



# PESAN POSITIF

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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 28<sup>th</sup> Street  
Minneapolis, MN 55407  
Phone: (612) 863-8901 Fax: (612) 866-7893 Web: [www.smi.com](http://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:

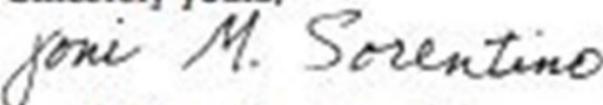
## Body

- 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,



## 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



### 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,



**F**or 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**

The image shows a screenshot of an email client window titled "Customer Response E-Mail". The window has a menu bar with "File", "Edit", "Mailbox", "Message", "Transfer", "Special", "Tools", "Window", and "Help". Below the menu bar is a toolbar with various icons and a "Send" button. The email content is as follows:

**To:** Jeffrey White <Jeffrey.White@gmail.com>  
**From:** Linda DeLorme <ldelorme@sonomasoft.com>  
**Subject:** Your July 12 Inquiry About WorkZone Software  
**Cc:**  
**Attached:** WorkZone\_Pamphlet.pdf (8099Kb)

Dear Mr. White:

Yes, we do offer personnel record-keeping software specially designed for small businesses like yours. Here are answers to your three questions about this software:

1. Our WorkZone software provides standard employee forms so that you are always in compliance with current government regulations.
2. You receive an interviewer's guide for structured employee interviews, as well as a scripted format for checking references by telephone.
3. Yes, you can update your employees' records easily without the need for additional software, hardware, or training.

Our WorkZone software was specially designed to provide you with expert forms for interviewing, verifying references, recording attendance, evaluating performance, and tracking the status of your employees. We even provide you with step-by-step instructions and suggested procedures. You can treat your employees as if you had a professional human resources specialist on your staff.

In the attached PDF copy of our pamphlet, you can find out more about WorkZone. To receive a preview copy or to ask questions about WorkZone and its use, just call 1-800-354-5500. Our specialists are eager to help you weekdays from 8 to 5 PST. If you prefer, visit our Web site to receive more information or to place an order.

Sincerely,  
Linda DeLorme  
Senior Marketing Representative  
ldelorme@sonomasoft.com

Annotations on the right side of the email:

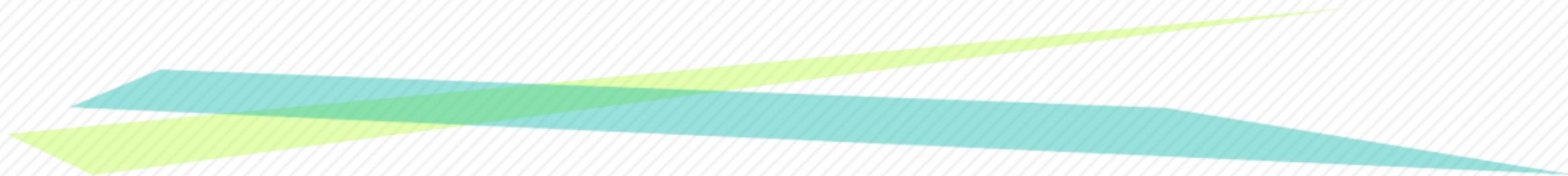
- Identifies previous correspondence and subject (points to the Subject line)
- Emphasizes "you" view (bracketed around the list of answers)
- Links sales promotion to reader benefits (points to the paragraph about the pamphlet)
- Makes it easy to respond (points to the contact information at the end)

Annotations on the left side of the email:

- Places most important information first (points to the opening sentence)
- Lists answers to sender's questions in order asked (bracketed around the list of answers)
- Directs reader to additional information (points to the paragraph about the pamphlet)

# 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**

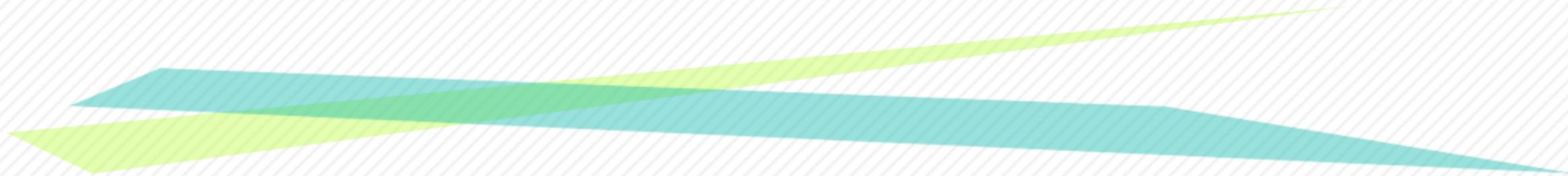
Send the contract immediately.

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, warranted 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?