



# PESAN POSITIF & NEGATIF

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Aryan Eka Prastya Nugraha, S.E.,M.Pd  
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# Routine Messages: E-Mails, Memos, and Letters

Most workplace messages are positive or neutral and, therefore, direct. Positive messages are routine; they help workers conduct everyday business. Such routine messages include simple requests for information or action, replies to customers, and explanations to coworkers. Other types of routine messages are instructions, direct claims, and complaints.

# Responding to Customers Online

## Be positive.

- Respond in a friendly, upbeat, yet professional tone.
- Correct mistakes politely.
- Do not argue, insult, or blame others.

## Be transparent.

- State your name and position with the business.
- Personalize and humanize your business.

## Be honest.

- Own up to problems and mistakes.
- Inform customers when and how you will improve the situation.

## Be timely.

- Respond in less than 24 hours.

## Be helpful.

- Point users to valuable information on your website or other approved websites.
- Follow up with users when new information is available.

# Writing Online Reviews and Complaints

## Establish your credibility.

- Zero in on your objective and make your comment as concise as possible.
- Focus only on the facts and be able to support them.

## Check posting rules.

- Understand what's allowed by reading the terms and conditions on the site.
- Keep your complaint clean, polite, and to the point.

## Provide balanced reviews.

- To be fair, offset criticism with positives to show that you are a legitimate consumer.
- Suggest improvements even in glowing reviews; all-out gushing is suspicious and not helpful.

### Consider the Web's permanence.

- Know that your review may be posted indefinitely, even if you change your mind and modify a post later.

### Embrace transparency.

- Be open; even anonymous comments can be tracked down. Privacy policies do not protect writers from subpoenas.

### Accept offers to help.

- Reply if a business offers to help or discuss the problem; update your original post as necessary.

### Refuse payment for favorable critiques.

- Never accept payment to change your opinion or your account of the facts.
- Comply with requests for a review if you are a satisfied customer.



# Using Sensitive Language

The language of adjustment letters must be particularly sensitive, because customers are already upset. Here are some don'ts:

- Don't use negative words or phrases (*trouble, regret, misunderstanding, fault, error, inconvenience, you claim*).
- Don't blame customers—even when they may be at fault.
- Don't blame individuals or departments within your organization; it's unprofessional.
- Don't make unrealistic promises; you can't guarantee that the situation will never recur.



**Heather Jones** really really poor customer service by you guys. i am now looking into a new auto insurance provider. . . .

Yesterday at 8:57 am • Like • Comment

 25 people like this.



**GEICO** Hi Heather, is there something we can assist with? Please send us your contact info at [facebook@geico.com](mailto:facebook@geico.com) if you would like follow up communication.

22 hours ago • Like • Flag

Write a comment...

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© DM77/Shutterstock.com



**Maria Daley** You should extend your 15% off since I tried to order things off the website and it crashed. Then I tried calling the 1 800 number and it is constantly busy. Very disappointed that I can not place my order!

Monday at 11:09 pm • Like • Comment

 5 people like this.



**Box and Barrel** Hi Maria. Thanks for bringing this to our attention. We hope that you were able to place your order but if not, please call us at 800.975.9969 – we'd like to help!

Tuesday at 8:55 am • Like • Flag



**Maria Daley** Thank you! I called the customer service department and they were able to help me. I might also add they were very nice.

Tuesday at 11:14 am • Like • Flag

Write a comment...

Write a comment...



**JD Lopez** when is the LG BANTER coming out?

11 hours ago • Like • Comment



**Sky Horizon Wireless** Hi JD – Please continue visiting our page for the latest news on device launches. Stay tuned !

about an hour ago • Like • Flag

Write a comment...



**Dee Innes** Is there any hope that TurboTax could be written for Ubuntu Linux? It would be really great. I know I would appreciate it because I am moving away from windows and I am sure other Ubuntu users would like it too!

October 28 at 11:57 pm • Like • Comment



**Turbo Tax** Hi Dee,

Thanks for sharing your idea. I hope you'll join our inner Circle (it's where we gather new ideas from customers and get customer feedback on our Turbo Tax product). Please join us!

[http://intuit.metrix.com/intuitCGT\\_community/sug...](http://intuit.metrix.com/intuitCGT_community/sug...)  
See more

October 29 at 11:48 am • Like • Flag



**Jack Meghan** Dee... It's not likely we will write a version for Linux. Today we already write for Windows, Mac and the internet. That's a lot of versions. With more and more customers using the Online version of TurboTax, I'd suggest this as your way of using TurboTax.

Thanks for your feedback.  
**Jack Meghan**  
VP, TurboTax

November 4 at 6:52 pm • Like • Flag

Write a comment...



# PESAN NEGATIF

# How to Achieve Your Goals in Communicating Negative News



Delivering bad news is not the happiest communication task you may have, but it can be gratifying if you do it effectively. As a business communicator working with bad news, you will have many goals. Here's how to achieve them:

- **Explain clearly and completely.** Your goal is to make your readers understand and, in the best case, accept the bad news. Recipients should not have to call or write to clarify your message.
- **Project a professional image.** Even when irate customers sound threatening and overstate their claims, you should strive to stay calm, use polite language, and respond with clear explanations of why a negative message was necessary.
- **Convey empathy and sensitivity.** Try to use language that respects the receiver but also attempts to reduce bad feelings. When appropriate, accept blame and apologize; however, strive to do so without creating legal liability for your organization or yourself.
- **Be fair.** When you can show that the decision was fair, impartial, and rational, receivers are far more likely to accept the negative news.
- **Maintain friendly relations.** A final goal is to demonstrate your desire to continue pleasant relations and to regain the confidence of the reader.

# Analyzing Negative News Strategies

**When to Use the Direct Strategy.** The direct strategy saves time and is preferred by some who consider it to be more professional and even more ethical than the indirect strategy. The direct strategy may be more effective in situations such as the following:

- **When the bad news is not damaging.** If the bad news is insignificant (such as a small increase in cost) and doesn't personally affect the receiver, then the direct strategy makes sense.
- **When the receiver may overlook the bad news.** Changes in service, new policy requirements, legal announcements—these critical messages may require boldness to ensure attention.

Figure 7.1 Comparing the Direct and Indirect Strategies for Negative Messages



# When to Use the Indirect Strategy

- **When the bad news is personally upsetting.** If the negative news involves the receiver personally, such as a layoff notice, the indirect strategy makes sense. Telling an employee that he or she no longer has a job is probably best done in person and by starting indirectly and giving reasons first. When a company has made a mistake that inconveniences or disadvantages a customer, the indirect strategy also makes sense.
- **When the bad news will provoke a hostile reaction.** When your message will irritate or infuriate the recipient, the indirect method may be best. It begins with a buffer and reasons, thus encouraging the reader to finish reading or hearing the message. A blunt announcement may make the receiver stop reading.

- **When the bad news threatens the customer relationship.** If the negative message may damage a customer relationship, the indirect strategy may help salvage the customer bond. Beginning slowly and presenting reasons that explain what happened can be more helpful than directly announcing bad news or failing to adequately explain the reasons.
- **When the bad news is unexpected.** Readers who are totally surprised by bad news tend to have a more negative reaction than those who expected it. If a company suddenly closes an office or a plant and employees had no inkling of the closure, that bad news would be better received if it were revealed cautiously with reasons first.

Figure 7.3 Four-Part Indirect Strategy for Bad News



Bad News

not mention the

statement that does

disclose it

before disclosing it

it possible

if possible

ive or compromise

it possible

Bad News

Avoid referring to the

pleasant statement

**Compliment.** Praise the receiver's accomplishments, organization, or efforts, but do so with honesty and sincerity. For instance, in a letter declining an invitation to speak, you could write, *HarvestPlenty has my sincere admiration for using crowd-sourcing technology to enable gardeners to donate their excess crops to local food pantries. I am honored that you asked me to speak Friday, November 6.*

**Appreciation.** Convey thanks for doing business, for sending something, for showing confidence in your organization, for expressing feelings, or simply for providing feedback. Suppose you had to draft a letter that refuses employment. You could say, *I appreciated learning about the hospitality management program at Cornell and about your qualifications in our interview last Friday.*

**Agreement.** Make a relevant statement with which both you and the receiver can agree. A letter that rejects a loan application might read, *We both realize how much the slow economic recovery in the past five years has affected customers' purchasing power.*

**Facts.** Provide objective information that introduces the bad news. For example, in a memo announcing cutbacks in the hours of the employee cafeteria, you might say, *During the past five years the number of employees eating breakfast in our cafeteria has dropped from 32 percent to 12 percent.*

**Understanding.** Show that you care about the reader. Notice how in this e-mail to customers announcing a product defect, the writer expresses concern: *We know that you expect superior performance from all the products you purchase from OfficeCity. That's why we are writing personally about the Omega printer cartridges you recently ordered.*

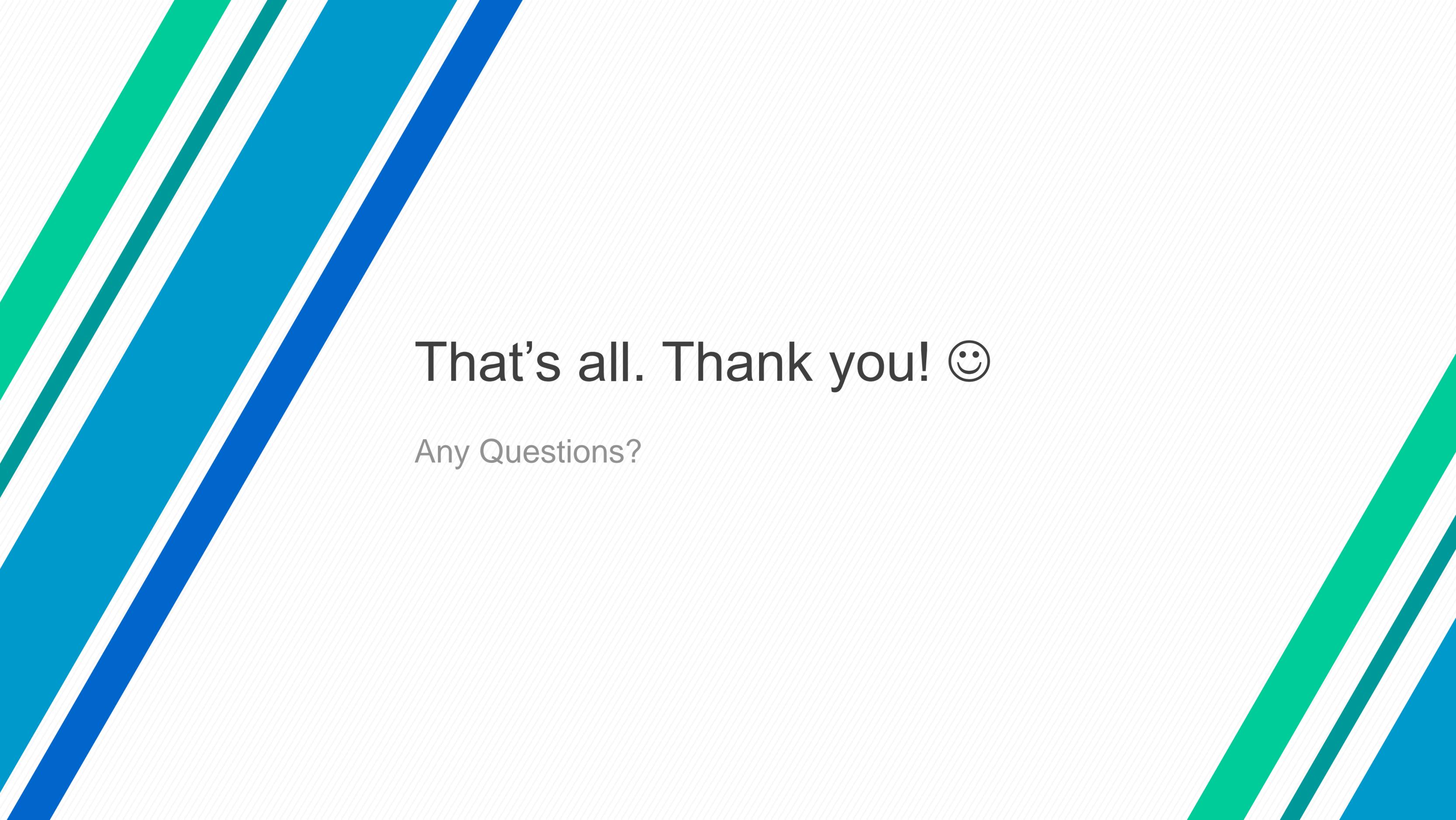




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# REFLEKSI

- 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?