CHAPTER I

INTRODUCTION

1.1 Background to the Topic

Job training is one of the subjects in the 7th semester in English Department of Indonesia University of Computer. The students have to fulfill this subject by working on the company or creating the entrepreneurship business. The writer then decided to work on the company for his job training. The writer has worked as an operator in CKLIK Internet Cafe located at Jl. Gunung Batu, Rancabali No. 175, North Cimahi. As the operator, the writer was assigned to manage the billing, update patches every game, and check business email. The later brought new knowledge and learning for the writer since the email forms seem to be different slightly from the letter forms in terms of the language used, the expression.

The interesting points in this business email lie in the usage of the language expressions for the opening paragraph, content paragraph, and closing paragraph. The expressions such as apologizing, satisfactory, thanking, interested, expectation, request, appreciated and complaining expressions challenged the writer to describe the reason of the usage for particular customers in comparison with the email and letter forms. This idea seems to be simple, yet it is important for the continuation of the business in the way they serve particular customers. In addition to that, the writer is also interested in figuring out the significant of both

forms so that the established expressions serve their best to fit the customer and employer needs to continue their business.

By looking at those reasons, this report is more focus on the usage of the language expression on ordering email and letter, as well as comparing both similarities and differences in them, and what factors of establishment in email form that has relationship with the letter form in a business letter.

1.2 Scope

In general, this paper explains the use of ordering email in CKLIK Internet Cafe. However, to specify the topic, this report attempts to find, to analyze, and to compare the language expression the ordering email and orderng letter, such as on opening paragraph, content paragraph, and closing paragraph. The expressions comprise apologizing, satisfactory, thanking, interested, expectation, appreciated, request and complaining expressions on ordering email and ordering letter. Additionally, the writer tries to find the significant point between both of the ordering.

1.3 Objectives

Other than to fulfill the course requirement, this report is also meant to:

1. Explain the use of the language expressed in ordering email in CKLIK Internet cafe for old and new customers
2. Compare the ordering letter and ordering email in CKLIK Internet Cafe.
3. Find the intention of the expression.

1.4 Significant to Knowledge

This report is expected to give explanation about the intention expressed in ordering email and ordering letter by comparing the usage of language expression for the old and new customers, based on the writer's experience when he did job training in CKLIK Internet cafe.

1.5 The Framework of the Theory

In general, the ordering letter is usually written on a letter, post card, and formal order form. Order form comprises quantity, quality, prices, time of delivery, requirement and payment of delivery. The disadvantage of ordering letter is that it seems to waste the time in its delivaration and involve many parties such as the buyer and the seller itself, post office, and banking. But now, the order form can be made on email by sending it through internet media. Though they have different forms, their contents are the same, they include opening, contents,

and closing. The interesting case occurs in their language experession and the intention of the expressions.

Looking at the above description, it is clear that both formats have similarity on the usage of the language expression on each paragraph for opening paragraph, content paragraph, and closing paragraph. Therefore, the writer tries to find the significant point (intentions) of both ordering by comparing the usage of the language expression such as apologizing, satisfactory, thanking, interested, expectation, appreciated, request and complaining expressions in ordering email for old and new customers in CKLIK Internet cafe.

Looking at the importance, the usage of the language expression is important for the continuation of the business in the way they serve particular customers.

1.6 Method

The method used in this paper is descriptive method. Hartoto (2009) states that *"Metode penelitian deskriptif merupakan metode penelitian yang berusaha menggambarkan dan menginterpretasikan objek sesuai dengan apa adanya"*.

Based on that, the writer tries to explain the expression by comparing the usage of the language expression between ordering email and ordering letter, such as on opening paragraph, content paragraph, and closing paragraph. The expressions

comprise apologizing, satisfactory, thanking, interested, expectation, appreciated, request and complaining expressions.

1.7 Place and Time

The writer did the job training in CKLIK Internet Cafe at Jl. Gunung Batu, Rancabali No. 175, North Cimahi. The writer worked for about fifteen times meeting, started from 24 July to 6 September 2012. The writer started to work from 8.00 am to 5.00 pm from Tuesday to Thursday.