CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

The conclusion is business letter should be written carefully, and thoughtfully. There are several factors that why business letter should be written carefully. They are avoiding ambiguity and paying attention to the rambling letter. In order to overcome the issues, there are several elements that should be considered in writing business letter. The four element of business letter which should be considered is the directness, the length, the tone and the word choosing.

The four element above cannot be separated, since that four is linked each other. They act as one to comprehend the issues of the business letter. Directness links to the length and the word choosing links to the tone of the letter. And when the four elements work as one to comprehend the issues, it will created a very effective and persuasive business letter which later on will be beneficial in product promoting.

Furthermore, the word choosing is one thing that should be considered seriously in writing business letter, otherwise it will be get wrong way from the purpose. Besides that, word choosing reflects our personality and professionalism. So that, the business letter should be constructed as very good as possible. The very good business letter will surely made a very good business.

In my opinion, my study of language usage is still far away from perfect. Language usage is an interesting topic discussion to be done. Moreover, the

semantics area of language usage, especially word choosing, can be still explored. I hope there are people which want to observe about the relation between choosing word and semantics study of language since people who understand semantics is still few.