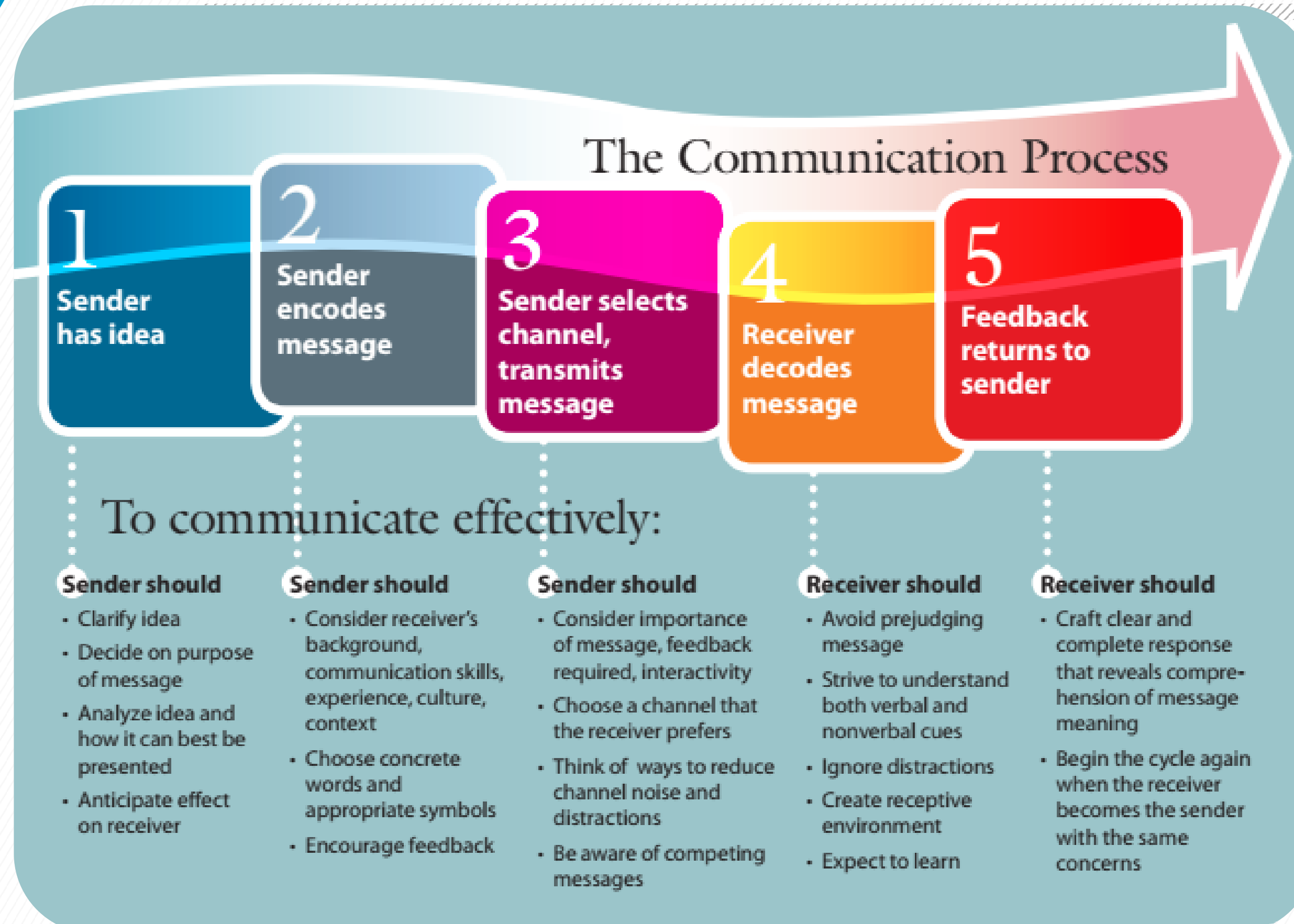




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The Communication Process



Using the 3-x-3 Writing Process as a Guide

1 Prewriting

Analyze

- What is your purpose?
- What do you want the receiver to do or believe?
- What channel should you choose: face-to-face conversation, group meeting, e-mail, memo, letter, report, blog, wiki, tweet, etc.

Anticipate

- Profile the audience.
- What does the receiver already know?
- Will the receiver's response be neutral, positive, or negative? How will this affect your organizational strategy?

Adapt

- What techniques can you use to adapt your message to its audience?
- How can you promote feedback?
- Strive to use positive, conversational, and courteous language.

2 Drafting

Research

- Gather data to provide facts.
- Search company files, previous correspondence, and the Internet.
- What do you need to know to write this message?
- How much does the audience already know?

Organize

- Organize direct messages with the big idea first, followed by an explanation in the body and an action request in the closing.
- For persuasive or negative messages, use an indirect, problem-solving strategy.

Draft

- Prepare a first draft, usually quickly.
- Focus on short, clear sentences using the active voice.
- Build paragraph coherence by repeating key ideas, using pronouns, and incorporating appropriate transitional expressions.

3 Revising

Edit

- Edit your message to be sure it is clear, concise, conversational, readable.
- Revise to eliminate wordy fillers, long lead-ins, redundancies, and trite business phrases.
- Develop parallelism.
- Consider using headings and numbered and bulleted lists for quick reading.

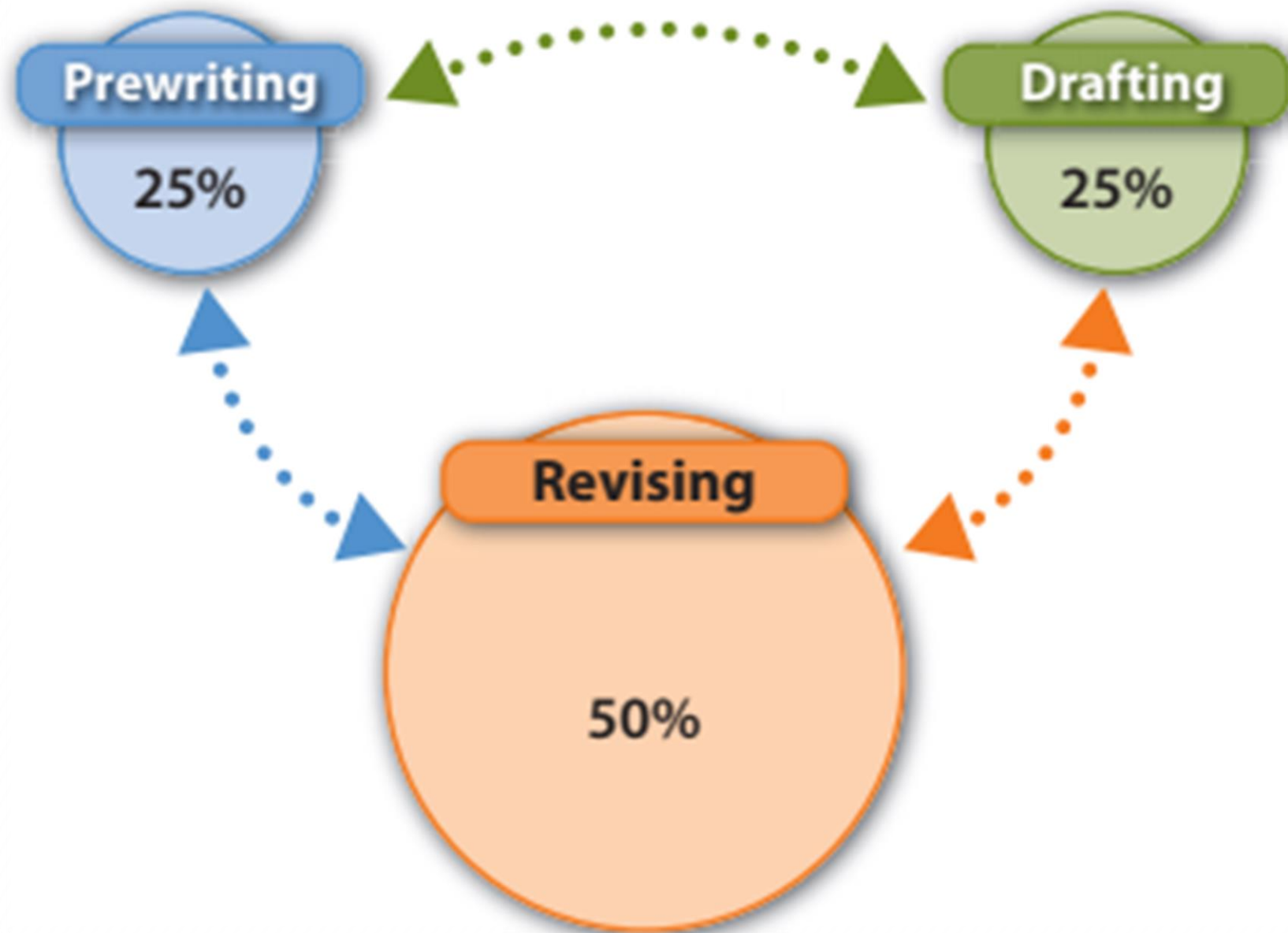
Proofread

- Take the time to read every message carefully.
- Look for errors in spelling, grammar, punctuation, names, and numbers.
- Check to be sure the format is consistent.

Evaluate

- Will this message achieve your purpose?
- Does the tone sound pleasant and friendly rather than curt?
- Have you thought enough about the audience to be sure this message is appealing?
- Did you encourage feedback?

Scheduling the Writing Process



Although the writing process looks like a linear set of steps, it actually is recursive, enabling writers to revise their work continually as they progress. However, careful planning can avoid wasted time and frustration caused by rethinking and reorganizing during drafting.

Analyzing and Anticipating the Audience



Analyze the purpose of a message, anticipate its audience, and select the best communication channel.

Determining Your Purpose

As you begin to compose a workplace message, ask yourself two important questions: (a) Why am I sending this message? and (b) What do I hope to achieve? Your responses will determine how you organize and present your information.

Antcipatng and Profiling the Audience



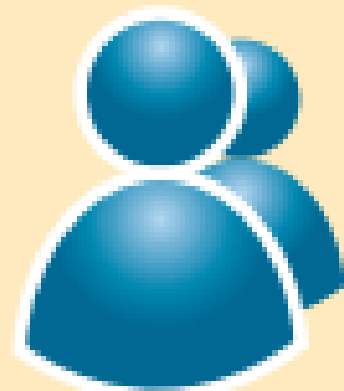
A good writer anticipates the audience for a message: What is the reader or listener like? How will that person react to the message? Although one can't always know exactly who the receiver is, it is possible to imagine some of that person's characteristics. A copywriter at Lands' End, the shopping and Internet retailer, pictures his sister-in-law whenever he writes product descriptions for the catalog.

Asking the Right Questions to Profile Your Audience



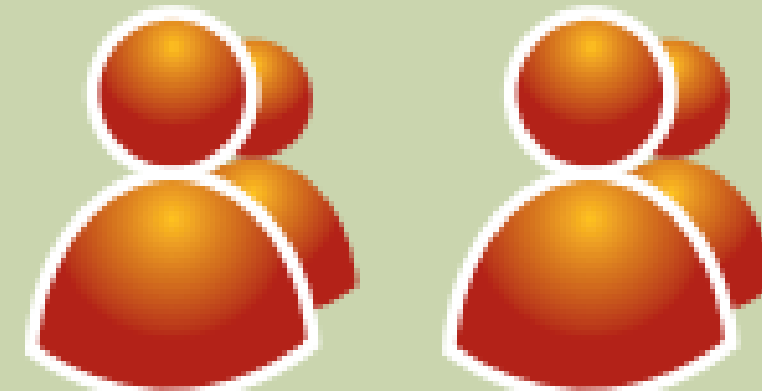
Primary Audience

- Who is my primary reader or listener?
- What are my personal and professional relationships with this person?
- What position does this person hold in the organization?
- How much does this person know about the subject?
- What do I know about this person's education, beliefs, culture, and attitudes?
- Should I expect a neutral, positive, or negative response to my message?



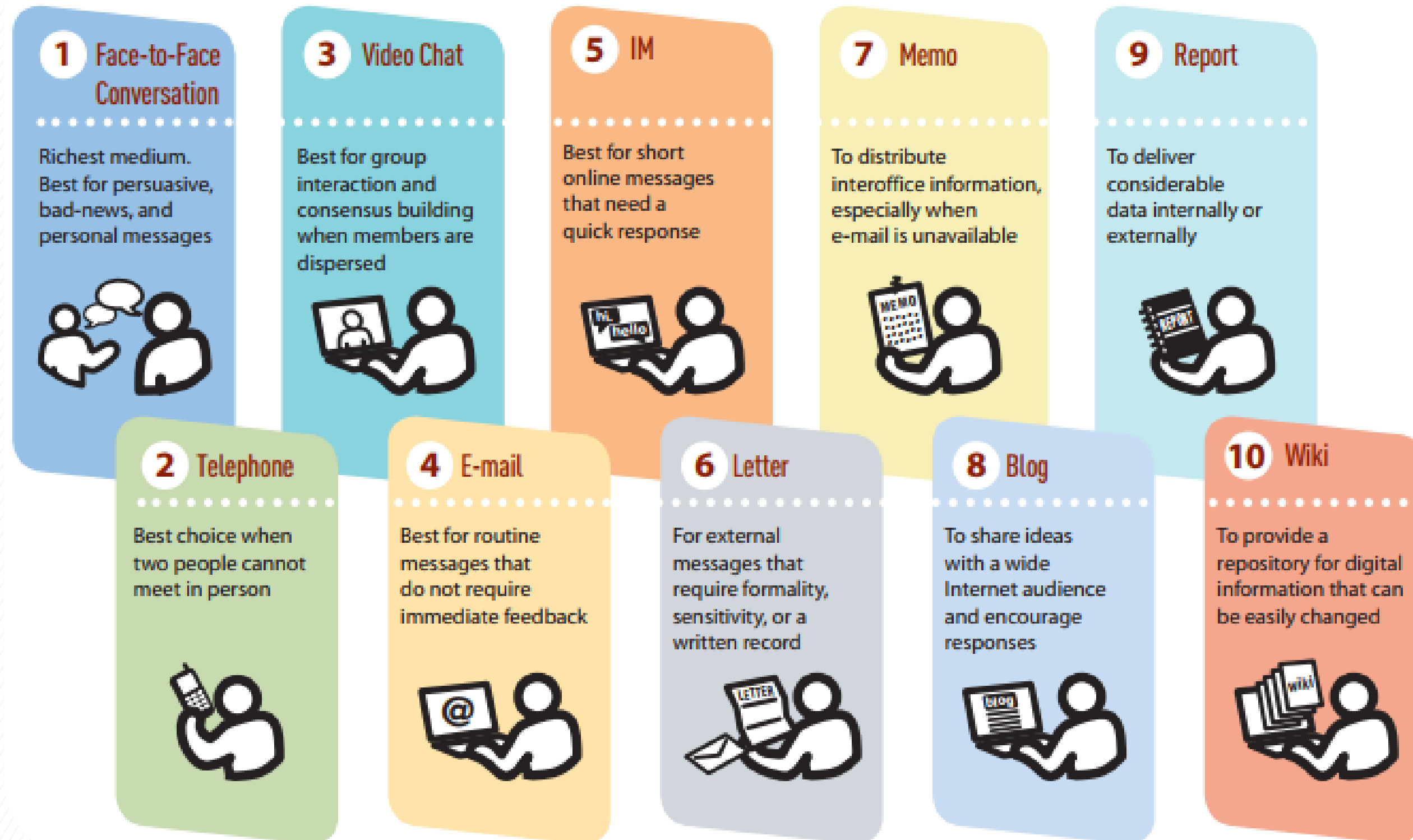
Secondary Audience

- Who might see or hear this message in addition to the primary audience?
- How do these people differ from the primary audience?
- Do I need to include more background information?
- How must I reshape my message to make it understandable and acceptable to others to whom it might be forwarded?



Comparing Rich and Lean Communication Channels

Ten Levels of Richness in Today's Workplace Communication Channels—Richest to Leanest



Using Expert Writing Techniques to Adapt to Your Audience



DON'T SENDER FOCUS	DO✓ AUDIENCE FOCUS
✗ All employees are instructed here-with to fill out the enclosed ques-tionnaire so that we can allocate our training funds to employees.	✓ By filling out the enclosed question-naire, you can be one of the first employees to sign up for our training funds.
✗ Our warranty becomes effective only when we receive an owner's registration.	✓ Your warranty begins working for you as soon as you return your owner's registration.

registration

only when we receive an owner's

owner's registration

as soon as you return your

Developing the “You” View

DON'T “I/WE” VIEW	DO✓ “YOU” VIEW
<ul style="list-style-type: none">✗ We are requiring all employees to respond to the attached survey about health benefits.	<ul style="list-style-type: none">✓ Because your ideas count, please complete the attached survey about health benefits.
<ul style="list-style-type: none">✗ I need your account number before I can do anything.	<ul style="list-style-type: none">✓ Please give me your account number so that I can locate your records and help you solve this problem.

can do anything

help you solve this problem
so that I can locate your records and

DON'T

UNPROFESSIONAL

- ✗ Hey, boss, Gr8 news! Firewall now installed!! BTW, check with me b4 announcing it.
- ✗ Look, dude, this report is totally bogus. And the figures don't look kosher. Show me some real stats. Got sources?

@of 20nrc62j

u8nlez 00u5 100x 102u5l' 2u0M u16 20u5 1671 21312"

DO✓

PROFESSIONAL

- ✓ Mr. Smith, our new firewall software is now installed. Please check with me before announcing it.
- ✓ Because the figures in this report seem inaccurate, please submit the source statistics.

016226 200u112 i1u6 20nrc6 21302012"

DON'T

OVERLY FORMAL

- ✗ All employees are herewith instructed to return the appropriately designated contracts to the undersigned.
- ✗ Pertaining to your order, we must verify the sizes that your organization requires prior to consignment of your order to our shipper.

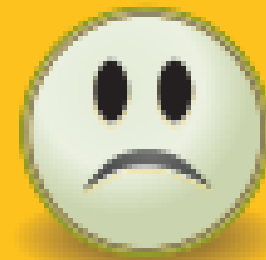
DO✓

CONVERSATIONAL

- ✓ Please return your contracts to me.
- ✓ We will send your order as soon as we confirm the sizes you need.

Levels of Diction

Unprofessional (Low-level diction)



badmouth

guts

pecking order

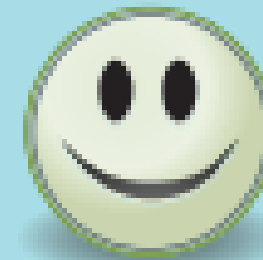
ticked off

rat on

rip off

If we just hang in there, we'll snag the contract.

Conversational (Middle-level diction)



criticize

nerve

line of command

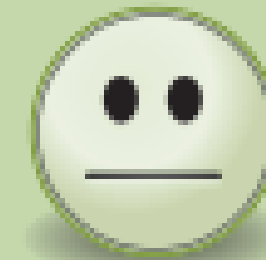
upset

inform

steal

If we don't get discouraged, we'll win the contract.

Formal (High-level diction)



denigrate

courage

dominance hierarchy

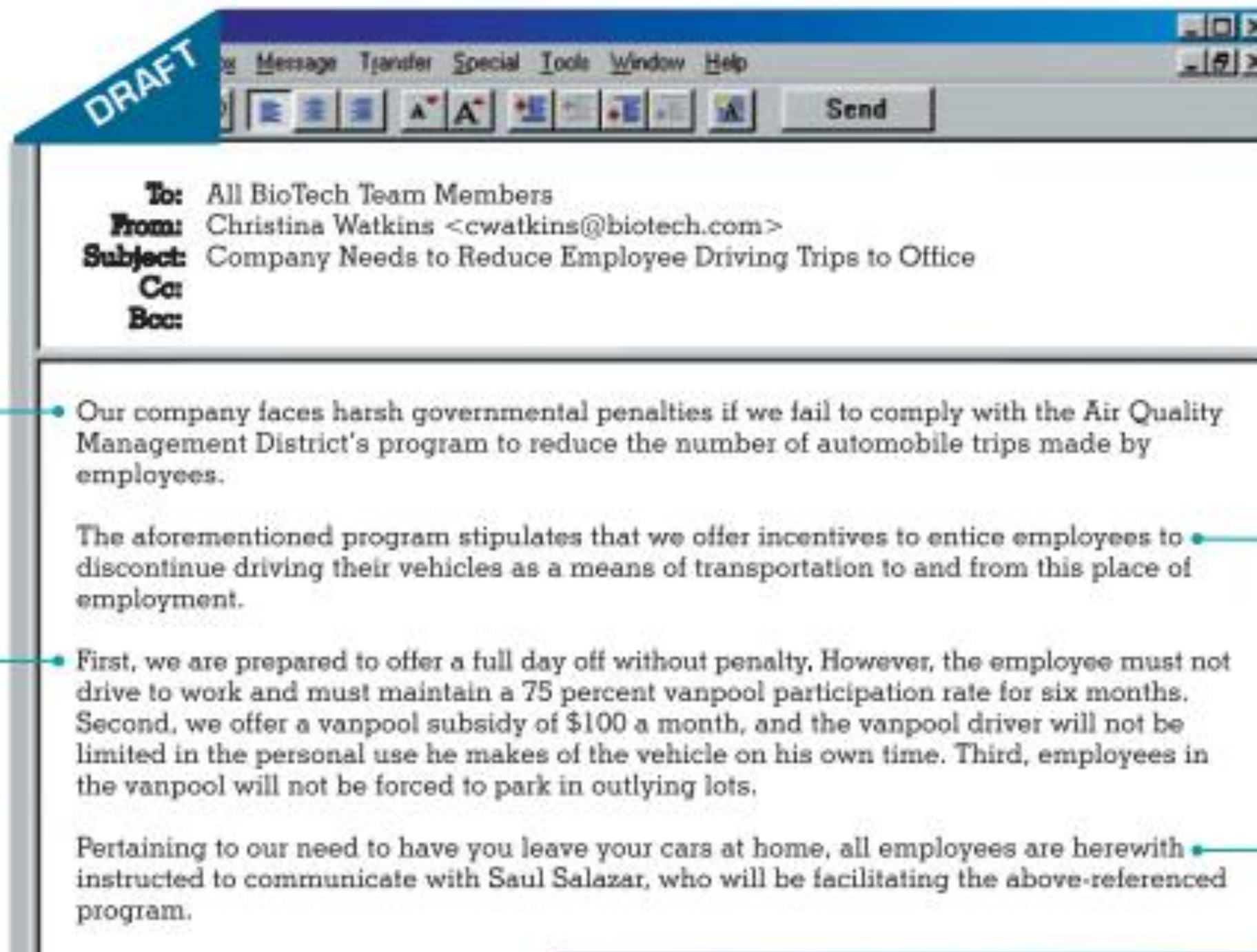
provoked

betray

expropriate

If the principals persevere, they will secure the contract.

Applying Expert Writing Techniques to Improve an E-Mail Message



Focuses on sender rather than presenting ideas with audience benefits

Presents ideas negatively (*penalty, must not drive, will not be limited, will not be forced*) and assumes driver will be male

Our company faces harsh governmental penalties if we fail to comply with the Air Quality Management District's program to reduce the number of automobile trips made by employees.

The aforementioned program stipulates that we offer incentives to entice employees to discontinue driving their vehicles as a means of transportation to and from this place of employment.

First, we are prepared to offer a full day off without penalty. However, the employee must not drive to work and must maintain a 75 percent vanpool participation rate for six months. Second, we offer a vanpool subsidy of \$100 a month, and the vanpool driver will not be limited in the personal use he makes of the vehicle on his own time. Third, employees in the vanpool will not be forced to park in outlying lots.

Pertaining to our need to have you leave your cars at home, all employees are herewith instructed to communicate with Saul Salazar, who will be facilitating the above-referenced program.

Uses unfamiliar words (*aforementioned, stipulates, entice*)

Doesn't use plain English or conversational tone (*pertaining to, herewith, facilitating, above-referenced*)

bio12345
instructed to communicate with Saul Salazar, who will be facilitating the above-referenced
Pertaining to our need to have you leave your cars at home, all employees are herewith

above-referenced)
herewith, facilitating,
(pertaining to)
consequently, some

REVISION

Log Message Transfer Special Tools Window Help

Send

To: All BioTech Team Members
From: Christina Watkins <cwatkins@biotech.com>
Subject: Great Perks for Driving Less
Cc:
Bcc:

Hi, Team,

Want to earn a full day off with pay, reduce the stress of your commute, and pay a lot less for gas? You can enjoy these and other perks if you make fewer driving trips to the office.

As part of the Air Quality Management District's Trip Reduction Plan, you can enjoy the following benefits by reducing the number of trips you make to work:

- **Full Day Off.** If you maintain a 75 percent participation rate in our ride-share program for a six-month period, you will receive one day off with pay.
- **Vanpool Subsidy.** By joining a vanpool, you will receive assistance in obtaining a van along with a monthly \$100 subsidy. Even better, if you become a vanpool driver, you will also have unlimited personal use of the vehicle off company time.
- **Preferential Parking.** By coming to work in vanpools, you can park close to the building in reserved spaces.

Why not help the environment, reduce your gas bill, and enjoy other perks by joining this program? For more information and to sign up, please contact Saul Salazar at ssalazar@biotech.com before February 1.

Chris

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Senior Coordinator, Human Resources
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(818) 349-5871

Opens with "you" view and audience benefits

Phrases option in bulleted list with "you" view (highlighting benefits day off, less driving stress, lower gas bill)

Repeats audience benefits with conversational tone and familiar words

DON'T NEGATIVE	DO✓ POSITIVE
✗ This plan definitely cannot succeed if we don't obtain management approval.	✓ This plan definitely can succeed if we obtain management approval.
✗ You failed to include your credit card number, so we can't mail your order.	✓ We look forward to completing your order as soon as we receive your credit card number.
✗ Your letter of May 2 claims that you returned a defective headset.	✓ Your May 2 letter describes a headset you returned.
✗ Employees cannot park in Lot H until April 1.	✓ Employees may park in Lot H starting April 1.

expressing Courtesy

DON'T LESS COURTEOUS	DO✓ MORE COURTEOUS AND HELPFUL
✗ Can't you people get anything right? This is the second time I've written!	✓ Please credit my account for \$340. My latest statement shows that the error noted in my letter of May 15 has not yet been corrected.
✗ Stewart, you must complete all performance reviews by Friday.	✓ Stewart, will you please complete all performance reviews by Friday.
✗ Am I the only one who can read the operating manual?	✓ Let's review the operating manual together so that you can get your documents to print correctly next time.

employing Bias-free language

DON'T	GENDER BIASED	DO✓	BIAS FREE
	✗ female doctor, woman attorney, cleaning woman		✓ doctor, attorney, cleaner
	✗ waiter/waitress, authoress, stewardess		✓ server, author, flight attendant
	✗ mankind, man-hour, man-made		✓ humanity, working hours, artificial
	✗ office girls		✓ office workers
	✗ the doctor . . . he		✓ doctors . . . they
	✗ the teacher . . . she		✓ teachers . . . they
	✗ executives and their wives		✓ executives and their spouses
	✗ foreman, flagman, workman, craftsman		✓ lead worker, flagger, worker, artisan
	✗ businessman, salesman		✓ businessperson, sales representative
	✗ Each employee had his picture taken.		✓ Each employee had a picture taken. All employees had their pictures taken. Each employee had his or her picture taken.

each employee had his or her picture taken

DON'T

RACIALLY OR ETHNICALLY BIASED

- ✗ An Indian accountant was hired.
- ✗ James Lee, an African-American, applied.

DON'T

BIAS FREE

- ✓ An accountant was hired.
- ✓ James Lee applied.

DON'T

AGE BIASED

- ✗ The law applied to old people.
- ✗ Sally Kay, 55, was transferred.
- ✗ a sprightly old gentleman
- ✗ a little old lady

DON'T

BIAS FREE

- ✓ The law applied to people over sixty-five.
- ✓ Sally Kay was transferred.
- ✓ a man
- ✓ a woman

✗ a little old lady

✗ a sprightly old gentleman

✓ a woman

✓ a man

DON'T	DISABILITY BIASED	DO✓	BIAS FREE
	✗ afflicted with arthritis, crippled by arthritis		✓ has arthritis
	✗ confined to a wheelchair		✓ uses a wheelchair

Preferring Plain language and familiar Words



DON'T UNFAMILIAR	DO✓ FAMILIAR
✗ commensurate	✓ equal
✗ interrogate	✓ question
✗ materialize	✓ appear
✗ obfuscate	✓ confuse
✗ remuneration	✓ pay, salary
✗ terminate	✓ end

✗ interrogate	✓ equal
✗ remuneration	✓ pay, salary



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



That's all. Thank you! 😊

Any Questions?