



# MEREVISI PESAN BISNIS

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Aryan Eka Prastya Nugraha, S.E.,M.Pd  
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# Taking Time to Revise: Applying Phase of the Writing Process

In this digital age of e-mailing, texting, and tweeting, the idea of stopping to revise a message seems almost alien to productivity. What? Stop to proofread? Crazy idea! No time! However, sending quick but sloppy business messages not only fails to enhance productivity but also often produces the opposite result. Those rushed messages can be confusing and frustrating. They often set into motion a maddening series of back-and-forth queries and responses seeking clarification. To avoid messages that waste time, create confusion, and reduce your credibility, take time to slow down and revise—even for short messages.



# Tightening Your Message by Revising for Conciseness

DON'T FLABBY	DO✓ CONCISE
✗ as a general rule	✓ generally
✗ at a later date	✓ later
✗ at this point in time	✓ now, presently
✗ despite the fact that	✓ although
✗ due to the fact that, inasmuch as, in view of the fact that	✓ because
✗ feel free to	✓ please
✗ for the period of, for the purpose of	✓ for
✗ in addition to the above	✓ also
✗ in all probability	✓ probably
✗ in the event that	✓ if
✗ in the near future	✓ soon
✗ in very few cases	✓ seldom, rarely
✗ until such time as	✓ until



# Revising Digital and Print Documents

## Revising Digital Documents Using Strikethrough and Color

~~This is a short note to let you know that, as~~ As you requested, I ~~made an investigation of~~ investigated several of our competitors' websites.

Attached ~~hereto~~ is a summary of my findings. ~~of my investigation.~~ I was really most interested in ~~making a comparison of the employment of strategies for~~ comparing marketing strategies as well as ~~the use of~~ navigational graphics ~~used~~ to guide visitors through the sites. ~~In view of the fact that~~ Because we will be revising our own website ~~in the near future~~ soon, I was ~~extremely~~ intrigued by the organization, ~~kind of~~ marketing tactics, and navigation at each ~~and every~~ site I visited.


When revising digital documents, you can use simple word processing tools such as strikethrough and color. In this example, strikethroughs in red identify passages to be deleted. The strikethrough function is located on the Font tab. We used blue to show inserted words, but you may choose any color you prefer.




~~This is a short note to let you know that,~~ as you requested, I ~~made an~~ investigation<sup>ed</sup> of several of our competitors' websites. Attached ~~hereto~~ is a summary of my findings<sup>ed</sup> of my investigation. I was ~~really~~ most interested in <sup>comparing</sup> ~~making a comparison of the employment of~~ strategies for <sup>marketing</sup> ~~marketing~~ as well as ~~the use of~~ navigational graphics ~~used~~ to guide visitors through the sites. In view of the fact that <sup>Because</sup> ~~we~~ will be revising our own website <sup>soon</sup> ~~in the near~~ future, I was ~~extremely~~ intrigued by the organization, ~~kind of~~ marketing tactics, and navigation at ~~each and~~ every site I visited.


### Popular Proofreading Symbols


Delete 

Capitalize 

Insert 

Insert comma 

Insert period 

Start paragraph 

visited. I visited every site and each navigation and tactics.

organization. I was intrigued by the organization's marketing tactics, and navigation at every site I visited.

navigation and tactics.

organization. I was intrigued by the organization's marketing tactics, and navigation at every site I visited.



<b>DON'T</b> WORDY	<b>DO✓</b> CONCISE
✗ We are sending this announcement to let everyone know that we expect to change Internet service providers within six weeks.	✓ We expect to change Internet service providers within six weeks.
✗ This is to inform you that you may find lower airfares at our website.	✓ You may find lower airfares at our website.
✗ I am writing this letter because Professor Brian Wilson suggested that your organization was hiring trainees.	✓ Professor Brian Wilson suggested that your organization was hiring trainees.

<b>DON'T</b>	<b>WORDY</b>	<b>DO✓</b>	<b>CONCISE</b>
✗	<i>There are</i> more women than men enrolled in college today.	✓	More women than men are enrolled in college today.
✗	<i>There is</i> an aggregator that collects and organizes blogs.	✓	An aggregator collects and organizes blogs.
✗	<i>It was</i> a Facebook post that revealed the news.	✓	A Facebook post revealed the news.



<b>DON'T</b>	<b>REDUNDANT</b>	<b>DO✓</b>	<b>CONCISE</b>
✗	absolutely essential	✓	essential
✗	adequate enough	✓	adequate
✗	basic fundamentals	✓	fundamentals <i>or</i> basics
✗	big in size	✓	big
✗	combined together	✓	combined
✗	exactly identical	✓	identical
✗	each and every	✓	each <i>or</i> every
✗	necessary prerequisite	✓	prerequisite
✗	new beginning	✓	beginning
✗	refer back	✓	refer
✗	repeat again	✓	repeat
✗	true facts	✓	facts



*~~In the case of~~ Facebook, ~~it~~ increased users but lost share value.*

*Because of ~~the degree of~~ support from upper management, the plan worked.*

*We are aware ~~of the fact~~ that sales of new products soar when pushed by social networking.*

*Except for ~~the instance of~~ Toyota, Japanese imports sagged.*

*She chose a career in a field that was analytical ~~in nature~~. [OR: She chose a career in an analytical field.]*

*Student writing in that class is excellent ~~in quality~~.*



# Making Your Message Clear

<b>DON'T</b>	<b>WORDY AND UNCLEAR</b>	<b>DO✓</b>	<b>IMPROVED</b>
✗	Employees have not been made sufficiently aware of the potentially adverse consequences regarding the use of these perilous chemicals.	✓	Warn your employees about these dangerous chemicals.
✗	In regard to the matter of obtaining optimal results, it is essential that employees be given the implements that are necessary for jobs to be completed satisfactorily.	✓	To get the best results, give employees the tools they need to do the job.



Figure 4.3 Typefaces With Different Personalities for Different Purposes

All-Purpose Sans Serif	Traditional Serif	Happy, Creative Script/Funny	Assertive, Bold Modern Display	Plain Monospaced
Arial	Century	<i>Brush Script</i>	<b>Britannic Bold</b>	Courier
Calibri	Garamond	Comic Sans	<b>Broadway</b>	Letter Gothic
Helvetica	Georgia	<i>Gigi</i>	<b>Elephant</b>	Monaco
Tahoma	Goudy	<b>Jokerman</b>	<b>Impact</b>	Prestige Elite
Univers	Palatino	Lucinda	Bauhaus 93	
Verdana	Times New Roman	Kristen	<b>SHOWCARD</b>	



## Numbered List

Our recruiters follow these steps when hiring applicants:

1. Examine the application.
2. Interview the applicant.
3. Check the applicant's references.

## Bulleted List

To attract upscale customers, we feature the following:

- Quality fashions
- Personalized service
- Generous return policy



# TUGAS

**BEFORE**

File Message Transfer Special Tools Window Help

Send

**To:** Managers, Supervisors  
**From:** Justin Jarvis <jjarvis@texas-investments.com>  
**Subject:** Announcing Web Conferencing Service  
**Cc:**  
**Bcc:**

Hi, folks,

GREAT NEWS! WE CAN NOW SCHEDULE TELECONFERENCES BECAUSE WE HAVE HIRED INTERCALL TO BE OUR WEB CONFERENCING PROVIDER!

To help everyone get going, please call or write Gina at Ext. 498 to establish your personal calling code. Do this before August 1. We have also arranged a practice session, and if you would like to participate to gain practice, ask Gina for details.

For those of you unfamiliar with running a Web conference, here are a few guidelines. Before your Web conference, establish an agenda. You can e-mail the agenda package to all attendees, or you can upload it to a central distribution point, such as our intranet or wiki. During your conference you should greet participants as their names pop up or a chime announces their arrival. It's a good idea to be prepared with a slide presentation that everyone will see on their computer screens. However, you will also want to encourage participants to interact on the virtual whiteboard by drawing or writing comments. It is important that everyone state his name before speaking. Finally, I've seen a lot of conferences ruined by ringing cell phones or inattentive people who are multitasking during the meeting and not paying attention.

Reduces readability with all-caps font and justified margins

Puts action items in wrong place

Groups too much information without white space; fails to organize for quick comprehension

Does not end with action request and details



**After**

Message Transfer Special Tools Window Help

**To:** Managers, Supervisors  
**From:** Justin Jarvis <jjarvis@texas-investments.com>  
**Subject:** Announcing Web Conferencing Service  
**Cc:**  
**Bcc:**

Staff Members,

Great news! You may now schedule teleconference meetings because we have hired InterCall to be our Web conferencing provider. For those of you unfamiliar with running a Web conference, here are a few guidelines.

**Before Your Web Conference**

- Establish an agenda covering all the topics to be discussed.
- Gather all the relevant files and documents in one package to be distributed to all participants.
- E-mail the package to all attendees, or upload it to a central distribution point such as our intranet or wiki.

**During Your Web Conference**

- Greet participants as their names pop up or a chime announces their arrival.
- Be prepared with a slide presentation that all participants will see on their computer screens.
- Encourage participants to interact on the virtual whiteboard by drawing or writing comments.
- Be sure that everyone states his or her name before speaking.
- Encourage participants to turn off cell phones and other devices so they can give their full attention to the meeting.

**Getting Started**

Please call Gina at Ext. 498 or write to her at [g.gordon@texas-investments.com](mailto:g.gordon@texas-investments.com) to establish your personal calling code **before August 1**. If you would like to participate in a practice session, ask Gina for details.

Justin A. Jarvis, Director  
Computer Information Systems  
E-Mail: [jjarvis@texas-investments.com](mailto:jjarvis@texas-investments.com)  
Office: (405) 545-4480  
Cell: (435) 694-2281

Uses upper- and lowercase fonts plus left-aligned and ragged-right margins throughout for easy reading

Improves readability with side headings and ample white space

Groups information into chunks and bulleted list for quick "skim value"

Puts action information at end of message and uses boldface to emphasize important date







# 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?