CHAPTER III

THE SELECTED LANGUAGE ON A BUSINESS E-MAIL

Language is always being an essential part of our life. We speak, communicate, make a joke even be angry, it entirely uses language. In the world of work, it also has been important aspect. Every kind of works uses language, running business is no exception. In business, it is used for many kinds of works such as communicating, promoting and constructing a correspondence; in this case is business correspondence.

On business correspondence, the letter cannot be made carelessly. The entire aspects of letter should be considered as the whole important parts. The headline must be attractive, the subject should be constructed as interesting as possible and the impression must be persuasive and effectively constructed.

Hence, business correspondence should be constructed effectively yet carefully.

3.1 Factors That Lead Business Correspondence Written Carefully

There are several factors that lead business correspondence to be written effectively and carefully. They are avoiding ambiguity, and paying attentions to not making rambling letter.

3.1.1 Ambiguity

The ambiguity means vagueness or uncertainty of meaning. It means the meaning is not clear and confusing. In this case, ambiguity should be avoided since it makes the reader confused and uninterested to the letter.

Below is an example of ambiguity:

"The credit officer approved the credit for James Chicago because he was obviously of superior character."

From the sentence above, it cannot be confirmed who is superior character, the credit officer. The pronoun "he" may refer to the officer or Mr. James. In order to avoid the ambiguity, the sentence should be written:

"Since the credit officer was superior character, he approved the credit for James Chicago."

The following is another sample of ambiguous letter that occurred at the job training which is done:

Bekasi, Monday, January 1, 2010

Firdaus Cake
KebayoranGraha Park
Block Q-No. 73
Bekasi, West Java

Dear Mrs. Kuswara

Are you having trouble getting high quality food for your celebration event in present days? If you are like most business owners, you have trouble finding the time to economically produce gorgeous events. This is why it is important to have a specialist take care of your most important celebrating events.

Firdaus cake provides various delicious foods and coaching clinic to make a lot of variation foods from culinary to foreign cakes.

At Firdaus Cake, we have the skills and experience to come in and help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your events looking great? If so, I would be very grateful if you like to give us a call at 021-9847546.

In the letter above, there is an ambiguous word occurred. It does not give precise offer; whether food offer or coaching clinic offer. The letter should be consistent with what it offers; the food or the coaching clinic. The impact of construction the letter above is surely the reader confused.

On the other hand, the letter can be constructed in emphasizing the coaching clinic not the foods as the letter describe below:

Bekasi, Monday, January 1, 2010

Firdaus Cake
KebayoranGraha Park
Block Q-No. 73
Bekasi, West Java

Dear Mrs. Kuswara

Do you want to become a cook? However, the fee of the training shocks your heart. Do not worry since Firdaus Cake to help you with the very economical fees. For the first member you can save to 50% of membership fee with excellent training.

FirdausCake is 5 years based Service Company which has been made people good at cooking especially cakes. Firdaus Cake provides you coaching clinic to make a lot of variation food from culinary to foreign cakes.

At Firdaus Cake, we have the skills and experience to come in and help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your events looking great? If so, I would be very grateful if you like to give us a call at 021-9847546.

Bekasi, 20 june 2010

Dear Mrs. Kurnia

Here is another sample of ambiguous letter at Firdaus Cake:

Bekasi, 20 june 2010

Dear Mrs. Kurnia

Hi Mrs. Kurnia how‟re you doing*? I hope you always be fine of good*.

I saw an advertisement at your personal blog for your company however it was not as detail as I want. Please sent me 3 copies of you product catalog so I can share them with my partners.

Thank you very much. I look forward to receiving the catalog of your Firdaus Cake‟s exciting product.

Mrs. Wartini

The ambiguity of the letter above is the underlined clause; *I hope you always be fine of good*. What actually did she want to tell? Is it fine or good. Sometimes it is occurred and somehow I have already get used to it.

However, I cannot let the problem unsolved. The letter should be like this below:

Bekasi, 20 june 2010

Dear Mrs. Kurnia

Hi Mrs. Kurnia how‟re you doing*? I hope you always be fine*.

I saw an advertisement at your personal blog for your company however it was not as detail as I want. Please sent me 3 copies of you product catalog so I can share them with my partners.

Thank you very much. I look forward to receiving the catalog of your Firdaus Cake‟s exciting product.

Mrs. Wartini

Or like this:

Bekasi, 20 june 2010

Dear Mrs. Kurnia

Hi Mrs. Kurnia how‟re you doing*? I hope you always be fine*.

I saw an advertisement at your personal blog for your company however it was not as detail as I want. Please sent me 3 copies of you product catalog so I can share them with my partners.

Thank you very much. I look forward to receiving the catalog of your Firdaus Cake‟s exciting product.

Mrs. Wartini

It will be lovely when the letter is constructed effectively without ambiguity. It will make the reader know what the topic is immideately.

3.1.2 The Rambling Letter

This is the second factor that leads why the letter should be written carefully. Rambling letter is often occured in the world of business correspondence. It often gives the letter bad impact; that is uninterested of the reader.

Rambling letter means the letter is circling unknownly and not to the pointand it tends to be a gratutiously long and boring letter.

This is a sample of rambling letter:

Bekasi, Monday, March 10, 2010

Firdaus Cake
KebayoranGraha Park
Block Q-No. 73
Bekasi, West Java

Dear Mrs. Wijaya

Food is our first necessity of life. Food is our source of energy. Food is complementary in celebrating moment. Besides that food can be a source of livelihood. It can be a good business if you serious at it.

So when you having trouble getting good food for your celebration event in present days? If you are like most business owners, you have trouble finding the time to economically produce gorgeous events. This is why it is important to have a specialist take care of your most important celebrating events

At Firdaus Cake, we have the skills and experience to come in and help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your events looking great? If so, I would be very grateful if you like to give us a call at 021-9847546.

The letter above is the worst business letter ever. Believe it or not, it was occurred once at Firdaus Cake. The letter above is the worst record of Firdaus Cake. The letter should not be constructed like above.

One important point of business letter is that the letter is not free essay writing which required a bridge on the beginning paragraph. It will be a useless effort.

Business letter should be written as direct as possible (see point 3.2.1); to the point of the topic. It will be much more effective, when the letter is written like this below:

Bekasi, Monday, March 10, 2010

Firdaus Cake
KebayoranGraha Park
Block Q-No. 73
Bekasi, West Java

Dear Mrs. Wijaya

Are you having trouble getting good food for your celebration event in present days? If you are like most business owners, you have trouble finding the time to economically produce gorgeous events. This is why it is important to have a specialist take care of your most important celebrating events

At Firdaus Cake, we have the skills and experience to come in and help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your events looking great? If so, I would be very grateful if you like to give us a call at 021-9847546.

What parts those make the letter above effective?

First, it is to the point part; *are having trouble getting good food for your celebration event in present day*. On the first paragraph the letter has already told what the main point is. It is about good food for your celebration day.

Second is the impression of conviction; At Firdaus Cake, we have the skills and experience to come in and help you make the best possible impression. That sentence gives impression to the reader that Firdaus Cake is very good at supporting events with the food.

Third is the power word such as FREE; May we stop by and offer you a FREE estimate of how much it would cost to get your events looking great. The reader will always be so much interested about the word FREE; It always has.

3.2 The element should be taken into consideration

In construction of an effective letter, there are several element that people should be considered. They are the directness, the length, the tone and personality, and the choosing word.

3.2.1 The directness

As mentioned earlier, the directness is a 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.

Please take a look at the pieces of this letter below:

> *"My correspondence was initiated to inform you of the high caliber of program and product of a business in which I have take pleasure in being involved over the past few years. The floppy-fruity business association has served to keep me informed of, and actively involved in the current political and economic issues affecting small business through its monthly breakfast meetings with interesting and impressive speakers, its newsletter on legislative activities in Bandung, and several other programs outlined in the attaché letter (The AMA Handbook of Business writing;)."*

That is the model of the indirectness letter which surely makes ambiguity in letter. Afterward it will be making a costumer misunderstanding. Since the writer of the letter wants to tell the reader about an important association, the letter should be written like this below:

"I am writing to you about the high caliber program and product offered by the floppy-fruity business association, a group that I have been involve for the past few years (The AMA handbook of business writing:)."

Instead of using many words like "*My correspondence was initiated to inform you…"* it will be simpler as "*I am writing to you about…"* that will be much more simple and direct. Besides that, the attention of reader will be taken immediately.

I give you example cases of directness in letter at Firdaus Cake as written below:

Bekasi, saturday, March 15, 2010

Firdaus Cake
KebayoranGraha Park
Block Q-No. 73
Bekasi, West Java

Dear Mr. Pratama

Congratulation on opening your own travelling business. I know it has been your dream for some time, and I‟m overjoyed that you finally have your own business up and going.

I must tell you how much I admired you for the determination and fortitude you have had to follow through on your dream. Those of us who have gotten to know you personally are not that surprised. We have a little doubt that you will succeed beyond all expectation.

I would love to join at your opening next Sunday. I will be there to cheers you on

Best regard

Basically, the congratulating letter above is good enough. However, it still has a chance to be written more directly as I mentioned earlier.

The congratulating letter will be much better if it is written like this below:

Bekasi, saturday, March 15, 2010

Firdaus Cake
KebayoranGraha Park
Block Q-No. 73
Bekasi, West Java

Dear Mr. Pratama

Congratulation on opening your own travelling business. I know it has been your dream for some time, and I‟m overjoyed that you finally have your own business up and going

I must tell you how much I admired you for the determination and fortitude you have had to follow through on your dream. Those of us who have gotten to know you personally are not all surprised that you will succeed beyond all expectation.

I would love to join at your opening next Sunday. I will be there to cheers you on

Best regard

To make you sure, here is another case of directness of letter that occurred at Firdaus Cake:

Firdaus Cake

KebayoranGraha Park
Block Q-No. 73
Bekasi, West Java

Dear Mrs. Kurnia

Hi, Mrs. Kurnia, it is been a while, How are you doing?

As you know we are in the process of celebrating our company anniversary. Will you send us information on the price, and product list of Firdaus Cake?

Tahukita currently has 50 officers to be taken care. They are so precious for us, so that, I am going to make a little party for my precious officers.

Send us the information immediately so that we can evaluate whether or not firdaus cake can supply lovely delicious food.

Best regard

Please take a look at the letter above. The question is what is the point she (the writer of the letter) asking *how are you doing*. The letter should not use that line of phrase instead it should come to the subject as soon as possible.

The letter will be much better if it is written like this below:

Firdaus Cake

KebayoranGraha Park
Block Q-No. 73
Bekasi, West Java

Dear Mrs. Kurnia

We are in the process of celebrating our company anniversary. Will you send us information on the price, and product list of Firdaus Cake?

Tahukita currently has 50 officers to be taken care. They are so precious for us, so that, I am going to make a little party for my precious officers.

Send us the information immediately so that we can evaluate whether or not firdaus cake can supply lovely delicious food.

Best regard

3.2.2 The Length

The length of the letter is very much affecting to the appearance. The reader will not be reading a letter that consists of 3-4 pages with the rambling words. Therefore, a business letter should not be more than 1 page except an enquiry letter. The letter should be begun with main topic on the first paragraph in order to know expectation of the reader as soon as possible.

1 page consist of not more than 4 paragraphs which are introducing subject or reference of previous letter, the elaboration section of the first paragraph and the closing paragraph.

For example:

Dear Mrs. Euis

Welcome! Your account at floppy-fruity supply has been approved. We are proud to have you as costumer.

Euis, as you possibly know, floppy-fruity supply is a 10 years old company, with 20 stores in Indonesia. We supply a complete line of agricultural products including seeds, fertilizer and tools. As a leader in this industry, we attempt to offer the best possible to our costumer. Our goal is to be you most valuable supplier. Customer satisfaction is our number-one priority.

Your approved credit line is Rp.3000.000. A service charge is added to the past-due balances that are not paid by twenty-fifth day of the billing month.
We at floppy-fruity supply welcome the opportunity to serve you and look forward to a long and prosperous relationship.

Using the directness and avoiding ambiguity will help the length of the letter. A concise paragraph which comes up to the point is necessary.

Here is the case of the length of letter at Firdaus Cake:

Bekasi, 30 may 2010

Mr. AndiHartanto
Pondokungu no. 32
Bekasi, Jawabarat

Dear Mr. Hartanto

You will never know how surprise I am when you reply my message a few weeks ago. So I prepared as much as I can to complete this task.

I was so glad to have had the opportunity to meet with you. Thank you for sending me a proposal letter for the seminar we talked about having you run.

Your project sounds very interesting. I would like to know more about it. I understand you have some sample material prepared, which we would be interested in seeing. I would happy to send you the comments and suggestions. I believe that you will find out these recommendations to be helpful as your work progress.

Mr. Hartanto, I know you are very interested in having your seminar produced. As a prospective seminar leader, you will undoubtedly consider a number of criteria in selecting who would you like to work with in putting on the seminar. These might be including sales advertising, promotion and content development assistant.

I look forward to be hearing from you and seeing your material. In the meantime, you have my best wish for continued progress on your work. If I can be any assistant to you, please do not hesitate to call on me.

Best Regard

IkaKurnia

For a glance, the letter above does not have a problem. However, when we take a look at that, there are several issues on it. First, the letter is too long for an interest letter. And secondly, it is the same issue as previous discussion; there are many useless words such as *you will never know how surprise I am when you reply my message a few weeks ago. So I prepared as much as I can to complete this task.*

The two issues have a bad influence to the length of that letter. The solution is that the letter should be constructed like this below:

Bekasi, 30 may 2010

Mr. AndiHartanto
Pondokungu no. 32
Bekasi, Jawabarat

Dear Mr. Hartanto

I was so glad to have had the opportunity to meet with you. Thank you for sending me a proposal letter for the seminar we talked about having you run.

Your project sounds very interesting. I would like to know more about it. I understand you have some sample material prepared, which we would be interested in seeing. I would happy to send you the comments and suggestions. I believe that you will find out these recommendations to be helpful as your work progress.

Mr. Hartanto, I know you are very interested in having your seminar produced. As a prospective seminar leader, you will undoubtedly consider a number of criteria in selecting who would you like to work with in putting on the seminar. These might be including sales advertising, promotion and content development assistant.

I look forward to be hearing from you and seeing your material. In the meantime, you have my best wish for continued progress on your work. If I can be any assistant to you, please do not hesitate to call on me.

Best Regard

IkaKurnia

With those sentences disappeared, the letter is much better than the previous one.

3.2.3 The Tone

The other thing which is important as one before on creating an effective business letter is the tone. On this part, all aspects of the tone will describe as detail as possible.

The tone of letter means the color of letter, not literarily color however the courteous and friendly. The tone of letter is going to help the writer to get a positive reaction from the reader. The letter should be written courteously yet friendly as if the writer is talking to the reader.

Dear Mrs. Euis

Welcome! Your account at floppy-fruity supply has been approved. We are proud to have you as costumer.

Euis, as you possibly know, floppy-fruity supply is a 10 years old company, with 20 stores in Indonesia. We supply a complete line of agricultural products including seeds, fertilizer and tools. As a leader in this industry, we attempt to offer the best possible to our costumer. Our goal is to be you most valuable supplier. Customer satisfaction is our number-one priority.

Please take a look at the pieces of letter sample above, in first paragraph the writer writes the tone of letter *"We are proud to have you as costumer"*. And in the second paragraph, writer sets the letter as *he addresses his costumer by her first name as a form of maintaining a personal relationship and courteous tone*.

The other important thing of the tone of letter is the writer places him or herself in the mindset of the receiver or reader. It is often happened that letter which is written does not reach the wishes of reader and that means the communication between the writer and the reader is not complete.

I give you the real case of the tone of the letter which occurred at Firdaus Cake:

Bekasi, 30 may 2010

Mr. AndiHartanto
Pondokungu no. 32
Bekasi, Jawabarat

Dear Mr. Hartanto

I was so glad to have had the opportunity to meet with you. Thank you for sending me a proposal letter for the seminar we talked about having you run.

Your project sounds very interesting. I would like to know more about it. I understand you have some sample material prepared, which we would be interested in seeing. I would happy to send you the comments and suggestions. I believe that you will find out these recommendations to be helpful as your work progress.

Mr. Hartanto, I know you are very interested in having your seminar produced. As a prospective seminar leader, you will undoubtedly consider a number of criteria in selecting who would you like to work with in putting on the seminar. These might be including sales advertising, promotion and content development assistant.

I look forward to be hearing from you and seeing your material. In the meantime, you have my best wish for continued progress on your work. If I can be any assistant to you, please do not hesitate to call on me.

Best Regard

IkaKurnia

Please take a look the letter above, it is the same letter in the case of the length of the letter. In the case of the tone, the letter still has a little issue in it.

As I mentioned previous sub-chapter, the tone of the letter means courteous and friendly. Moreover, the letter should be addressing his costumer by her or his first name as a form of maintaining a personal relationship and courteous tone.

Hence, the letter should be written as the letter below:

Bekasi, 30 may 2010

Mr. AndiHartanto
Pondokungu no. 32
Bekasi, Jawabarat

Dear Andi

I was so glad to have had the opportunity to meet with you. Thank you for sending me a proposal letter for the seminar we talked about having you run.

Your project sounds very interesting. I would like to know more about it. I understand you have some sample material prepared, which we would be interested in seeing. I would happy to send you the comments and suggestions. I believe that you will find out these recommendations to be helpful as your work progress.

Andi, I know you are very interested in having your seminar produced. As a prospective seminar leader, you will undoubtedly consider a number of criteria in selecting who would you like to work with in putting on the seminar. These might be including sales advertising, promotion and content development assistant.

I look forward to be hearing from you and seeing your material. In the meantime, you have my best wish for continued progress on your work. If I can be any assistant to you, please do not hesitate to call on me.

Best Regard

IkaKurnia

By addressing his costumer by her or his first name as a form of maintaining a personal relationship and courteous tone, the letter becomes like that.

The writer thinks that when writing a letter the sender should consider these questions. First, what will motivate the reader to react favorably to my letter? And second, what things will interest the reader? The writer should think carefully about what it is that will give a conviction to the reader and what you are writing is advantageous for the reader.

3.3 Selected Words May Help Product Promotion

Word choosing 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.

The business letter should be written carefully without mistake. The using of each word must be perfect and accurate; also the sentence should be as effective and persuasive as possible.

The persuasiveness in a letter can be constructed by using a good selecting word. When the words are used precisely, it will give the letter much more strength to attract and convince the reader. However, if it is oppositely done, the ambiguous and rambling letter will be constructed. Moreover, it will be disadvantageous.

From so many case occurred, I give one of the cases. Please take a look at the letter below:

Dear Mr. Smith:

*Are you having trouble getting **good food** for your celebration event in present days? If you are like most business owners, you have trouble finding the time to economically produce **good-looking** events. This is why it is important to have a specialist take care of your most important celebrating events.*

*At Firdaus Cake, we have the skills and experience to come in and will help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your events looking great? If so**, give us a call** and **set up and appointment with one of your friendly operators.***

On the example above, on the underlined phrase, look and see carefully. The phrases *good food*, *give us a call*, *set up and appointment with one of your friendly operators*. Those phrases, it should be more persuasive.

Hence, when writing a business letter, consider this information. A good business letter focuses on what interest the reader such as the benefit of the costumers and how the costumer will use the product or the service.

If the letter is not personally addressed, the letter should be started with headline that will describe the key benefit to the reader. Furthermore, the letter is supposed to use power words such as: *free*, *proven*, *imagine*, *how to*, *fast cheap*, *save*, *enjoy*, *introducing*. The last thing which should be involved, it should get the reader attention, target the audiences, lists of benefits and make a promise.

First, it has point of how the letter focuses on what interest the reader such as benefit of using the product; *offer you a FREE estimate of how much it would cost to get your events looking great*. Second, the letter is already using power word like *FREE*. Moreover, it also has already been using make a promise point such as *will help you make the best possible impression (look at the letter above for more detail).*

However, the level of persuasiveness can still be increased without ignore the length and the directness of letter. That is by using word choosing method.

The word choosing makes the semantic point of word changed. If we cleverly use and exploit the word, the word can be powerful enough to make people turn and follow us. That is the persuasiveness made for; to influence people.

In semantic discussion, that point is called directive function. As I mentioned earlier, Directive function is the function of language that influences people. Hence, directive function has a close relation with the persuasiveness.

Related to the business letter, the word choosing makes the letter has directive function in it and change the persuasiveness quite a lot.

Please take a look at this letter below and then compare with the previous one. When we are applying the theory of letter above, it should be like this:

Overall, an example letter above is quite good sales letter, as you can see that it already has several point of good letter should be like this:

> *Dear Mr. Smith:*
>
> *Are you having trouble getting **high quality food** for your celebration event in present days? If you are like most business owners, you have trouble finding the time to economically produce **gorgeous** events. This is why it is important to have a specialist take care of your most important celebrating events.*
>
> *At Firdaus Cake, we have the skills and experience to come in and help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your events looking great? If so, **I would be very grateful if you like to give us a call at 021-9847546.***
>
> *Cooperating with Firdaus Cake is an outstanding opportunity. I am looking forward to hearing from you, thank you.*

As you can see, there several changes on this letter above compare to the previous letter. Here are several changes above:

- Good food High Quality Food
- Good looking event Gorgeous Events
- Give us a call I would be grateful if you like to give us a call

First change, it is good food to high quality food. Why is the factor of high quality food considered as a better usage? It is sense of lexeme of the word. High quality food is sensed higher level than good food. If it is categorized on A to E, good food is B and high quality food is A. The reader will immediately realize that high quality means it is more than good.

A – High quality (highest value)

B – Good

C – Average (middle value)

D - Bad

E – Worst (lowest value)

The “High Quality Food” is the shape of euphemism and image branding. That “High Quality Food” phrase has more power to influence people more that the “Good Food” phrase. That is why; high quality food is more persuasive than good food. Even though, the food has a high quality is just the probability.

Second, it is good looking event to gorgeous event. At this point, same case is occurred. The sense of lexeme of the word considers that gorgeous event is higher than good food in level area of word. Gorgeous means luxurious, beautiful and not just good. It is more than just good.

A – Gorgeous (highest value)

B – Good Looking

C – Ordinary (middle value)

D – Bad Looking

E – Messy (lowest value)

In the second case, the same reason is actually occurred. The “Gorgeous” is the shape of euphemism and image branding. The “Gorgeous” has more power

to move and influence people than „Good Looking" phrase. In other word, gorgeous is more persuasive than good looking even the factual condition is not same with the impression of the word.

Semantically, first and second case considers as conceptual meaning, euphemism and directive function of language. It means that the case has several discussions on semantics area. Since semantics is just conventional theory which has no the exact conceptual theory, the meaning of the words can be changed according to knowledge and experience of the victim in this case is the reader or the costumer.

Third, *give us a call* to *I would be grateful if you like to give us a call*. Would you like to give us a call phrase is request form, moreover it is polite form of the phrase. Give us a call phrase is considered as a command form. Persuasiveness is related to request yet oppositely compulsion related to command.

This table below will show the difference command and request:

NO	**Command**	**Request**
1	Give us a call	I would be grateful if you like to give us a call
2	You can visit our website	I wonder if you visit our website

Basically, since the directive function is related to command and request, actually it is not the big issue. However, in the case of business letter, those things cannot be tolerated. Business letter should be courteous and friendly as I mentioned earlier. Hence, business letter should be constructed with request form not with the command form.

Please take a look at the two letters below, compare them:

The first one is the letter which has command impression and the second one is opposite of the first.

The First Letter:

Dear Mr. Smith:

Are you having trouble getting ***good food*** *for your celebration event in present days? If you are like most business owners, you have trouble finding the time to economically produce* ***good-looking*** *events. This is why it is important to have a specialist take care of your most important celebrating events.*

At Firdaus Cake, we have the skills and experience to come in and will help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your events looking great? If so, ***give us a call*** *and* ***set up and appointment with one of your friendly operators.***

Then, The second letter:

Dear Mr. Smith:

Are you having trouble getting ***high quality food*** *for your celebration event in present days? If you are like most business owners, you have trouble finding the time to economically produce* ***gorgeous*** *events. This is why it is important to have a specialist take care of your most important celebrating events.*

At Firdaus Cake, we have the skills and experience to come in and help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your events looking great? If so, ***I would be very grateful if you like to give us a call at 021-9847546.***

Cooperating with Firdaus Cake is an outstanding opportunity. I am looking forward to hearing from you, thank you.

You can see it through the two letters above and tell what the difference is. It has a quite a difference as the writer explain the letter above. The second letter is somehow better than the first one. It is because of the second letter has more directive function than the first letter; hence the second letter is more persuasive than the first letter.

Besides, the second letter has one point that the first does not has. It is gratitude line like thank you. That is another essential aspect of the business letter.

The gratitude line in the business letter is a quite important. It should be written as always.

Here is another case of word choosing which occurred at Firdaus Cake. Compare the first and second letter below:

First Letter:

Firdaus Cake

KebayoranGraha Park
Block Q-No. 73
Bekasi, West Java

Dear Mrs. Kurnia

We are in the process of celebrating our company anniversary. Will you send us information on the price, and product list of Firdaus Cake?

Tahukita currently has 50 officers to be taken care. They are so precious for us, so that, I am going to make a little party for my precious officers.

Send us the information immediately so that we can evaluate whether or not firdaus cake can supply lovely delicious food.

Best regard

Second letter:

Firdaus Cake

KebayoranGraha Park
Block Q-No. 73
Bekasi, West Java

Dear Mrs. Kurnia
We are in the process of celebrating our company anniversary. I wonder if you like to send us information on the price, and product list of Firdaus Cake?

Tahukita currently has 50 officers to be taken care. They are so precious for us, so that, I am going to make a little party for my precious officers.

Would you like to send us the information immediately so that, we can evaluate whether or not firdaus cake can supply us lovely delicious foods.

Best regard

There are several word changing in the letter above. First, “will you send us information” is changed into “I wonder if you like to send us information”. Second, “send us the information immediately” is changed into “would you like to send us the information immediately”

The sentences from first letter are command from. Oppositely, the sentences from second letter are no other a request form. Since it is in the area of business letter, the second form is more appropriate to be used than the first form. It because of business letter should be courteous and friendly.

From the business flow chart earlier (see Chapter I Framework of theory), it can be told that word choosing is important point of business letter. The selected word helps to get the persuasiveness on the letter and afterward to make the reader interest. The next effect of the selected word is ordering product which will ends at money in point. It is the point that we run the business, to make money.

Related to the job training, In the beginning the writer assume that letter can be made easily however it is all wrong assumption. Hence, the letter should be written carefully even the shortest and the most usual one. When you write a letter, read it carefully, see that you have to put everything you intended and put yourself in the place of the receiver. Writing and constructing a business letter are not easy as blinking the eyes.

3.4 Problem and Solution

The job training was not without problems. As I have said in the beginning of this report, we just can be apart from problems; it will always be beside us. Then, one of the problems of job training is irregularity of accountancy.

That problem began form the very start of Firdaus Cake running. Historically, Firdaus cake was build from the pleasure of cooking of owner. So

that, she was not really put the attention to the bookkeeping or accountancy. It was really hard to solve on first time, because it had already become a habit. However, it could be fixed little by little until the owner now realized that the accountancy and bookkeeping were really important for her to keep the business on the track.