ABSTRACT

Food is one of our first necessities as a human being. It gives us energy and power to live a life. However, nowadays, besides acted as our source of energy, food also can make a good business. Food business or culinary business is infamously growing and growing. Related to it, my sister and I were going to make a business. However, running the business is not easy thing as easy as blinking the eyes. Business has several issues in it and one of them is a promotion issue. The promotion is essential part of business. It is a kind of tool that bridges to the costumers so that people will know about it. There are so many kind of promotion such as brochure, leaflet, newspaper advertisement, and many more. From so many of promotion tool, I prefer correspondence to use. Correspondence has a strong characteristic to maintain the business on the track when it is written carefully and effectively.

This job training report entitled *The Selected Language on Business E-mail* discusses one major concern. It is to find out how important is language usage on the business correspondence to help product promotion.

Selected language is a very essential factor of business letter. It drives the letter to be effective letter or not. Besides selected language, there are three more aspects of effective letter; they are directness, the tone and the length

The method of this report is description analysis. The writer studied the correspondence cases which occurred at Firdaus Cake. Furthermore, the data were taken from database of Firdaus Cake.

Summary, effective business letter is the letter that written carefully and thoughtfully and watch the every words that being used.

Keywords: Business E-mail, Language on Business E-mail