CHAPTER I

INTRODUCTION

1.1 Background to the topic

Do you know the song *trouble is a friend* by Lenka? The song tells you that trouble is a friend of everyone‟s; one will never get away from it and it is always in everyone‟s path. In this case, everyone is suggested to be friend with trouble yet trying to resolve. As anybody else, while running the business, I faced a significant difficulty; a promotion.

The promotion is always being an essential part of a business. Since it is a kind of bridge among the business and the costumers, it is a mean to introduce our business so that people out there know the product we are selling. Furthermore, when doing the promotion, there are so many ways of promotion such as brochure, leaflets, mouth to mouth promotion, newspaper advertisement, internet advertisement and many else.

From so many promotion tools, I was interested in promotion by correspondence through E-mail. This kind of correspondence was considered more effective and contributive. Though, besides its excellence, I learned a little issue in it; the business correspondence had been often made arbitrarily. That issue was described as a urge issue since it should be written carefully with appropriate choice of words, accurate tone and personality, no ambiguity, and no ineffectively length of letter.

The issue was quite unique to comprehend related to the necessity of this job training report. It concerned about how important the rightfully usage of language in every area of life especially on a business letter. Afterward, it was the necessity of the relation between business and language.

To sum up, the report is not just discussing about job training alone, the usage of language and business should be illustrated inside.

1.2 Scope

Here are several discussed topics that I am going to comprehend:

1. What factors lead a business correspondence to be written carefully?

2. What elements should be taken into consideration?

3. How the selected words may help product promotion?

1.3 Objectives

The objectives of this report are:

1. Identify and describe the factors that lead a business correspondence to be written carefully;

2. Describe the elements that should be taken into consideration when a business correspondence is written; and

3. Describe the way in which the selected words help product promotion.

1.4 Significant to Knowledge

Correspondence may become a powerful weapon of promotion if it can be made as much interesting as possible. However, we should be vigilant person on writing a letter; we should know what and which the important points in a letter are. One of the important points is the language usage. Furthermore, it is very essential on a letter; we just cannot be careless on using any and every words, otherwise it will be way off the road. Moreover, by using the right and appropriate language, we can increase the percentage of reader interest.

How can we sell out of our products if the costumers do not know what good points of our products are? By using the right and appropriate language in the letter we send, we can make sure that the reader will be interested, even at first sight they do not put interest on the letter.

Based on that, I will dig in to give a reasonable proof of why the language usage becomes so important on correspondence and what will become the letter when appropriate word is applied; also what is the advantage of very good written letter for business.

Frankly speaking, there are several advantages from mentioned topics above. First, practically, a good and effective-written letter will give boost increasing of business. Second, theoretically, it will deepen my knowledge of language on considered factors and required elements while writing business correspondence.

1.5 The Framework of the Theory

What factors lead the business correspondence to be written carefully? That is one of the questions that stated earlier. The question was appeared because of the tendency of carelessly business letter writing which happened quite often. Actually, the business letter should be written vigilantly yet effectively.

There are several reasons – that can be the factors – why the business correspondence to be written carefully. First of all, costumers (also readers) often do not understand what the letter is talking about. The misunderstanding of the costumers is triggered by the ambiguity of the letter, the rambling letter writing, or sometimes costumers do not find the benefit that will be gained from the letter sender. And secondly, the readers often dislike the style of the language which impressed as repressive and compulsions, in other word it is unpersuasive letter.

The ambiguity means vagueness or uncertainty of meaning. It means the meaning is not clear and confusing (see www.thefreedictionary.com/ambiguity). In the case of business letter, ambiguity should be avoiding since it makes the reader confused and uninterested to the letter.

Rambling letter is a condition of letter that the words are too long and tells anything which is not related to the subject of the letter (see The AMA handbook of business writing: 15).

Therefore, the letter, especially business letter should be written thoughtfully, carefully and effectively in order to avoid several factors above mentioned.

Consequently, what element should be taken into consideration of effective business letter? The answer **is the directness, the length, the tone and the word choosing** (see The AMA handbook of business letter third edition: 26).

The directness is first thing that you should know when writing a business letter. The letter should be written directly to what you mean or want to be informed.

> *"Be as direct as I your letter writing. If you can convey your message in five words or ten do so (The AMA handbook of business letter: 9)".*

The length is the second thing that you should know when writing a business letter. The letter should not be more than 1 page of each topic. It should be begun with main topic on the first paragraph in order to know expectation of the reader as soon as possible. Avoiding ambiguity and pays attention to rambling words is the point to keep an appropriate length of the letter.

> *"Planning and clarity of letter can help to limit the length of your letter. Paragraph should not be too long to follow and difficult to follow (The AMA handbook of business letter: 15)"*

The tone is the third thing. The tone of letter means the color of letter, not literarily color however the courteous and friendly.

> *Directing a letter toward a reader may seem very simple, but a letter too often incorrectly assumes that his or her interest and knowledge as the same as the reader (The AMA handbook of business letter: 13)*

The word choosing is the fourth. It is another essential part to construct a good effectively business letter. Word choosing has a close connection with the ambiguity, rambling letter, and the persuasiveness. Furthermore, it often leads the letter to be misunderstanding.

> *"Sales letters are written to catch the attentions of the reader in an attempt to sell them a product or service (The AMA handbook of business writing: 582)".*

The word choosing has a close relation with the persuasiveness. When it is applied the persuasive it will become. However when it is oppositely done, ambiguity and rambling letter will be appeared.

Persuasiveness is a part of one of 5 language functions. It is a part of directive function of language. The directive is function of language that influences people.

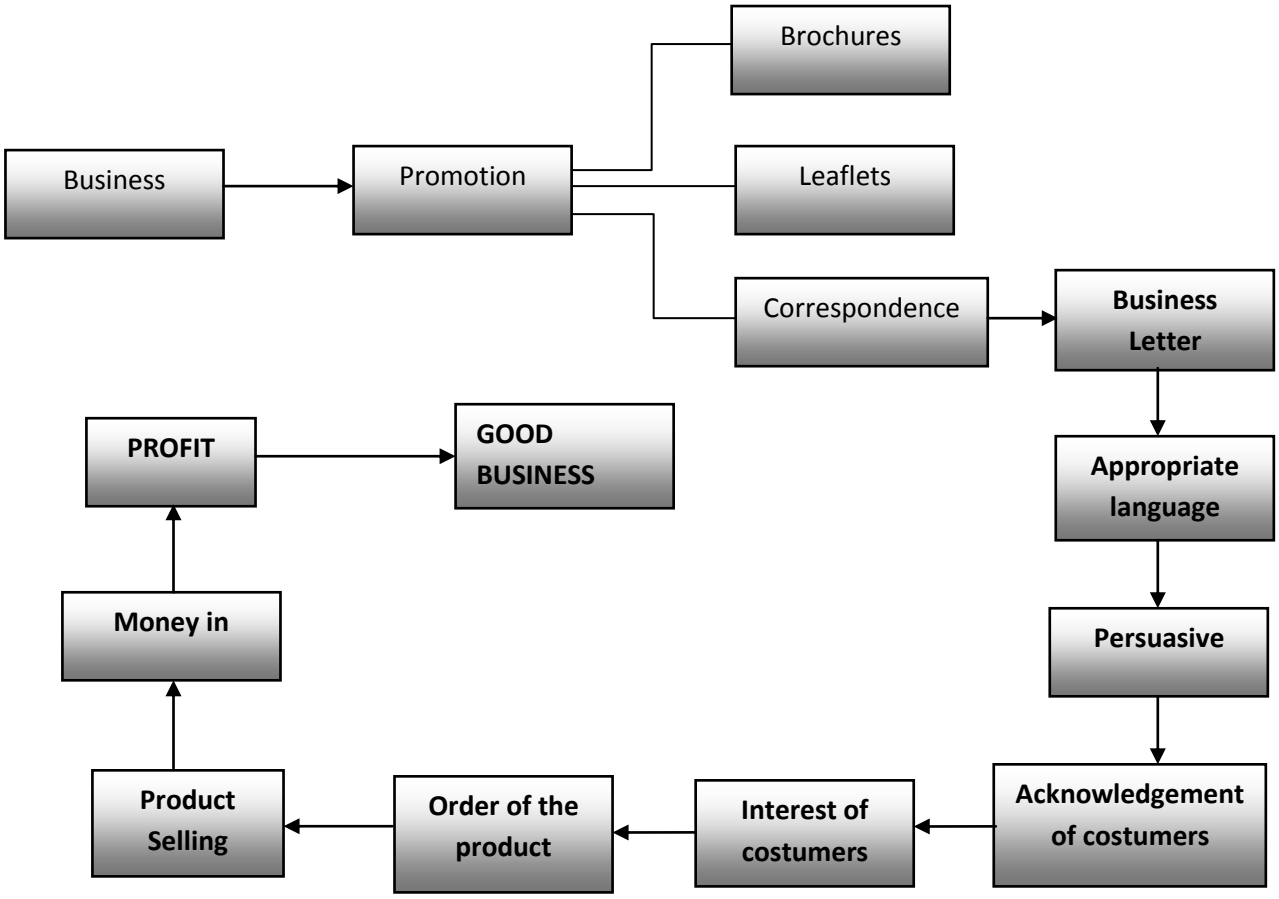
> *"The third function of language is directive function. It is if we are trying to influence people. The main example of directive function is command and request (Geoffrey Leech Semantics: 64)".*

Word choosing also has relation with euphemism and brand imaging. It will help a lot to influence people. Euphemism is not only about covering a negative context, but also to sharpen words so that words can influence and move people as we want.

Word choosing on the letter should be crucial. It means that when you constructing a letter, you should know what you are trying to tell or offer; why it is. The word choosing is the main factors why people often get the wrong message from the letter you have been written.

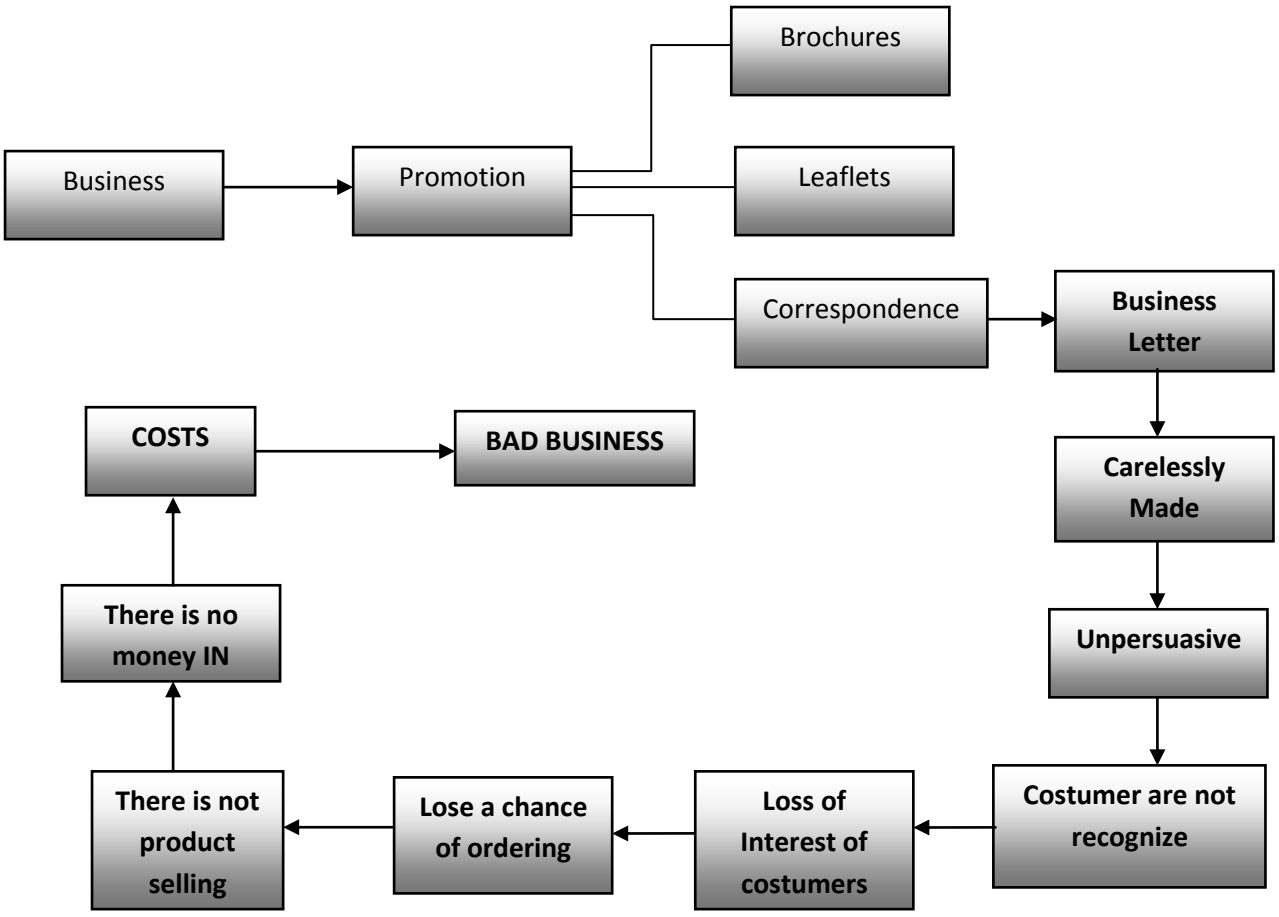
Hence, business letter should be constructed carefully yet effectively. When business letter is constructed as should be as mentioned above, the cycle of business will be like this below:

Here below is the cycle of business with applying appropriate language:



As you can see on the cycle above, appropriate language usage will be created persuasive impression. Then, it will make an acknowledgement of costumer after that interest will show up, and subsequently order the product and finally money will come into your account.

However, if the letter is not constructed as it should be, the effect will be like this below:



Oppositely, it is clearly seen that when somebody writes a business letter carelessly, unpersuasive the letter becomes. Therefore, when the letter is not persuasive enough, costumer will not acknowledge your business. Moreover, you will not get interest of the costumer; subsequently there will be no product out. The next affect is there is no money adds your account and only COSTS you will get in the end.

1.6 Research Method

The job training report entitled The Selected Language on Business E-mail is done by the description analysis method. The data was taken from the database of Firdaus Cake. Otherwise, the theories were taken from The AMA handbook of

business writing, The AMA handbook of business letter and Geoffrey Leech Semantic. The job training report is completed in a month from 1 October 2011 to 29 October 2011.

1.7 Place and Time

The form of activity I chose for my job training is running a bussines. The bussines that I got involved was food store – Firdaus Cake which is located on Kebayoran Graha Park block Q-No. 73, Setia Mekar Village, East Bekasi, Bekasi city, West Java. I took in charge the accountancy and correspondence.

The job training itself took place for a year, from 10 February 2010 to 20 April 2011.