A. Brief History of C.V Haryan Handicrafts

C.V. Haryan Handicraft is one of exporter and producers of batik fabric and maker of garments in Solo, Central Java, Indonesia. The company was established in 1996. The company has 60 employees that work in exporting process, making design, making garments etc. The company also exports batik fabric to USA, Japan, France, Spain, Italy, UK, Australia and China.

The process of batik making in C.V. Haryan Handicrafts is made by hand not by machine such as hand stamped, tie dyed and painted. They always use cotton and rayon of the export grade. The batik products of company are fabric, casual batik shirts and casual batik dresses and the company has many designs which are offered to clients. The company is located at Jl. Jawa I No. 12 Timuran RT. 05 RW. 04 Solo 57131.

The company has a motto “A pride in presenting batik as a World Heritage. The Traditional Products for casual life style”. The motto means that Company always presents batik as a unique design for costumer’s casual life style. Based on the motto, the company also has visions and missions. They are:
a. Vision

1. Perpetuating batik as cultural heritage of Indonesian people that avowed by UNESCO.
2. Introducing batik as authentic product of Indonesia to foreign countries.

b. Mission

1. Opening recruitment to unemployment in Indonesia.
2. Giving commission to traditional batik craftsmen and sellers of wax paraffin.
3. Increasing the foreign exchange of Indonesia.

c. Organizational Structure of C.V. Haryan Handicraft

![Organizational Structure Diagram]
Based on the diagram above we can learn that Export division is the division under the director and the vice director. Export division is important division of the company because the division always manages activities of exporting or exporting process from promoting product until delivering product.

Exporting division is a division which manages all of batik process in C.V. Haryan Handicraft. It also gives information to clients about batik product and the division must create a good communication with clients in the process. The division should always answer the questions from clients well to keep good relationship with clients.

B. The Writer’s Activities of Job Training

The writer took job training in C.V. Haryan Handicrafts Surakarta. The writer did activities of job training from Monday to Wednesday at 08.00 a.m. until 04.00 p.m. On the first week, the supervisor of company explained to the writer about activities of job training in C.V. Haryan Handicraft. While the activities of the writer during the internship for a month were as follows:

1. Learning documents and process of exporting

The supervisor of C.V. Haryan Handicrafts explained the process of exporting batik to the writer at the first week. The writer also learned files or documents about exporting. The writer could differentiate the export letter (Certificate of Origin) for USA region which is called letter A and for Europe region is called letter B. Not only letter of exporting, the writer also learned diagram or scheme process of exporting
because the diagram is very important and the diagram is also as a guide for exporting process. Here is the example of Certificate of Origin

![Certificate of Origin](image)

Picture 3.1. Certificate of Origin

2. Hunting buyers

The writer searched buyers through internet to promote the batik to the other country. The writer used internet to search E-mail and address of buyers to promote batik clothes of C.V. Haryan Handicrafts then the writer saved the E-mail and address. Because of it, C.V. Haryan Handicrafts can cooperate with the clients of many countries in exporting batik clothes.
3. Explaining and translating E-mail from buyers to the supervisor

The communication that is used to promote batik clothes is through E-mail in English. Sometimes the supervisor asked the writer to explain the message from the clients. The writer also translated some vocabularies in English to help the supervisor when he did not know vocabulary in replying e-mail. The writer should understand the messages from the buyers well in order to avoid misunderstanding between the costumers and the supervisor in ordering product.

4. Helping the employees to answer e-mail from buyers

The writer helped the employees of C.V. Haryan Handicraft to answer letter of order from clients because the employee sometimes forgot the vocabulary in English. It could help the employee to communicate well with buyers.

5. Visiting production of batik in Sukoharjo

The writer visited the location of batik producing in Sukoharjo in the last week of job training. The writer followed one of employees to know the process of batik producing. The writer was not only taking photos but also asking some questions to employees about the process of making batik from first step until the last step.

6. Helping employees

The writer helped employees to create the design of the label using CorelDraw, gave label in the product, and packed product into box. The writer helped them because the product should arrive to the clients before the deadline. Therefore, it could finish faster.
C. The Communication Process through E-mail in Exporting Activity Done by C.V. Haryan Handicraft

C.V. Haryan Handicraft used e-mail to communicate with clients in exporting activity. Based on observation, exporting activity of C.V. Haryan Handicrafts could be called as promoting activity because the company has promoted the product to clients from the other countries. Besides, the writer explained general process of communication in exporting activity of C.V. Haryan Handicrafts.

![Exporting Diagram](image)

**Picture. 3.2. Exporting Diagram**

Based on diagram of exporting procedure above, the exporter of C.V. Haryan Handicrafts searches phone number and e-mail of clients through internet to offer batik to many clients. After searching the phone number and e-mail of clients, the C.V. Haryan Handicrafts promotes products of batik to clients such as offering the design of batik and the price. It is the first steps of exporting activity.
If the clients are interested and the clients responds the offering of C.V. Haryan Handicraft product, he or she makes contract to negotiate the price and the payment. The clients also ask the sample of products. After the clients negotiated with C.V. Haryan Handicrafts, the clients will send pre order of the products and C.V. Haryan Handicrafts accepts pre order from the clients appropriately with the contract. Then, C.V. Haryan Handicrafts also sends Proforma Invoice (PI) to the clients. Proforma Invoice (PI) is ordering form of products payment to send for clients and the clients only pay D/P instead of full payment.

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TOTAL 17,000.00 IN FOB USD 0.00

SAY: US DOLLARS XXXXX XXXXXXXX XXXXXXXX

DIRECTOR

XXXXXXX

Picture. 3.3. Proforma Invoice
After the clients accept Proforma Invoice (PI), he or she pays half of price (D/P) that is appropriate with the agreement. If the clients have sent D/P, C.V. Haryan Handicrafts will make order of the products. Before making the products, the clients sometimes ask real sample in small size which will be sent first before C.V. Haryan Handicrafts sends the products.

After the product is ready, the company sends Commercial Invoice and Packing List. Commercial Invoice is a document ordering the products which will be sent from C.V. Haryan Handicrafts to the costumers and Packing List is list of the products which will be sent to the clients. C.V. Haryan Handicrafts also requires the clients to settle payment. C.V. Haryan Handicrafts will wait for the clients to pay it before delivering product. After C.V. Haryan Handicrafts accepts the payment of product, the company sends the product and gives number of product from courier to buyer through e-mail. In the activity, the clients usually chooses courier such as through air or sea delivering. After delivering the product, C.V. Haryan Handicrafts also sends documents of exporting to clients through bank. After delivering documents, the company requires the clients to inform soon if the product that is sent has arrived.
### COMMERICAL INVOICE

**NO:** 039181/USD/0015  
**DATE:** JULY 24, 2015  

**Sold by orders and for account and risk of Messrs:** XXXX XXX, INC.  
**Country of original of goods:** INDONESIA  
**Address:** 2600 XXXX STREET  
**City:** XX  
**Country of final destinations:** USA  
**Terms of payment:** T/C  
**Shipped per:**  
**auled on or about:** JULY 27, 2015  
**Sailing on or about:** BY SEA  
**From:** SOLO - INDONESIA  
**To:** CK - USA  

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**TOTAL:** 17,115.00 IN FOB USD  
**SAY:** US DOLLARS XXXX XXXXXXXXXX XXXXXXXXXX  
**DIRECTOR:** Xxxxxxxxxx

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**Packing List**

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**Picture. 3.4. Commercial Invoice**

**Picture. 3.5. Packing List**
D. The Ways of C.V. Haryan Handicraft in Creating a Good Communication with The Client through E-mail

C.V. Haryan Handicrafts has some ways to give service in promoting and exporting products of batik in order to create a good communication with clients. The company uses e-mail to communicate and to cooperate with the clients because e-mail can give facilities that help in sending documents such as file of Proforma Invoice, Invoice, photos sample or design etc. Communication through e-mail is called as written communication in Public Relations and communication via e-mail should use internet facility. In the case, a good communication is very important and C.V. Haryan Handicrafts should create a good communication with clients. The ways of creating a good communication is explained in the following discussions.

In having communication by e-mail, C.V. Haryan Handicrafts should use the correct format of business letter in giving information and promoting batik of C.V. Haryan Handicrafts to the clients. Here is one of the examples of offering letter which is sent by C.V. Haryan Handicrafts.
Michael Levine, Inc. - Main Store  
“Everything In Fabrics & Notions”  
920 Maple Avenue  
Los Angeles, CA 90015  

Dear Sirs/Madams,

We are one of the leading manufacturers and exporters of the batik cotton fabrics in Solo, Central Java, Indonesia. We have exported our products to U.S, Europe, France, Japan, Italy and China since 1980 until now.

Our cotton fabric is 100% cotton with as bellow:
- 133x72 / 40sx40s 44/45”
- 133x72 / 50sx50s 44/45”
- 120x60 / 40sx40s 44/45”

Process of the Batiks Available:
- Hand Blocked / Chopped / Stamped and Double Stamped
- Tie Dyed / Spray

We would like to offer you some of our batik cotton fabric. We can accept any orders from using our designs or colors available with your specifications.
We can also accept a small quantity order as initial trial order.

Our full capacity production is 100,000 yds/month.

We quote our prices based on FOB or C&F or CIF in USD.
We would like to quote our prices for you at the very competitive price in order to meet the markets.

We would like to provide you with samples or pictures presenting some of our products if requested.

Please, confirm if you are interested it.

Thank you

Yours faithfully

Export Division  
HARYAN HANDICRAFTS  
Batik manufacturer and exporter  
Jl. Jawa I No. 12 Timuran Rt.05 Rw. 04 Solo 57131  
Central Java-Indonesia  
Phone : 62 0271 642264, 62 0271 645202  
Fax : 62 0271 642264  
Email : haryanhandicrafts@yahoo.com  
Website: batikharyan.com
Based on the offer letter above, C.V. Haryan Handicrafts writes inside address and salutation of clients first which is appropriate with formal business letter through e-mail. For example:

Michael Levine, Inc. - Main Store
“Everything In Fabrics & Notions”
920 Maple Avenue
Los Angeles, CA 90015

Dear Sirs/Madams,

The Export Division of C.V. Haryan Handicrafts should write inside address and salutation of the clients above because it is important in business letter to have them as the beginning of a format business letter.

C.V. Haryan Handicrafts writes the opening letter to give information and to introduce that the company is a good exporter of batik fabrics in Indonesia. The opening letter which shows that C.V. Haryan Handicrafts has exported their product to U.S, Europe, Francis, Japan, Italy, and China since 1980 until now will make the clients believe that the company is trusted and experienced in exporting importing of batik. Here is the opening part of letter of offering.
We are one of the leading manufacturers and exporters of the batik cotton fabrics in Solo, Central Java, Indonesia. We have exported our products to U.S, Europe, Francs, Japan, Italy and China since 1980 until now.

C.V. Haryan Handicrafts also uses formal communication when the supervisor writes e-mail to the clients because the using of formal communication will influence the clients to consider that C.V. Haryan Handicrafts has positive attitude in offering the batik products, for example

We would like to offer you some of our batik cotton fabric. We can accept any orders from using our designs or colors available with your specifications. We can also accept a small quantity order as initial trial order.

However, if the letter is rechecked, the example above has two mistakes. It is the usage of vocabulary “can”. In formal language, it should be changed into “could” when writing letter through e-mail. Therefore, the usage of correct formal communication is “We would like to offer you some of our batik cotton fabric. We could accept any orders from using our designs or colors available with your specifications. We could also accept a small quantity order as initial trial order”.

Another important thing to be considered in formal business letter is the usage of correct punctuation. For example:
The example with underline mark above has one mistake in the full stop (.) usage of correct punctuation before word “To cover”. The full stop (.) should not be used because it can make the clients confused in understanding the e-mail or written communication. Therefore, the usage of correct punctuation is “You should add $1.91/yd to cover the production cost”. If the letter is rechecked, the example of letter above has mistake in the usage of formal language. The letter makes the clients will be offended because the letter does not sound polite. The examples of the sentences which do not sound polite are “It doesn’t mean anything for us. You should add $1.91/yd”. It is better to change them into “We would like you to add $1.91/yd”. Another mistake of the letter is the usage of vocabulary “But”. In formal language, it should be changed into “However” when writing letter through e-mail. Therefore, the letter should be changed into “We would like you to add $1.91/yd. For PO 50, we only accept 3 pcs/patterns. However, your coming orders are min 8 pcs (80yd) per patterns”.

However, in some cases, C.V. Haryan Handicrafts uses simple sentences to reply and answer questions from the clients in quick response such as the clients asking about delivering time, for example “When will the products be sent?” and the
company answers “The products will be sent after the product is ready about one month”.

C.V. Haryan Handicrafts also gives quick response to answer e-mail from the clients if the clients complain the mistake of sending messages or documents such as wrong photos, Proforma Invoice, Commercial Invoice or Packing list. C.V. Haryan Handicrafts should admit its mistake by stating an apology and the company send the correct messages or documents again. For example, “We apologize about the mistake. We will attach and send Proforma Invoice which appropriate with your order of the products”.

Lastly, C.V. Haryan Handicrafts does not forget to write “Thank you” or “Sincerely yours” and writes name of sender in the closing part of e-mail. It is a polite and formal way to end a letter.