

CHAPTER III

THE DESCRIPTION OF THE ACTIVITIES

3.1 Job Position and Coordination

The position of the writer during in Deep Insight's Organization is an assistant of the production manager who is responsible to reply an email.

During the job training process, there are two people who guide the writer; that is the manager production and the owner

- a. Andi Jatniko aka Eko Insight : as the owner
- b. Wahyu Mulyana : as the production manager

3.2 Responsibilities

In this chapter, the writer will elaborate about the activities during job training. The writer has responsibility to make the non-formal business agreement into formal business letter from the email received.

Another responsibilities, is that if there are events, the writer has opportunity as a Liaison Organizer and Deep Insight Crew. To run successful events, we have to pay attention in every task given by the Production Manager. So the artist will be satisfied and they have a trust to the organization to make an event in the future.

In this report, the writer focuses on correspondences rather than as liaison organizer.

3.3 GOOD CORRESPONDENCES IN DEEP INSIGHT'S COMPANY.

3.3.1 Explanation

During the training, the writer works on Monday to Friday. The writer is responsible to reply an email from the client. After that, the writer collects and arranges the incoming and outgoing letter to make it into formal letter.

3.3.2 Problems and solutions

From: eko insight <extreme_organizer@yahoo.com>
 Subject: Born From Pain - Indonesia
 To: dirk@direct-management.com
 Date: Thursday, 11 March, 2010, 10:40 AM

Hey Dirk,

I'm Eko, a promotor from Indonesia. We interested to Born From Pain Tour 2010. Is it any possibilities for us to arrange show on August?

Cheers,
 Eko
myspace.com/extreme_organizer
myspace.com/deep_insight

This email indicates that the owner wants to cooperate and to make a show for the artist. However, it is inappropriate to use informal letter as the first impression to build a trust to other company. It is better to make a formal acknowledgment letter to make the client more interested. The email above shows some deficiencies. First, they don't put in a company icon which indicates that they are a real

company. Second, there is no reference line, date line, inside address, salutation, subject line and complementary close which indicate politeness and the purpose of the letter. Third, there are no closing sentences which indicate that they want a response. Finally; there is no signs and complete address which is the essential parts of communication. All of the deficiencies will be describe as follows:

First, there is no head letter of the purchaser in the email above, whereas, the meaning of heading is very important for the company because we can see the icon to show that the company is established. Thus, the writer adds the company icon of the purchaser in the head letter which includes the address, telephone number, post code and the country area.

Second, it is about the body of paragraph which are reference line, date line, inside address , salutation and subject line, will be describe as follows.

As shown in the email, there is no reference line; whereas in formal letter it should be written. It consists of initial of the director / secretary, letter of number, code of the letter, month and year. For example: AJ/WY: 001/AC/03/10.

Next, the date can be written on the left side of the paragraph or it can be on the right side. Actually, there are two styles of the date line; American style and British style. American style formation is the Month, Date and Years. Differs from American style the formation of British style is the date, month and year. According to the book “English Business Letters” (F.W. King - D.Ann Cree 1962, 5), the date can be written in the right corner, middle or the left corner; depend on letter style in this letter, the writer chooses American style because the client is from America.

Another missing part in the email is inside address. Inside address is it an important part in the body of paragraph. The inside address includes the address the telephone number, post code and website.

Next, the salutation in the email is “Hey Dirk” which is informal in business letter. The writer changes salutation into “gentleman” for this letter, because the client is from America. The salutation is written below the inside address.


Besides, in the email there is no subject line. The subject line is summary of the subject of the letter. The writer writes the subject line “acknowledgment” as a subject line on the letter and it writes after the salutation.

Last, another important part in the body paragraph is the complementary close. The complementary close is “cheers” which is informal in business letter. To make it into formal complementary close, the writer chooses “Yours faithfully”.

Third, the closing sentence is the ending of the sentences which expresses feedback or responses from the client. In the email there is no closing sentence which hoping feedback from the client. Thus the writer adds: “We hope you will be able to confirm us as soon as possible. Thank you very much for your attention” as the closing sentences and the expression of gratitude.

Finally, the sign is the name of the person who is responsible of the content of the letter. It should be typed for the authenticity of the letter. In the email there is no place for the signs, so the writer gives a space after the closing sentences.

Solution:

 <p>INTERNATIONAL ARTIST AGENCY</p> <p>Jl. Pasundan No.68 Bandung 40251 Phone: 022-91872318 West Java, Indonesia 40261</p>	<p>← Head Letter</p>
<p>AJ/WY : 001/AC/03/10</p> <p>March 11th, 2010</p> <p>Direct Management Dirk Zeiser</p> <p>PO Box: 100 863 44008 Dortmund Germany Office: +49.231.86220-17 dirk@direct-management.com</p> <p>Gentleman :</p> <p>Re : Acknowledgment</p> <p>I'm Eko, a promotor from Indonesia. We interested to Born From Pain Tour 2010. Is it any possibilities for us to arrange show on August?</p> <p>We hope you will be able to confirm us as soon as possible. Thank you very much for your attention.</p> <p>Yours faitfully, DEEP INSIGHT ORGANIZER</p> <p><u>EKO INSIGHT</u> Manager</p>	<p>← Reference Line</p> <p>← Date line</p> <p>← Inside Address</p> <p>← Salutation</p> <p>← Subject line</p> <p>← Closing sentences</p> <p>← Complementary Close</p> <p>← The signs</p>