for its level of accuracy and whether or not the number of components in the paragraph is complete.

Furthermore, the description of products/services uses the concept of adjective vocabulary related to a person's opinion, and facts which are usually in the form of size, shape, color, where it comes from (producing country), and what it is made of (making material) (Robbins, 2000: 71). In this way, the description of products is carried out by expressing chronological information in the form of features and/or characteristics of the products.

The results of the research show that there are 5 descriptive paragraphs that fulfill good paragraph completeness; namely having five components of "topic sentence, supporting sentences, concluding sentence, unity, and coherence" or reaching 20.83%, while the remaining 19 descriptive paragraphs do not meet the completeness of a good paragraph or amounting to 79.17%. In terms of the use of adjectives, both opinion and fact, the entire text meets the completeness of a good descriptive paragraph or 100%. Complete data can be seen in table 4 as follows:

Table 4. The Analysis of The Whole Texts

Text Number	Completeness of Paragraph	Use of Adjective
1	Not complete	Good
2	Complete	Good
3	Complete	Good
4	Not complete	Good
5	Complete	Good
6	Not complete	Good
7	Not complete	Good
8	Not complete	Good
9	Not complete	Good
10	Not complete	Good
11	Not complete	Good
12	Not complete	Good
13	Not complete	Good
14	Not complete	Good
15	Not complete	Good
16	Not complete	Good
17	Not complete	Good
18	Not complete	Good
19	Not complete	Good
20	Not complete	Good

21	Not complete	Good
22	Complete	Good
23	Complete	Good
24	Not complete	Good

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Primary Data (Pandiya, et. al., 2024)

Thus, the quality of the teaching and learning process on descriptive paragraph writing material needs to be improved by increasing writing and presentation practice, either with small groups (3-4 people), or individually. There is also a need to increase the provision of independent and structured assignments.

## CONCLUSION

Considering the important function and role of soft skills in pursuing a career and living a person's life, it is necessary to continue to improve teaching and learning activities for Semarang State Polytechnic students, especially in the field of soft skills development. This will run well if it is supported by all components or related parties within the Semarang State Polytechnic.

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