CHAPTER III

THE DESCRIPTION OF THE TOPIC

3.1. The Ordering Email in the CKLIK Internet Cafe

3.1.1. Explanation

The knowledge and understanding about the language expression are required for making the ordering email. The language expressions contain: apologizing, satisfactory, thanking, interested, expectation, appreciated, request and complaining expressions. In addition, ordering email is the facility that is used by CKLIK Internet cafe to make cooperative relation with other company and to develop the cafe business.

In this case, the writer tries to compare and explain the usage of the language expression in ordering email, to find the usage of the expression language intended for the old and new customer. 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 on data analysis (the data being compared for the order letter is taken from English Business Correspondence by Suyarto – Hetty Rachdiana S).

3.2. Problems and Solutions

During analyzing and comparing of ordering email and letter, the writer found some difficulties and problems in the categorized language expression for the new or old customers. The Problems and solution will be explained as follow:

3.2.1. Problems

While making the order form, the writer found some problems occur from the data, as in the following:

1. The language used, such as how to create the order email for old and new customers.
2. Ordering media is different. In ordering letter the media used is letter and is sent by post, whereas in ordering email, the media used is e-mail and sending through network.
3. Finding the references that are appropriate for this report.

To overcome every problem above, the writer compares the format and content of the ordering letter and ordering email, also the objective of delivery. This is described as follow:

3.2.2. Analysis and Solution

- Data 1:

	Ordering Letter	Ordering Email
Opening Paragraph	We say many thank for your terms of business with the catalogue and pricelist of your Anime and Manga apparel. As we find the price and the terms are satisfactory.	Menindaklanjuti penawaran Anda tentang kerja sama, perihal penawaran berupa jasa delivery order. Dengan ini, kami bermaksud memesan kembali:

Both of ordering letter and email above use the satisfactory and thanking expressions on opening paragraph, as in the following:

- Ordering Letter source:
  - "*we say many thank"* = thanking expressions
  - "*As we find the price and the terms are satisfactory.*" = satisfactory expressions for the first time that usually used by new customers because they are interested.

- Ordering Email source:

  - "*Dengan ini, kami bermaksud memesan kembali:*" = satisfactory expressions that the customers ever ordered before and it shows the continuation of the business.

Both expression show the similarity in terms of agreeing the proposed terms and requirements of the order. In the other side, their differences lie in the fact that the expression in ordering letter source is received from the new customer and that they are interested in the offer, whereas in ordering email source, it is received from the old customer showing their satisfaction of the offer. These expressions are intended to provide the producer with pleasant feeling so that they may provide buyer with prompt feedback.

- Data 2:

	Ordering Letter	Ordering Email
Closing Paragraph	We agree with the method of payment via Bank of Indonesia, BCA, BNI and NIAGA. We also agree with your date line of payment, which is processed, 30 days after the products arrived with	Demikian pesan ini kami sampaikan. Atas segala perhatiannya, kami ucapkan terima kasih.

	2.5%. We hope you will be able to reply our ordering letter.	

The ordering letter and ordering email use different language expressions on closing paragraph, as in the following:

- Ordering Letter source:
  - "*We agree with the method of payment via Bank of Indonesia, BCA, BNI and NIAGA.*" = agreement expression. The buyer clarifies the deal of the method of payment via Bank of Indonesia in reply inquiry letter attached in ordering letter.
- Ordering Email source:
  - "*Atas segala perhatiannya, kami ucapkan terima kasih.*" = thanking expressions. The buyer appreciates the services that the seller has offered.

Both expressions show the similarity in terms of agreeing the proposed terms and requirements of the order. In the other side, their differences lie in the fact that the expression in ordering letter source is received from the new customer and that they are interested and agree in the method of payment via Bank of Indonesia in reply inquiry letter, whereas in ordering email source, it is received from the old customer showing their appreciation for the services

that the seller has offered. These expressions are intended to provide the producer with pleasant feeling so that they may provide buyer with prompt feedback.

- Data 3:

	Ordering Letter	Ordering Email
Opening Paragraph	We say many thank for your ordering letter number 0021 at 15th December 2011. We are highly appreciated with our agreement and the terms of our business.	Kami beritahukan kepada Bapak, bahwa mengenai pesanan yang Bapak pesan telah kami terima dan kami ucapkan terima kasih. Namun kami mohon maaf, khusus untuk pesanan berkode G-Voucher 30K kebetulan sedang *out of stock.*

The ordering letter and ordering email use different language expressions on opening paragraph, as in the following:

- Ordering Letter source:

- "*We say many thank for your ordering letter number 0021…"* = thanking expressions. The seller appreciates the services that the buyer has responded.

- "*We are highly appreciated with our agreement and the terms of our business*" = appreciating expression. The seller is appreciate and agree with the agreement in their business.

- Ordering Email source:

  - "*Kami beritahukan kepada Bapak, bahwa mengenai pesanan yang Bapak pesan telah kami terima dan kami ucapkan terima kasih*" = thanking expressions from the seller to buyer in the interested on service that is offer by seller.

  - "*Namun kami mohon maaf, khusus untuk pesanan berkode G-Voucher 30K kebetulan sedang out of stock.*" = apologizing expressions. The seller apologizes toward the buyer because the goods ordered by the buyer are out of stock.

Both expression show the similarity in terms of agreeing the proposed terms and requirements of the order. In the other side, their differences lie in the fact that the expression in the reply of ordering letter source is received from the seller and that they apreciate the deal, whereas in reply of ordering email source, it is received from the seller showing their sorry by apologizing to the customer because the goods are out of stock. These expression is intended to provide the

buyer with pleasant feeling so that they may provide the seller with prompt feedback and keep their business.

- Data 4:

	Ordering Letter	Ordering Email
Content Paragraph	Since your company is my first costumer, we would like to ask for your information because it is the regulation of our company. … please give us the financial records of your company from the Banks	Apabila Bapak ingin melakukan pembatalan pemesanan kami mohon, agar dikonfirmasikan kepada kami secepatnya.

- Ordering Letter source:
  - "*Since your company is my first costumer, we would like to ask for your information because it is the regulation of our company*". = expression of interest from the seller to the buyer, cause the buyer is the first customer. As it is the interesting, the seller wants more information clearly from the buyer, so that is one of the regulations in company attached in reply inquiry letter.
  - "*… please give us the financial records of your company from the Banks*" = request expression. To response the seller's interest toward the buyer politely the

seller asks again the information of the bank coorperating with the company as the method of payment.

- Ordering Email source:

  - "*Apabila Bapak ingin melakukan pembatalan pemesanan kami mohon, agar dikonfirmasikan kepada kami secepatnya*" = request expression. The seller wants to know the respond from the buyer about the out of stock goods ordered. Whether the buyer will continue to order although one of items is out of stock or cancel the order.

Both expression show the similarity in terms of agreeing the proposed terms and requirements of the order. In the other side, their differences lie in the fact that the expression in the reply of ordering letter source is received from the seller and that they are interested with first customer and wants to asks which bank that they want to use as the method of payment, whereas in the reply in ordering email source, it is received from the seller showing their appreciation to the customer by reoffering the order, so the customer has the best and satisfying services. These expressions are intended to provide the buyer with pleasant feeling so that they may provide the seller with prompt feedback and keep their business.

- Data 5:

	Ordering Letter	Ordering Email
Closing Paragraph	We hope we can be a great business partner and we hope you will be able to reply our acknowledgment letter soon.	Atas perhatian dan kerja samanya kami ucapkan terima kasih.

- Ordering Letter source:
  - "*We hope we can be a great business partner and we hope you will be able to reply our acknowledgment letter soon."* = expectation and interested expressions. The seller is interested and hoped to the buyer to become a business partner by expectation that the seller reply this letter soon.
- Ordering Email source:
  - "*Atas perhatian dan kerja samanya kami ucapkan terima kasih"* = thanking expressions. The seller shows their appreciation toward the buyer in hope their business will go on well.

Both expression show the similarity in terms of agreeing the proposed terms and requirements of the order. In the other side, their differences lie in the fact that the expression in reply in ordering letter source is received from the seller and that they are interested and hope that the first cutomer becomes business partner, whereas in reply in ordering email source, it is received from the seller showing

their appreciation toward the buyer in hope their business will go on well. These expressions are intended to provide the buyer with pleasant feeling so that they may provide the seller with prompt feedback and keep the business coorperating and keep their business.