

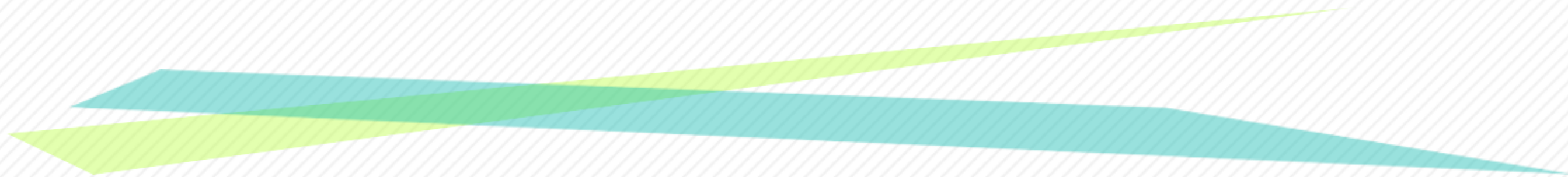


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Aryan Eka Prastya Nugraha
2017

Positive Messages: Letters, E-Mails, and Memos

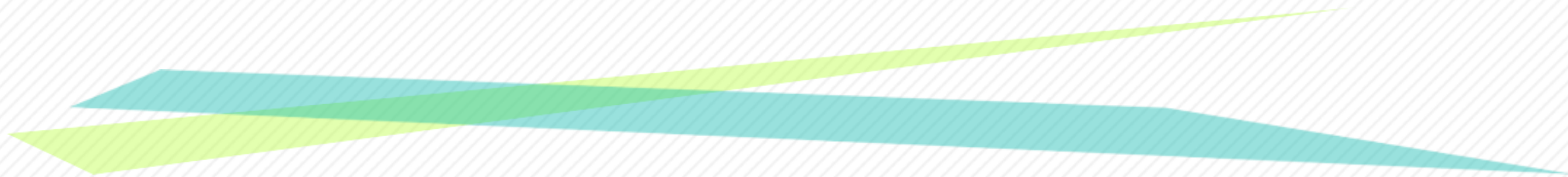
In the workplace, most messages are positive or neutral and, therefore, direct. Positive messages are routine and straightforward; they help workers in organizations conduct everyday business. Such routine messages include simple requests for information or action, replies to customers, and explanations to fellow employees. Other types of positive messages are instructions as well as direct claims and complaints. They may take the form of e-mails, memos, and letters



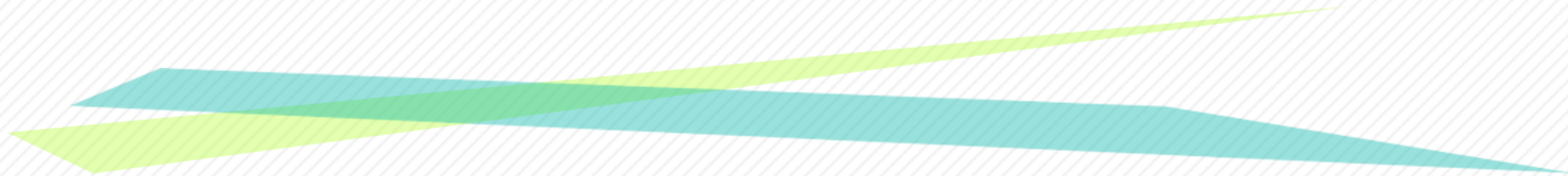
Understanding Business Letters

The principal channel for delivering messages outside an organization is business letters

Despite the advent of e-mail and other electronic communication technologies, in certain situations letters are still the preferred channel of communication for delivering messages outside an organization



Business letters are important for messages requiring a permanent record, confidentiality, formality, sensitivity, and a wellconsidered presentation



Formatting Business Letters

A business letter conveys silent messages beyond that of its printed words. The letter's appearance and format reflect the writer's carefulness and experience. A short letter bunched at the top of a sheet of paper, for example, looks as though it were prepared in a hurry or by an amateur

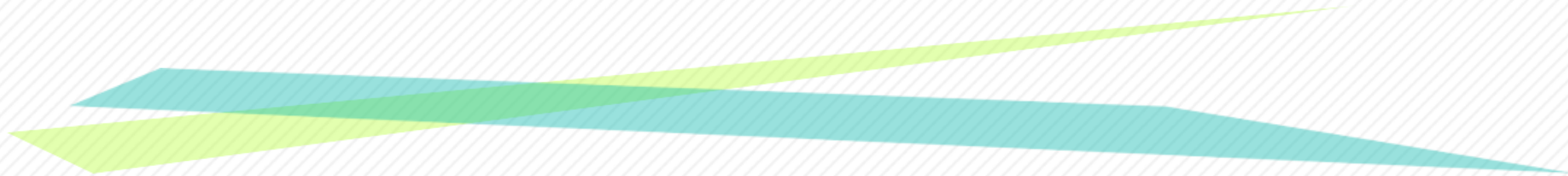


FIGURE 6.1**Formatting a Direct Request Business Letter in Block Style**

Letterhead — **Schneider Medical Inc.**

900 East 28th Street
Minneapolis, MN 55407
Phone: (612) 363-8901 Fax: (612) 366-7893 Web: www.smi.com

Dateline — September 8, 201x

Inside address — Mr. Ramesh Kohli, Manager
Meeting and Events Department
Wynn Las Vegas and Encore
3131 Las Vegas Blvd.
Las Vegas, NV 89109

Salutation — Dear Mr. Kohli:

Can Wynn Las Vegas and the Encore resort provide meeting rooms and accommodations for about 250 Schneider Medical sales representatives from March 20 through March 24?

Your hotels received strong recommendations because of their excellent resort and conference facilities. Our spring sales conference is scheduled for next March, and I am collecting information for our planning committee. Please answer these additional questions regarding the Encore and Wynn hotels:

Body

- Does the Wynn or the Encore have (a) a banquet room that can seat 250 and (b) four smaller meeting rooms each to accommodate a maximum of 75?
- What computer facilities are available for electronic presentations?
- Do you provide transportation to and from McCarran International Airport, Las Vegas?
- Do you have special room rates for groups at this time of the year?

Answers to these questions and any other information you can provide will help us decide which conference facility to choose. Your response before September 18 would be most appreciated since our planning committee meets September 25.

Complimentary close

Sincerely yours,

Joni M. Sorentino

Author's name and identification

Joni M. Sorentino, Associate
Corporate Travel Department

Reference initials

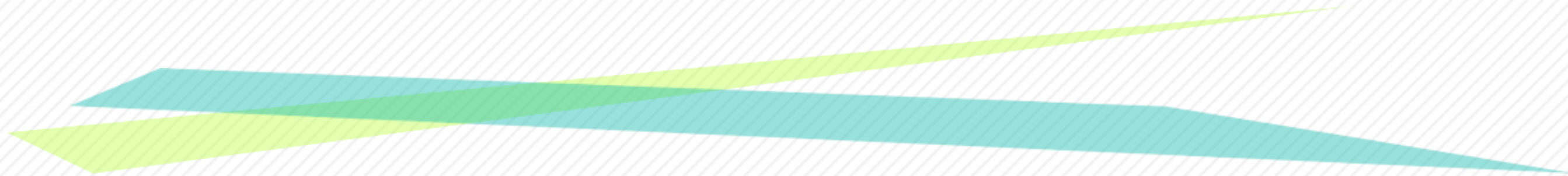
JMS:gdr

Tips for Formatting Letters

- Start the date 2 inches from the top or 1 blank line below the letterhead.
- For block style, begin all lines at the left margin.
- Leave side margins of 1 to 1.5 inches depending on the length of the letter and the font size.
- Single-space the body and double-space between paragraphs.
- Use left, not right, justification.
- Place the title of the receiver wherever it best balances the inside address.
- Place the title of the author wherever it best balances the closing lines.

Direct Requests and Response Messages

Most of your business messages will involve routine requests and responses to requests that are organized directly. Requests and replies may take the form of e-mails, memos, or letters.





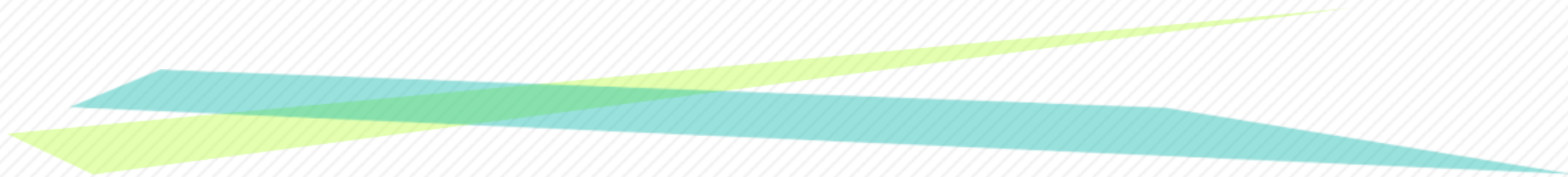
WRITING PLAN FOR DIRECT REQUEST AND RESPONSE MESSAGES

- **Opening:** Ask the most important question first or express a polite command.
- **Body:** Explain the request logically and courteously. Ask other questions if necessary.
- **Closing:** Request a specific action with an end date, if appropriate, and show appreciation.

Creating Request Messages

Readers find the openings and closings of documents most interesting and often read them first.

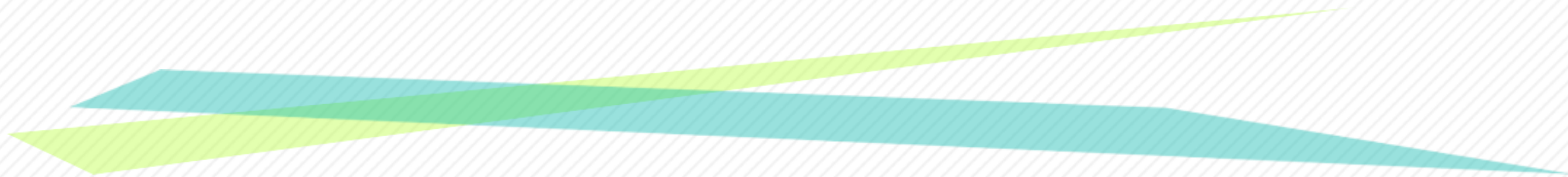
Begin a direct request with the most important question or a summarizing statement



Providing Details in the Body

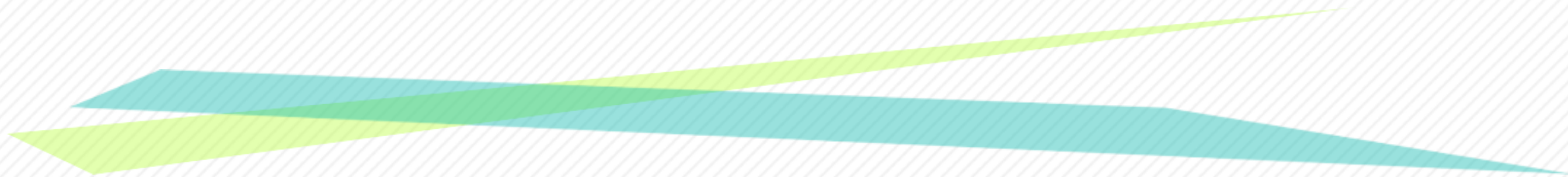
The body of a request message may contain an explanation or a list of questions.

If you analyze your needs, organize your ideas, and frame your request logically, you are likely to receive a meaningful answer that doesn't require a follow-up message. Whenever possible, focus on benefits to the reader



Closing With appreciation and an action Request

In the closing tell the reader courteously what is to be done. If a date is important, set an end date to take action and explain why. Some careless writers end request messages simply with Thank you,



For a group project, middle schoolers at Portland's Mt. Scott Learning Center wrote letters to the Domtar Corporation urging the sustainable paper company to save forests. One letter referenced the class's green motto: "Don't be a Domtar." Eager to address students' concerns, CEO John Williams wrote a personal response and arranged for the vice president of sustainable development to visit the school. Students learned the amazing uses of recycled paper and got an inside look at how the paper industry promotes healthy forests. *What are tips for writing direct response letters?*



© Courtesy Domtar Corporation

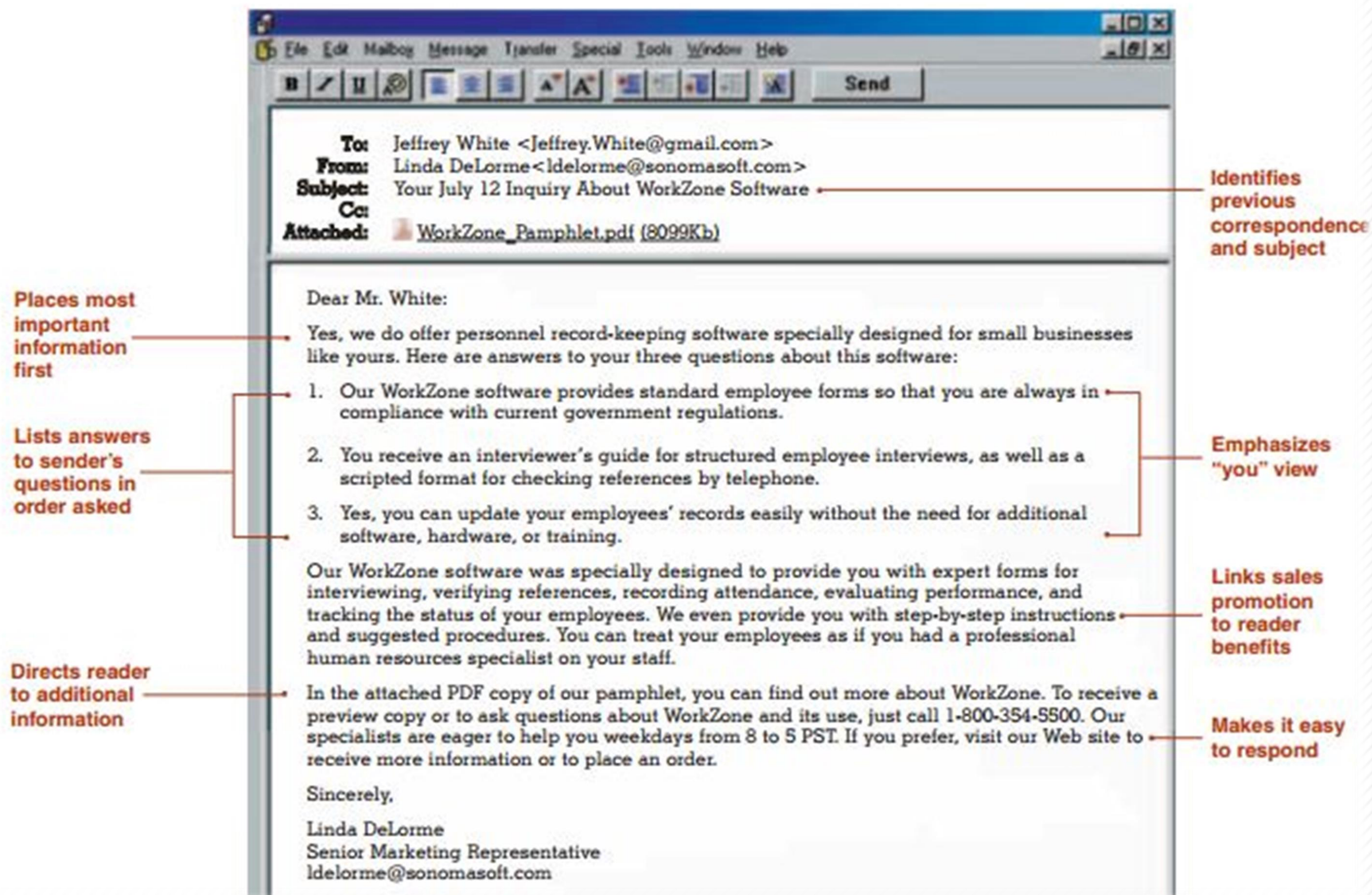
WORKPLACE IN FOCUS

Responding to Requests



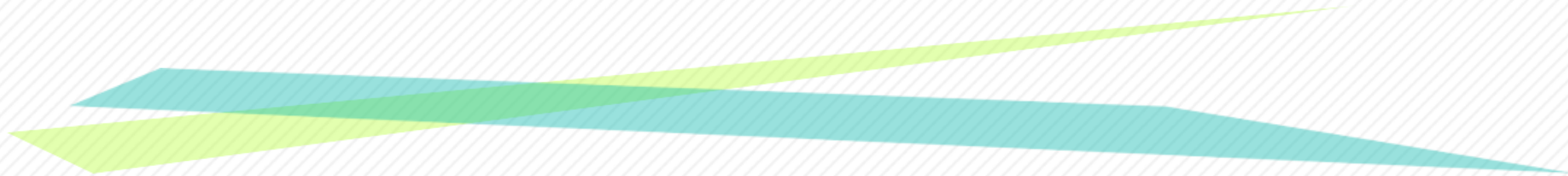
WRITING PLAN FOR LETTER, E-MAIL, AND MEMO REPLIES

- **Subject line:** Summarize the main information from your reply. (A subject line is optional in letters.)
- **Opening:** Start directly by responding to the request with a summary statement.
- **Body:** Provide additional information and details in a readable format.
- **Closing:** Add a concluding remark, summary, or offer of further assistance.

FIGURE 6.2**Customer Response E-Mail**

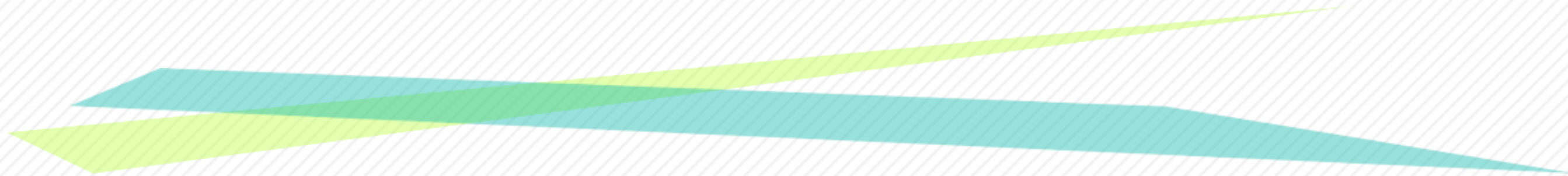
instruction Messages

Instruction messages describe how to complete a task. You may be asked to write instructions about how to repair a paper jam in the photocopier, order supplies, file a grievance, or hire new employees. Like requests and responses, instruction messages follow a straightforward, direct approach



Dividing instructions into Steps

Before writing instructions for a process, be sure you understand the process completely. Create logical steps in the correct order. Practice completing the procedure yourself first





WRITING PLAN FOR INSTRUCTION E-MAILS AND MEMOS

- **Subject line:** Summarize the content of the message.
- **Opening:** Expand the subject line by stating the main idea concisely in a full sentence.
- **Body:** Divide the instructions into steps. List the steps in the order in which they are to be carried out. Arrange the items vertically with bullets or numbers. Begin each step with an action verb using the imperative mood (command language such as *do this, don't do that*).
- **Closing:** Request a specific action, summarize the message, or present a closing thought. If appropriate, include a deadline and a reason.

The most effective way to list directions is to use command language called the imperative mood. Think recipes, owner manuals, and assembly instructions. The imperative mood differs from the indicative mood in that it requests an action, whereas the indicative mood describes a statement as shown here:

Indicative Mood

The contract should be sent immediately.

The first step involves loading the software.

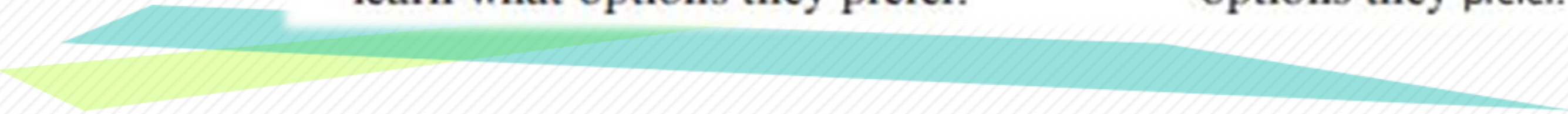
A survey of employees is necessary to learn what options they prefer.

Imperative (Command) Mood

Send the contract immediately.

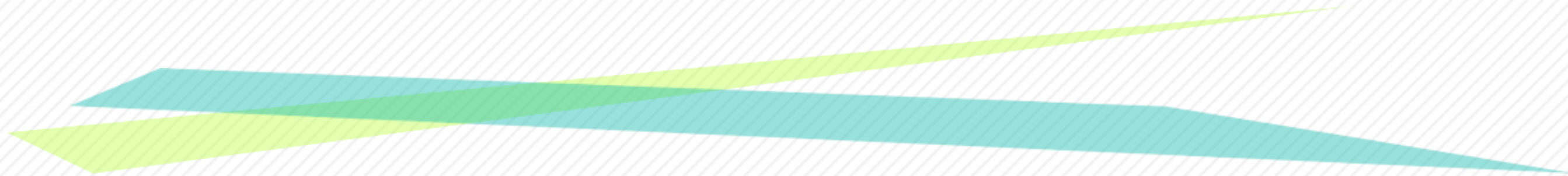
Load the software first.

Survey employees to learn the options they prefer.



Direct Claims and Complaints

In business, many things can and do go wrong—promised shipments are late, warrantied goods fail, or service is disappointing. When you as a customer must write to identify or correct a wrong, the letter is called a claim.



WRITING PLAN



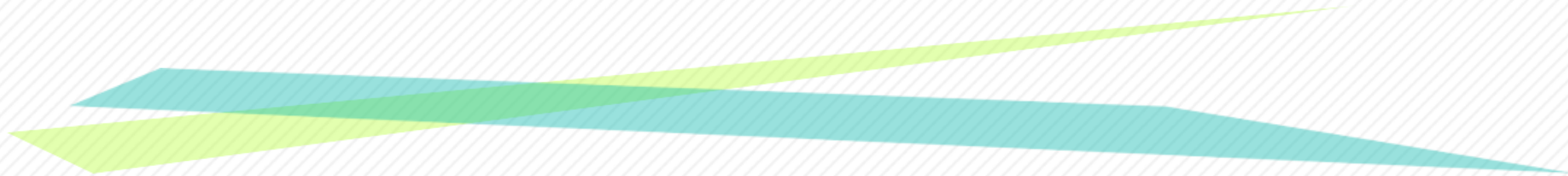
WRITING PLAN FOR A DIRECT CLAIM

- **Opening:** Describe clearly the desired action.
- **Body:** Explain the nature of the claim, tell why the claim is justified, and provide details regarding the action requested.
- **Closing:** End pleasantly with a goodwill statement, and include an end date and action request, if appropriate.



REFLEKSI

- Informasi penting hari ini
- Manfaat penting dari informasi penting hari ini
- Tindak lanjut yang dapat saudara lakukan







Thank You! 😊

Any Questions?