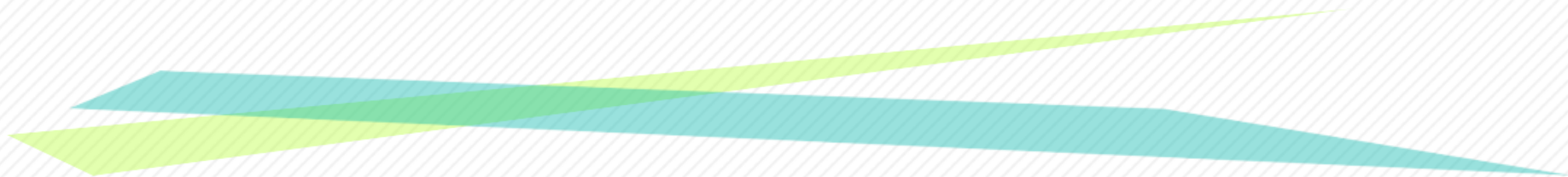


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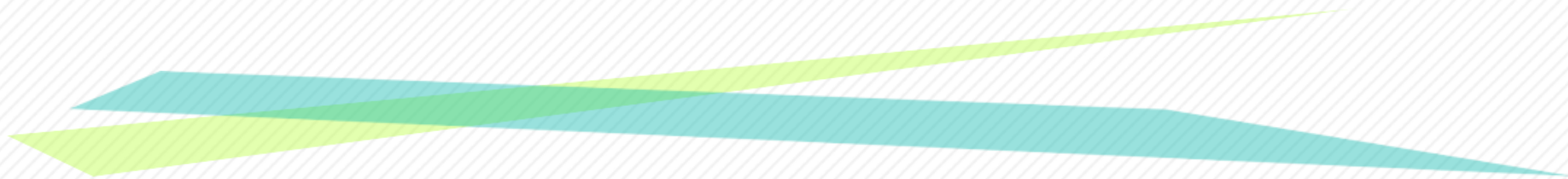


Aryan Eka Prastya Nugraha
2017



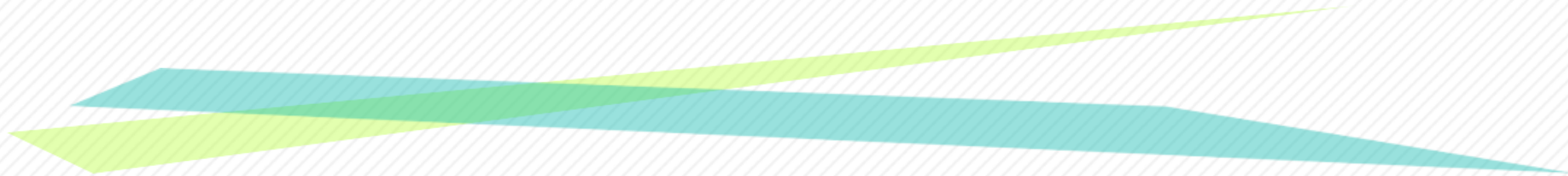
Discovering significant data after a message is completed often means starting over and reorganizing. To avoid frustration and inaccurate messages, collect information that answers these questions:

- What does the receiver need to know about this topic?
- What is the receiver to do?
- How is the receiver to do it and when?
- What will happen if the receiver doesn't do it?



Formal Research Methods

Formal research may include searching libraries and electronic databases or investigating primary sources (interviews, surveys, and experiments).





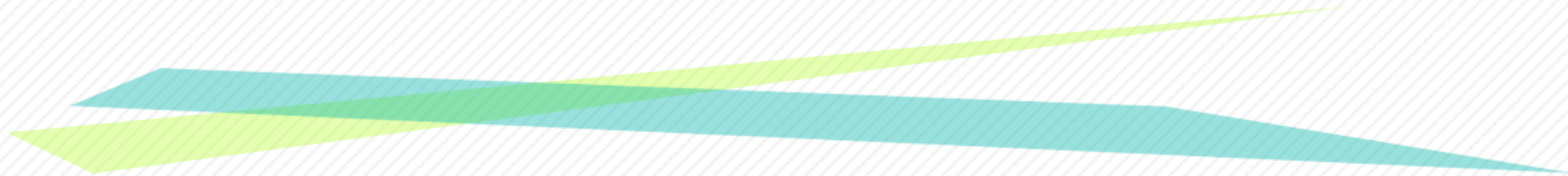
A.P. Photo/Paul Sakuma

WORKPLACE IN FOCUS

With tablet computers set to become top-selling gadgets over the next few years, marketers want to know how tight-lipped tablet leader Apple delivers iPad's remarkable quality and price advantages. Thanks to gadget teardown research from supply chain researcher IHS iSuppli, product managers for the Motorola Xoom, Samsung Galaxy Tab, and HP TouchPad can see what's inside iPad 2 and discover how much the unit costs to produce. *How might tablet developers use formal research to compete in the consumer electronics market?*

Informal Research and Idea Generation

Informal research may include looking in the files, talking with your boss, interviewing the target audience, conducting an informal survey, and brainstorming.



Organizing to Show Relationships

Writers of well-organized messages group similar ideas together so that readers can see relationships and follow arguments.

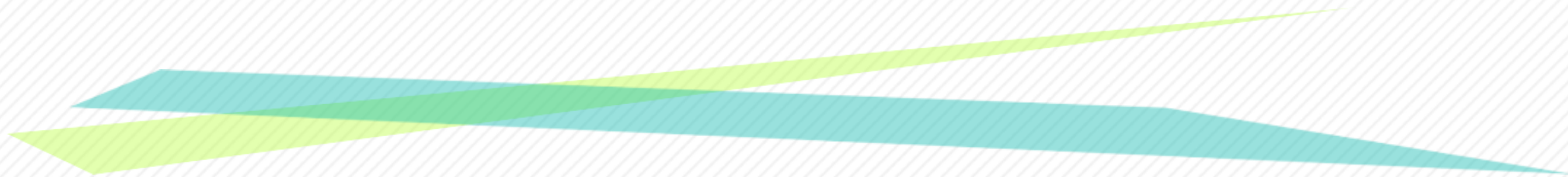


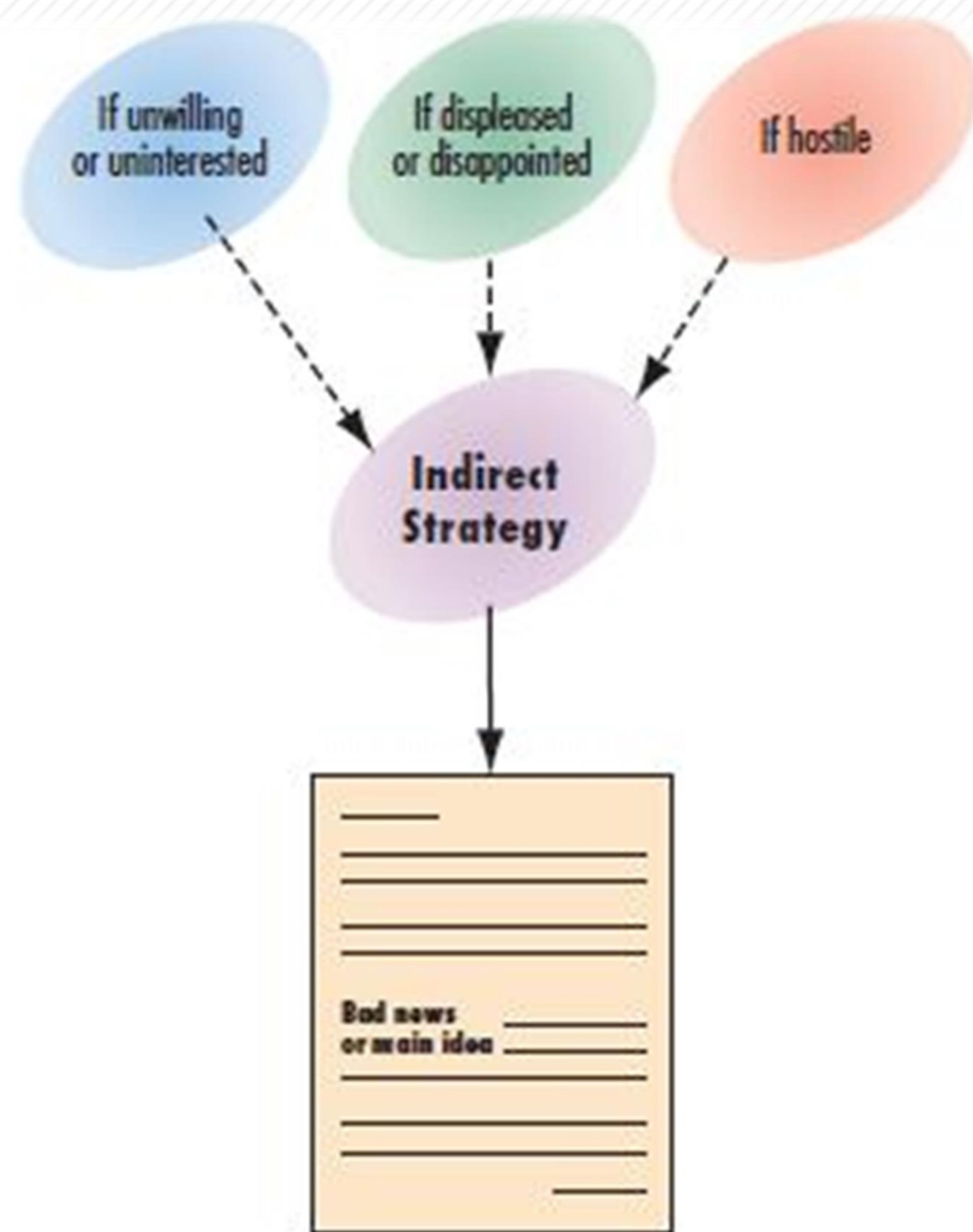
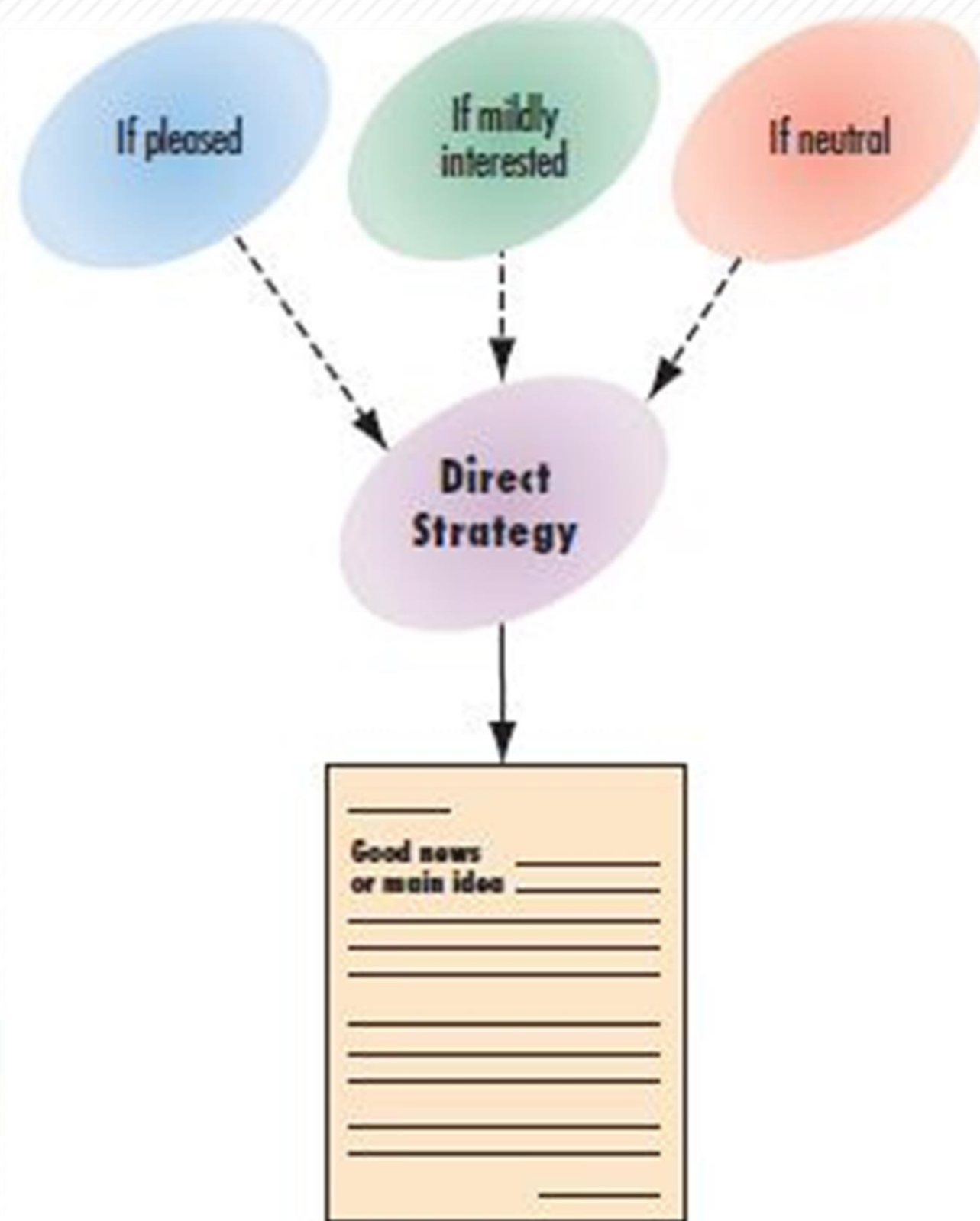
FIGURE 3.2**Format for an Outline**

Title: Major Idea or Purpose

- I. First major component
 - A. First subpoint
 - 1. Detail, illustration, evidence
 - 2. Detail, illustration, evidence
 - 3. Detail, illustration, evidence
 - B. Second subpoint
 - 1.
 - 2.
- II. Second major component
 - A. First subpoint
 - 1.
 - 2.
 - B. Second subpoint
 - 1.
 - 2.
 - 3

Tips for Making Outlines

- Define the main topic in the title.
- Divide the topic into main points, preferably three to five.
- Break the components into subpoints.
- Don't put a single item under a major component if you have only one subpoint; integrate it with the main item above it or reorganize.
- Strive to make each component exclusive (no overlapping).
- Use details, illustrations, and evidence to support subpoints.



Indirect Opening

For the past several years, we have had a continuing problem scheduling vacations, personal days, and sick time. Our Human Resources people struggle with unscheduled absences. After considerable investigation, the Management Council has decided to try a centralized paid time-off program starting January 1. We are pleased to send you this e-mail message, which will describe its benefits and procedures.

Direct Opening

To improve the scheduling of absences, a new paid time-off program will begin January 1. Its benefits and procedures follow.



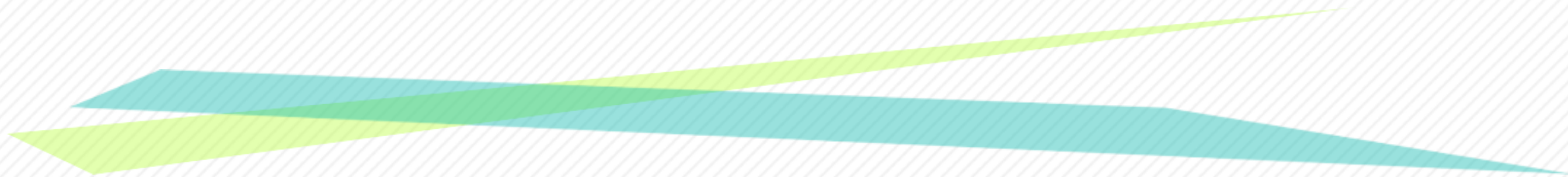
U.S. Coast Guard photo

WORKPLACE IN FOCUS

When the Deepwater Horizon rig exploded in the Gulf of Mexico, millions of barrels of oil spread to coastlines, harming wildlife and displacing thousands of citizens. Although BP established a \$20 billion emergency fund to compensate gulf coast businesses for their economic losses, victims became distressed when the independent agency in charge of financial disbursements sent form letters denying payment to more than 300,000 claimants, mostly for insufficient documentation on applications. *How should claims administrators organize messages when denying claims to disaster victims?*

The Indirect Strategy

The indirect strategy works well with three kinds of messages: (a) bad news, (b) ideas that require persuasion, and (c) sensitive news, especially when being transmitted to superiors.

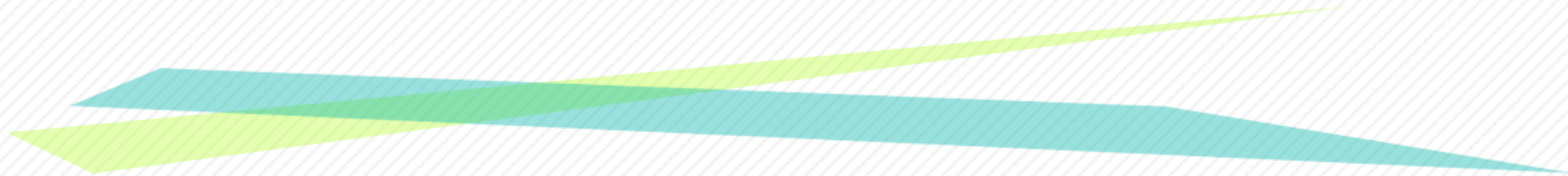


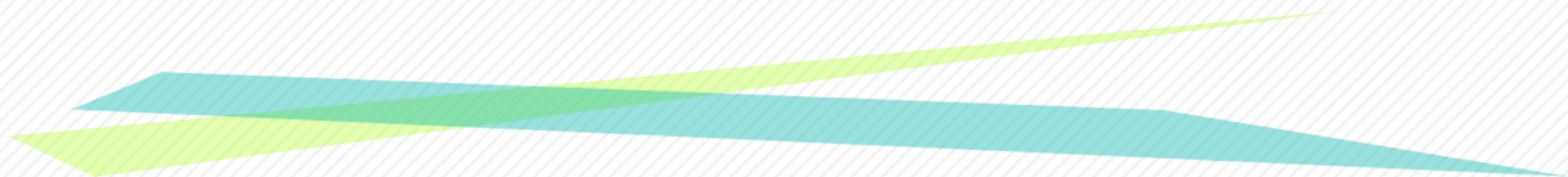
The indirect strategy has a number of benefits:

- Respects the feelings of the audience. Bad news is always painful, but the trauma can be lessened when the receiver is prepared for it.
- Encourages a fair hearing. Messages that may upset the reader are more likely to be read when the main idea is delayed. Beginning immediately with a piece of bad news or a persuasive request, for example, may cause the receiver to stop reading or listening.
- Minimizes a negative reaction. A reader's overall reaction to a negative message is generally improved if the news is delivered gently.

Constructing Effective Sentences

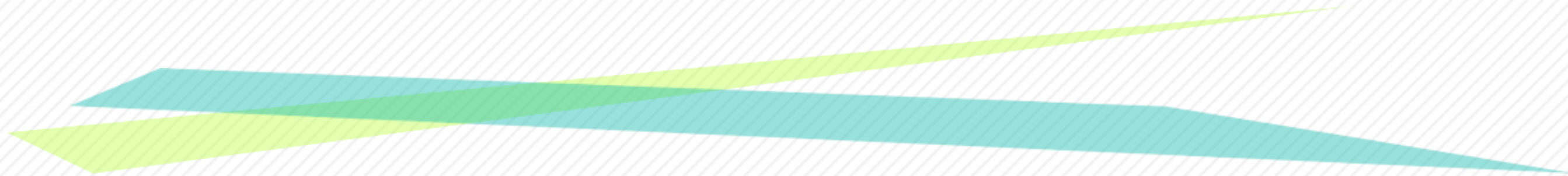
The most compelling and effective messages contain a variety of sentence patterns rather than repeating the same pattern. Effective messages also avoid common sentence faults, and they achieve emphasis and parallelism with special sentencewriting techniques.

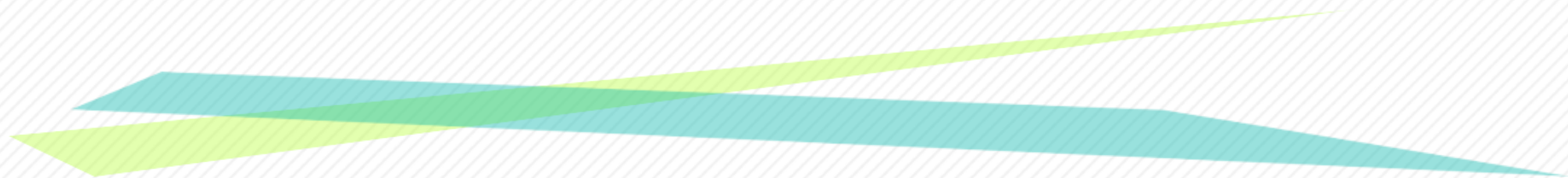




REFLEKSI

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







Thank You! 😊

Any Questions?