

PERENCANAAN PESAN BISNIS



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2017

Understanding Business Writing Goals and the Writing Process

In the workplace you may be surprised to learn that business writing differs from other writing you may have done.

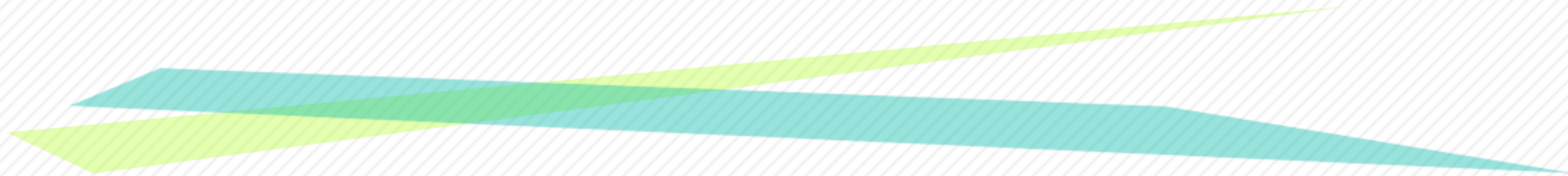
For business messages and oral presentations, your writing should be:

- Purposeful. You will be writing to solve problems and convey information. You will have a definite purpose to fulfill in each message.
- Persuasive. You want your audience to believe and accept your message.
- Economical. You will try to present ideas clearly but concisely. Length is not rewarded.
- Audience oriented. You will concentrate on looking at a problem from the perspective of the audience instead of seeing it from your own.

Following a Writing Process for Better Messages and Presentations

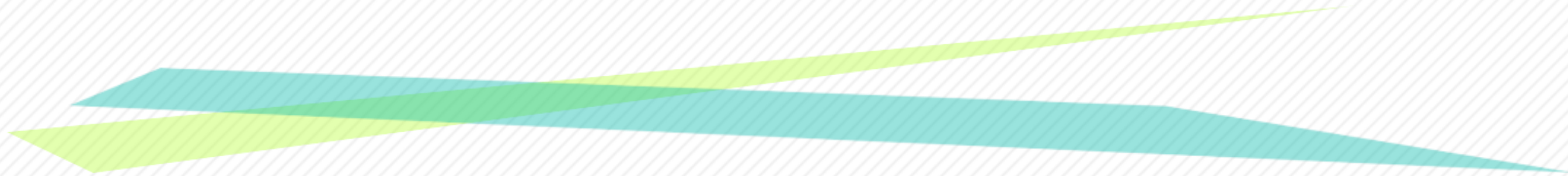
The writing process has three parts:

- prewriting,
- writing, and
- revising.



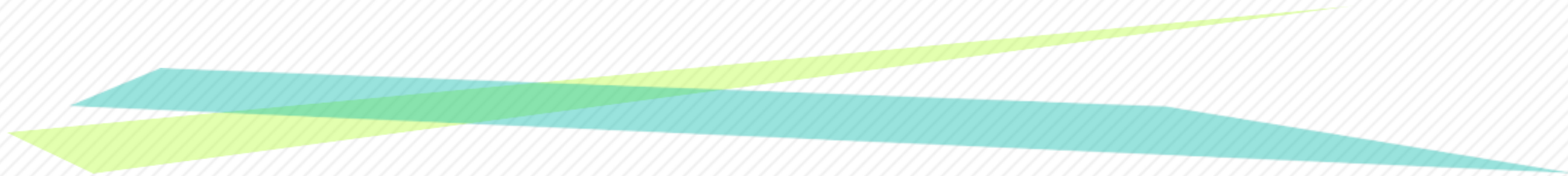
Prewriting

The first phase of the writing process involves analyzing and anticipating the audience and then adapting to that audience.



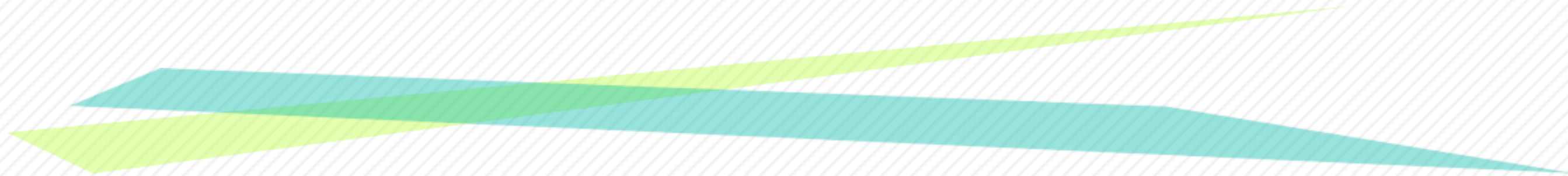
Writing

The second phase of the writing process includes researching, organizing the message, and actually writing it.



Revising

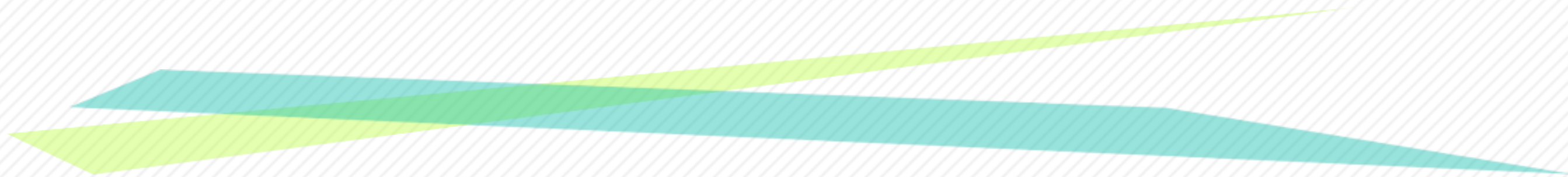
phase of the process involves revising, proofreading, and evaluating your letter.



Scheduling the Writing Process

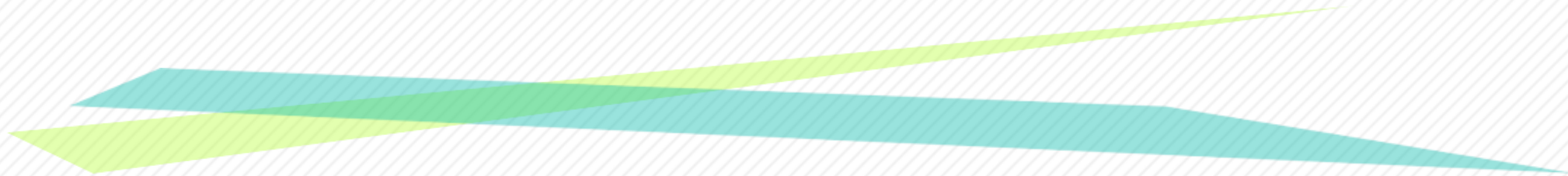
- Prewriting—25 percent (planning and worrying)
- Writing—25 percent (organizing and composing)
- Revising—50 percent (45 percent revising and 5 percent proofreading)

Because revising is the most important part of the writing process, it takes the most time.



Analyzing Your Purpose

The primary purpose of most business messages is to inform or to persuade; the secondary purpose is to promote goodwill



The Writing Process

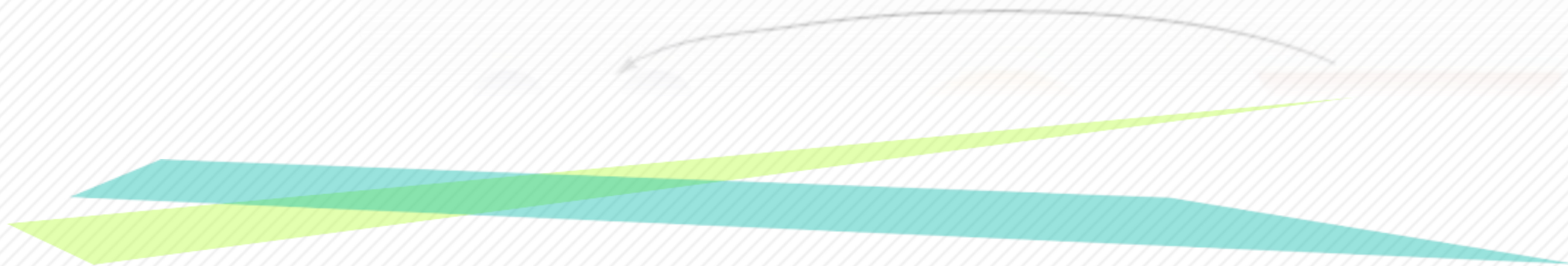
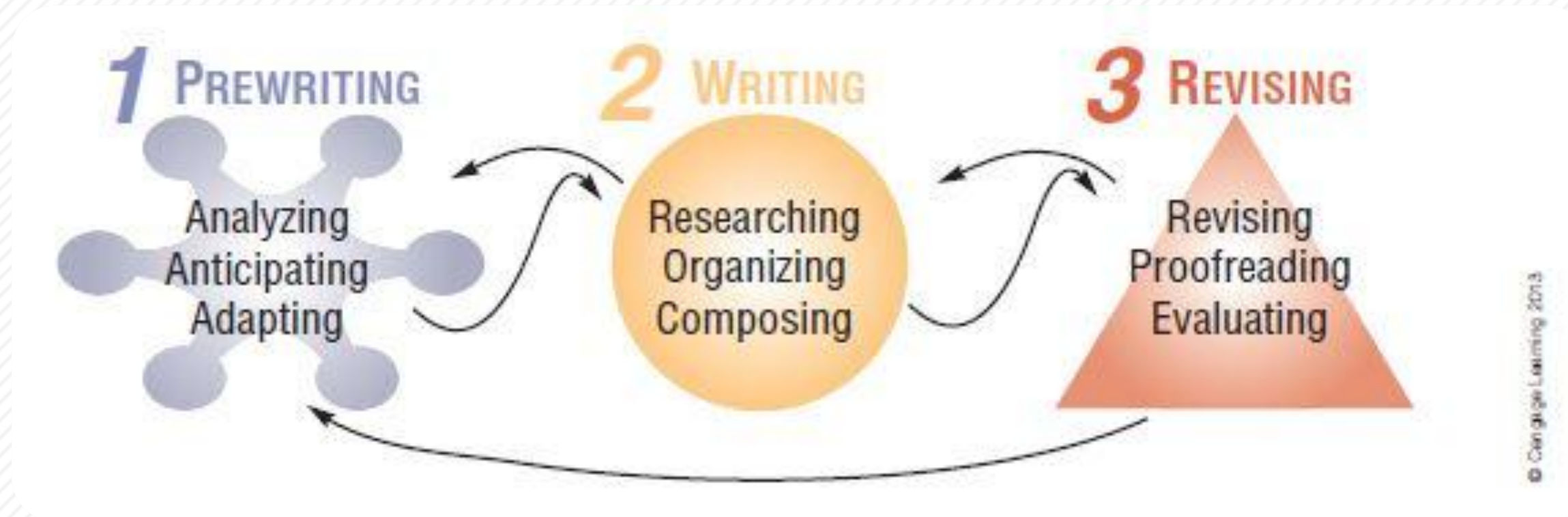
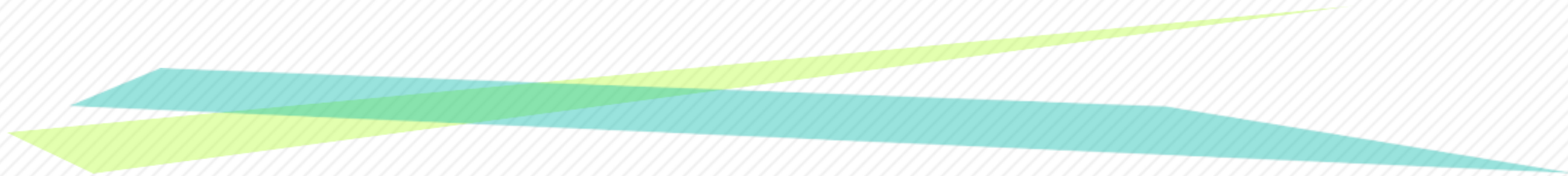


FIGURE 2.2**Choosing Communication Channels**

Channel	Best Use
Blog	When one person needs to present digital information easily so that it is available to others.
E-mail	When you need feedback but not immediately. Lack of security makes it problematic for personal, emotional, or private messages.
Face-to-face conversation	When you need a rich, interactive medium. Useful for persuasive, bad-news, and personal messages.
Face-to-face group meeting	When group decisions and consensus are important. Inefficient for merely distributing information.
Fax	When your message must cross time zones or international boundaries, when a written record is significant, or when speed is important.
Instant messaging	When you need a quick response from someone who is also online. Useful for fast answers in real time or for customer-service chats.
Letter	When a written record or formality is required, especially with customers, the government, suppliers, or others outside an organization.
Memo	When you want a written record to clearly explain policies, discuss procedures, or collect information within an organization.
Phone call	When you need to deliver or gather information quickly, when nonverbal cues are unimportant, and when you cannot meet in person.
Report or proposal	When you are delivering considerable data internally or externally.
Text messaging	When you need to connect with someone by smartphone but not necessarily in real time. Useful for leaving brief messages discreetly without having to call.
Voice mail message	When you wish to leave important or routine information that the receiver can respond to when convenient.
Video- or audioconference	When group consensus and interaction are important, but members are geographically dispersed.
Wiki	When digital information must be made available to others. Useful for collaboration because participants can easily add, remove, and edit content.

Anticipating the Audience

A good writer anticipates the audience for a message:
What is the reader or listener like? How will that person react to the message?



Profiling the Audience

By profiling your audience before you write, you can identify the appropriate tone, language, and channel for your message.

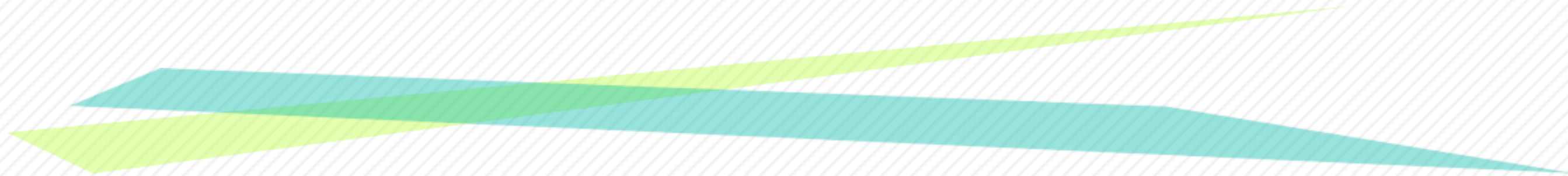


FIGURE 2.4**Asking the Right Questions to Profile Your Audience**

Primary Audience	Secondary Audience
Who is my primary reader or listener?	Who might see or hear this message in addition to the primary audience?
What are my personal and professional relationships with that person?	How do these people differ from the primary audience?
What position does the person hold in the organization?	Do I need to include more background information?
How much does that person know about the subject?	How must I reshape my message to make it understandable and acceptable to others to whom it might be forwarded?
What do I know about that person's education, beliefs, culture, and attitudes?	
Should I expect a neutral, positive, or negative response to my message?	

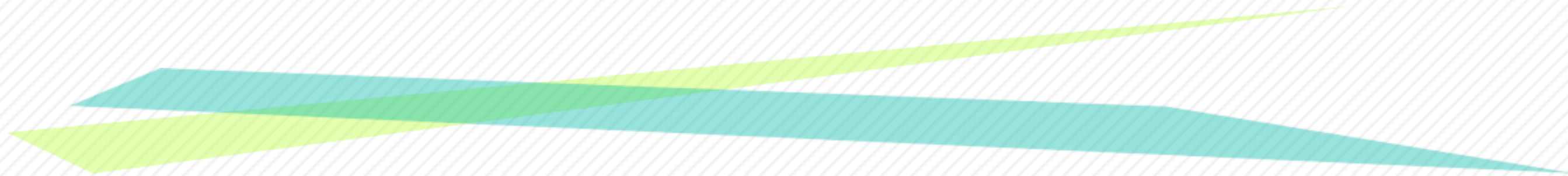
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Developing Skillful Writing Techniques

Strive for conversational expression, but also remember to be professional.



Unprofessional	Professional
Hey, boss, Gr8 news! Firewall now installed!! BTW, check with me b4 popping the news.	Mr. Smith, our new firewall software is now installed. Please check with me before announcing it.
Look, dude, this report is totally bogus. And the figures don't look kosher. Show me some real stats. Got sources?	Because the figures in this report seem inaccurate, please submit the source statistics.

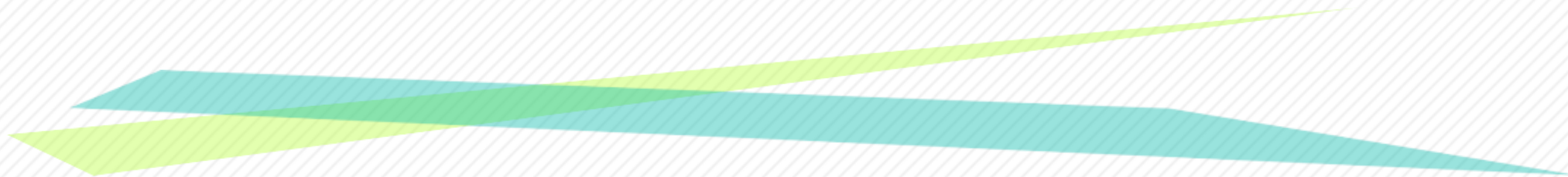
Overly Formal	Conversational
All employees are herewith instructed to return the appropriately designated contracts to the undersigned.	Please return your contracts to me.
Pertaining to your order, we must verify the sizes that your organization requires prior to consignment of your order to our shipper.	We will send your order as soon as we confirm the sizes you need.

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Expressing Yourself Positively

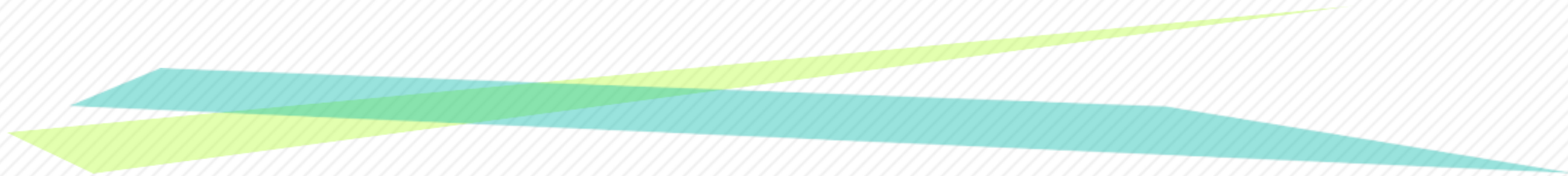
Negative	Positive
This plan cannot succeed if we don't obtain management approval.	This plan can succeed if we obtain management approval.
Because you failed to include your credit card number, we can't mail your order.	We look forward to completing your order as soon as we receive your credit card number.
You cannot park in Lot H until April 1.	You may park in Lot H starting April 1.
You won't be sorry that	You will be happy that

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REFLEKSI

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



TUGAS

To: Marcella Richardson <marcella.richardson@beveragesinc.com>
From: Susan M. Wang <susan.wang@beveragesinc.com>
Subject: Your Request for Information on New Sweeteners
Cc:

Marcella,

Herewith is a summary of the investigation you assigned to Craig Brady and I pertaining to new sweeteners. As you know, Coca-Cola co. and PepsiCo inc. has introduced sweeteners that are new to the market. Totally awesome!

Coca-Cola brought out Sprite Green, a reduced calorie soft drink that contains Truvia, which it considers a natural sweetener because it is derived from an herb. The initial launch focused on locations and events oriented to teenagers and young adults. According to inside information obtained by Craig and I, this product was tested on the shelves of groceries, mass merchants, and convenience stores in 5 cities in Florida.

PepsiCo has its own version of the herbal sweetener, however it was developed in collaboration with Green earth sweetener co. Its called Pure Via. The first products to contain the sweetener will be 3 flavors of zero-calorie SoBe Life-water. It may also be used in an orange-juice drink with half the calories and sugar of orange juice.

BTW, approval by the Food and drug administration did not materialize automatically for these new sweeteners. FDA approval was an issue because studies conducted in the early 1990s suggested that there was possible adverse health effects from the use of stevia-based products. However the herb has been approved for use in 12 countries.

Both companies eventually received FDA approval and their products are all ready on the market. We cannot submit our full report until October 15.

Susan

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Thank You! 😊

Any Questions?