

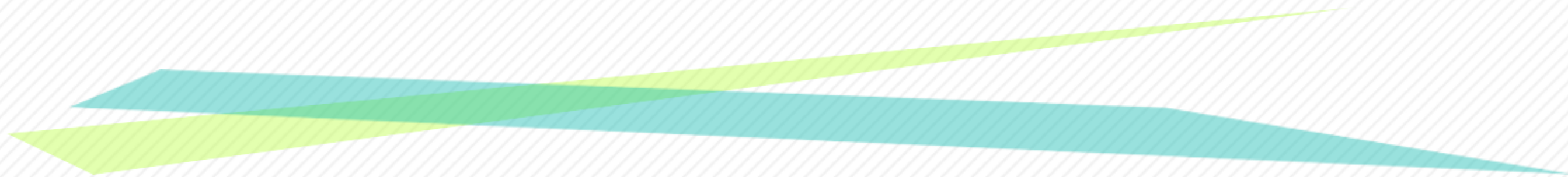
PESAN ELEKTRONIK & MEDIA DIGITAL



Aryan Eka Prastya Nugraha
2017

Communication Technology and the Information Flow in Organizations

Today's workforce must stay connected at all times. Knowledge and information workers are expected to remain tethered to their jobs wherever they are, even on the weekends or on vacation. The technological revolution of the last 25 years has resulted in amazing productivity gains



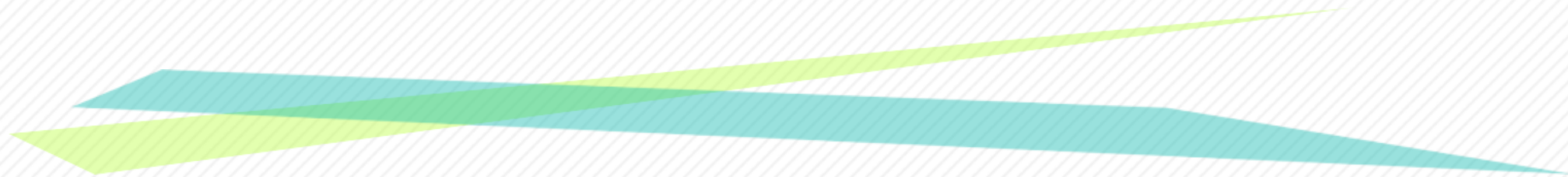
Organizing E-Mails and Memos

E-mails and memos inform employees, request data, give responses, confirm decisions, and provide directions

Today it is estimated that on average more than 294 billion e-mails are sent each day worldwide.¹ E-mail growth has slowed recently, and rival services are booming. Twitter and Facebook, for example, offer faster, always-on connectedness. However, e-mail in the workplace is here to stay. Because e-mail is a standard form of communication within organizations, it will likely be your most common business communication channel. E-mails perform critical tasks such as informing employees, giving directions, outlining procedures, requesting data, supplying responses, and confirming decisions

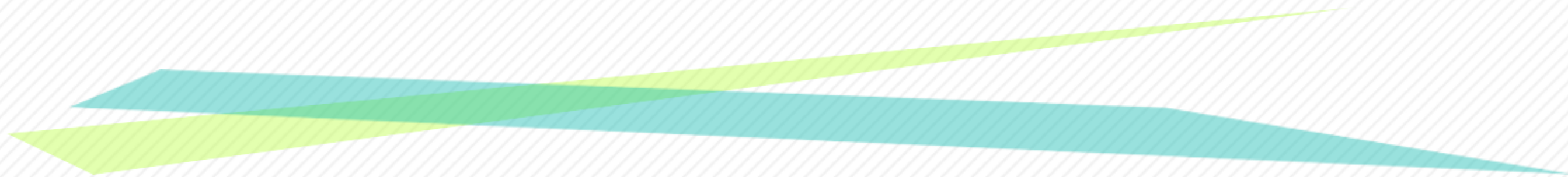
Knowing When to Send E-Mails and Memos

E-mail is appropriate for short, informal messages that request information and respond to inquiries. It is especially effective for messages to multiple receivers and messages that must be archived (saved). An e-mail is also appropriate as a cover document when sending longer attachments.



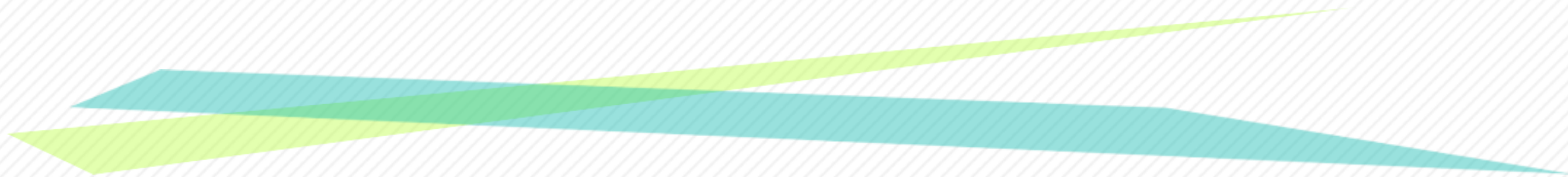
Writing Informational E-Mails and Memos

In today's workplace you will probably write numerous informational e-mails and some hard-copy memos. Both kinds of messages usually carry nonsensitive information that is unlikely to upset readers. Therefore, these messages should be organized directly with the main idea first. The following writing plan will help you create information messages quickly

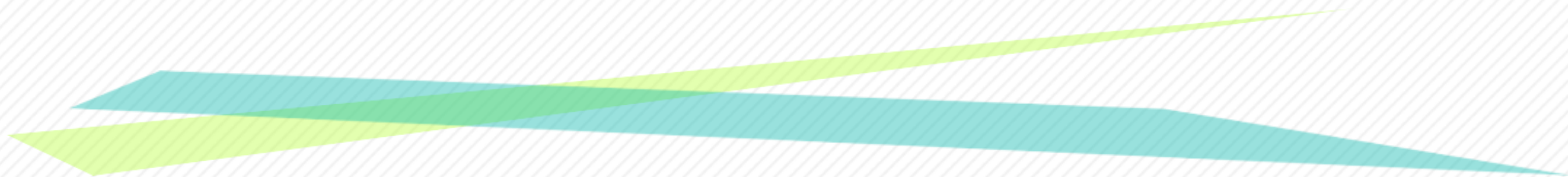


Writing Plan for Informational E-Mails and Memos

- subject line: Summarize the main idea in condensed form.
- Opening: Reveal the main idea immediately but in expanded form.
- Body: Explain and justify the main idea using headings, bulleted lists, and other high-skim techniques when appropriate.
- Closing: Include (a) action information, dates, or deadlines; (b) a summary of the message; or (c) a closing thought.



Poor Subject Lines	Improved Subject Lines
Trade Show	Need You to Showcase Two Items at Our Next Trade Show
Staff Meeting	Staff Meeting Rescheduled for May 12
Important!	Please Respond to Job Satisfaction Survey
Parking Permits	New Employee Parking Permits Available From HR




Opening. Because most e-mails and memos cover nonsensitive information, it can be handled in a straightforward manner. Begin by frontloading; that is, reveal the main idea immediately. Even though the purpose of the e-mail or memo is summarized in the subject line, that purpose should be restated—and amplified—in the first sentence. Busy readers want to know immediately why they are reading a message. Notice how the following indirect opening can be improved by frontloading.

Indirect Opening

For the past six months the Human Resources Development Department has been considering changes in our employees' benefit plan.

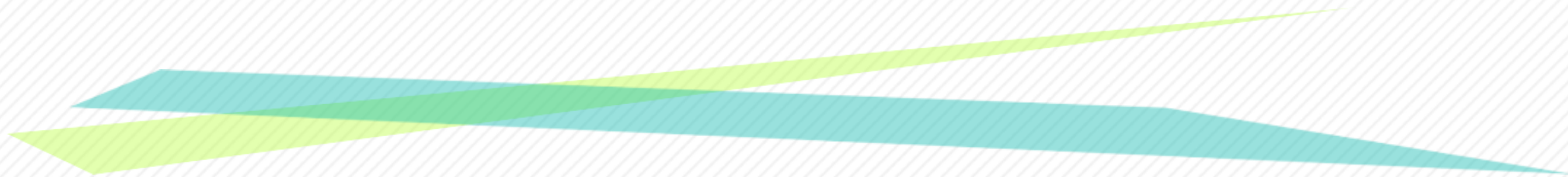
Direct Opening

Please review the following proposal regarding employees' benefits, and let me know by May 20 if you approve these changes.



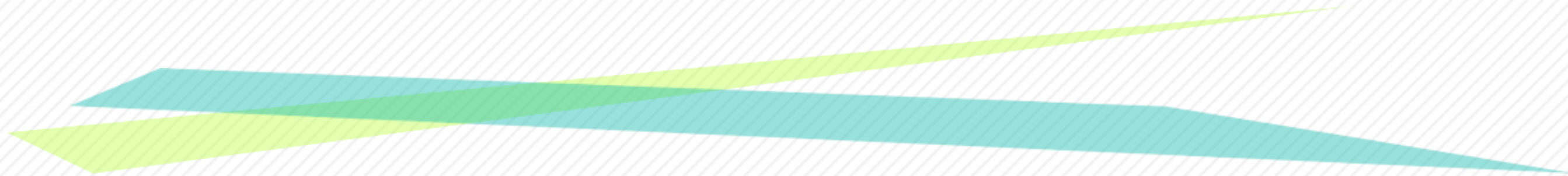
Applying E-Mail and Memo Formats

E-mails and hard-copy memos are similar in content and development, but their formats are slightly different. In this section you will learn how to format e-mails and memos, and you will learn how e-mails can serve as transmittal documents

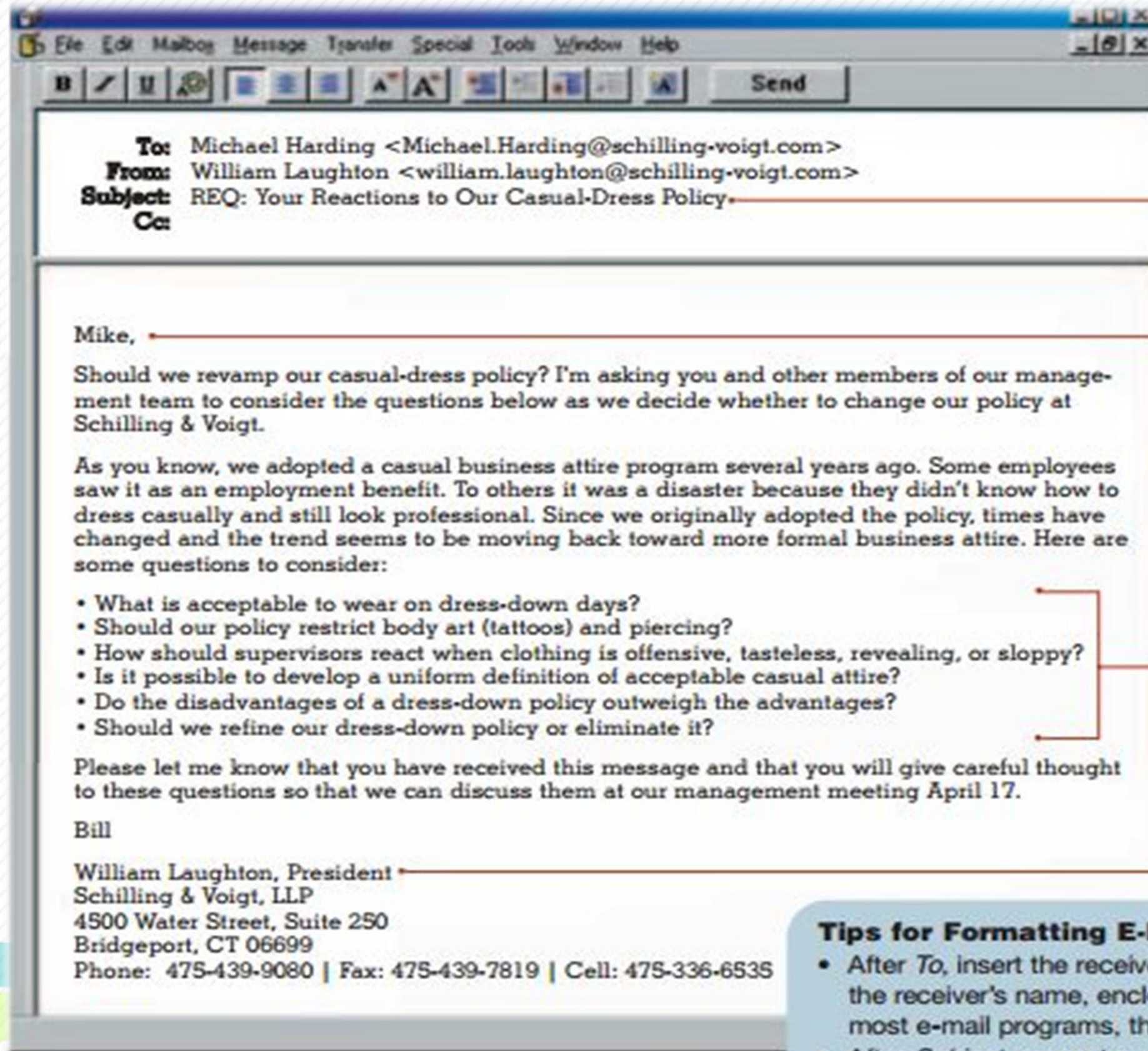


Formatting E-Mail Messages

Because e-mail is now a standard form of business communication, people are beginning to agree on specific formatting and usage conventions. The following suggestions identify current formatting standards. Always check with your organization, however, to observe its practices.



formatting an e-Mail Message



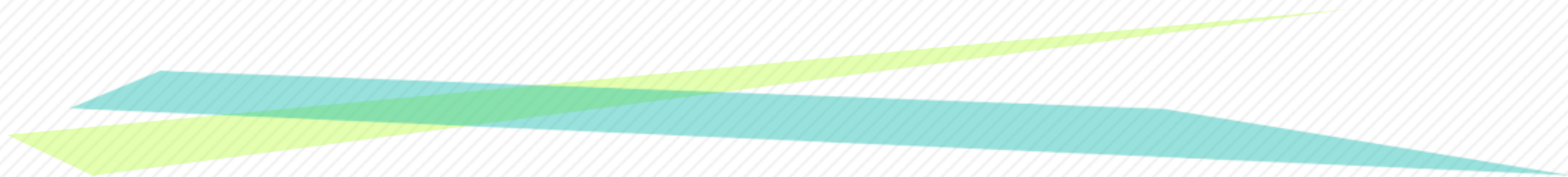
Tips for Formatting E-Mail Messages

- After *To*, insert the receiver's electronic address. If you include the receiver's name, enclose the address in angle brackets. In most e-mail programs, this task is automated.
- After *Subject*, present a clear description of the message. Use uppercase for initial letters of main words.
- Insert the addresses of people receiving courtesy or blind copies.
- Include a greeting such as *Mike*; *Dear Mike*; *Hi, Mike* or an honorific and last name (*Dear Mr. Harding*), especially in

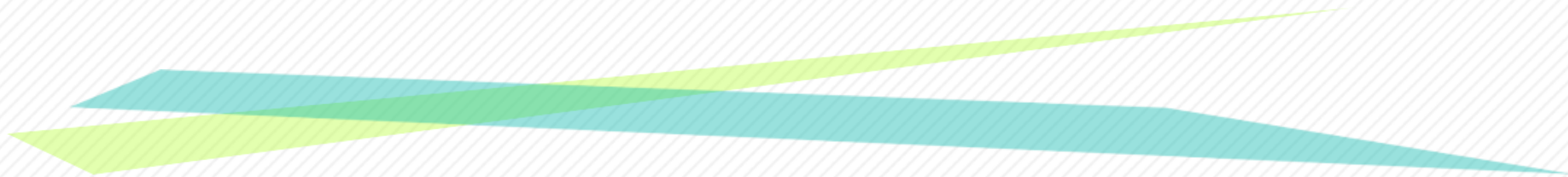
Greeting. Begin your message with a greeting such as the following:

Hi, Kevin,
Greetings, Amy,
Leslie,

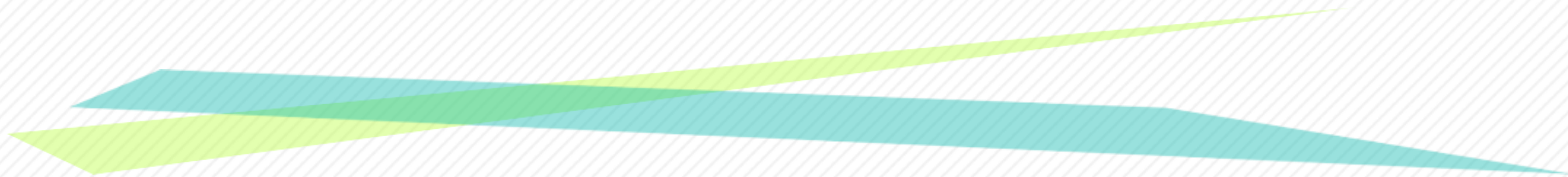
Thank you, Haley,
Dear Mr. Cotter,
Dear Leslie:



Body. When preparing the body of an e-mail, use standard caps and lowercase characters—never all uppercase or all lowercase characters. Cover just one topic, and try to keep the total message under three screens in length. Remember to double-space between paragraphs. For longer messages prepare a separate file to be attached. Use the e-mail message only as a cover document.



Closing Lines and Signature Block. Some people sign off their e-mails with a cordial expression such as *Cheers*, *All the best*, or *Warm regards*. Regardless of the closing, be sure to sign your name. Messages without names become very confusing when forwarded or when they are part of a thread (string) of responses. It is also smart to include full contact information as part of your signature block. Some writers prepare a number of “signatures” in their e-mail programs, depending on what information they want to reveal. They can choose a complete signature with all their contact information, or they can use a brief version. See



Formatting Office Memos

In the past interoffice memorandums were the primary communication channel for delivering information within organizations. They are still useful for internal messages that require a permanent record or formality.

Memo Forms and Margins. Memos include the basic elements of *Date*, *To*, *From*, and *Subject*. Large organizations may include other identifying headings, such as *File Number*, *Floor*, *Extension*, *Location*, and *Distribution*



Adopting Best Practices for Professional E-Mails

Aligns all heading words with those following Subject

Leaves side margins of 1.25 inches

Omits a closing and signature

HOLLYWOOD AUDIENCE SERVICES

MEMORANDUM

Date: November 11, 201x

To: Stephanie Sato, President

From: Sundance Richardson, Special Events Manager

Subject: Improving Web Site Information

In response to your request for ideas to improve our Web site, I am submitting the following suggestions. Because interest in our audience member, seat-filler, and usher services is growing constantly, we must use our Web site more strategically. Here are three suggestions.

First, our Web site should explain our purpose. We specialize in providing customized and responsive audiences for studio productions and award shows. The Web site should distinguish between audience members and seat fillers. Audience members have a seat for the entire taping of a TV show. Seat fillers sit in the empty seats of celebrity presenters or performers so that the front section does not look empty to the home audience.

Second, I suggest that our Web designer include a listing such as the following so that readers recognize the events and services we provide:

Event	Audience Members Provided Last Year	Seat Fillers and Ushers Provided Last Year
Daytime Emmy Awards	53	15
Grammy Awards	34	17
Golden Globe Awards	29	22
Screen Actor's Guild Awards	33	16

Third, our Web site should provide answers to commonly asked questions such as the following:

- Do audience members or seat fillers have to pay to attend the event?
- How often do seat fillers have to move around?
- Will seat fillers be on television?

Our Web site can be more informative and boost our business if we implement some of these ideas. Are you free to talk about these suggestions at 10 a.m. on Tuesday, November 19?

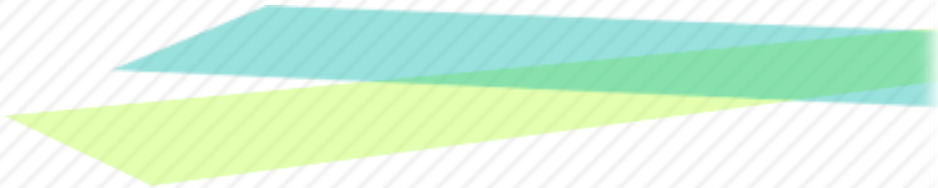
Provides writer's initials after printed name and title

Uses ragged line endings—not justified margin

Lists data in columns with headings and white space for easy reading

Tips for Formatting Memos

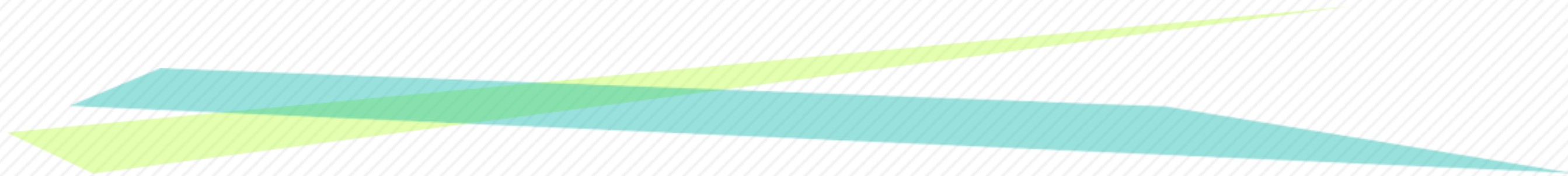
- On plain paper, set 1-inch top and bottom margins.
- Set left and right margins of 1.25 inches.
- Include an optional company name and the word *MEMO* or *MEMORANDUM* as a heading. Leave 2 blank lines after this heading.
- Set one tab to align entries evenly after *Subject*.
- Leave 1 or 2 blank lines after the subject line.
- Single-space all but the shortest memos. Double-space between paragraphs.



E-Mail Best Practices: Getting Started

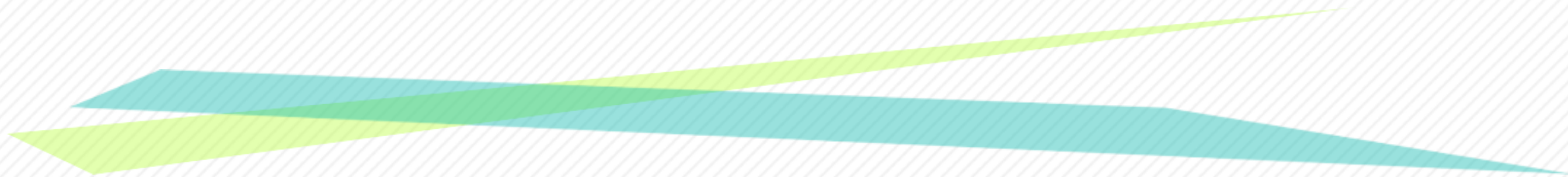
try composing offline.

Especially for important messages, use your word processing program to write offline. Then upload your message to your e-mail or copy and paste the text into the frame of your e-mail. This prevents “self-destructing” (losing all your writing through some glitch or pressing the wrong key) when working online.



Get the address right.

If you omit one character or misread the letter l for the number 1, your message bounces. Solution: Use your electronic address book for people you write to frequently. Double-check every address that you key in manually. Don't accidentally reply to a group of receivers when you intend to answer only one.

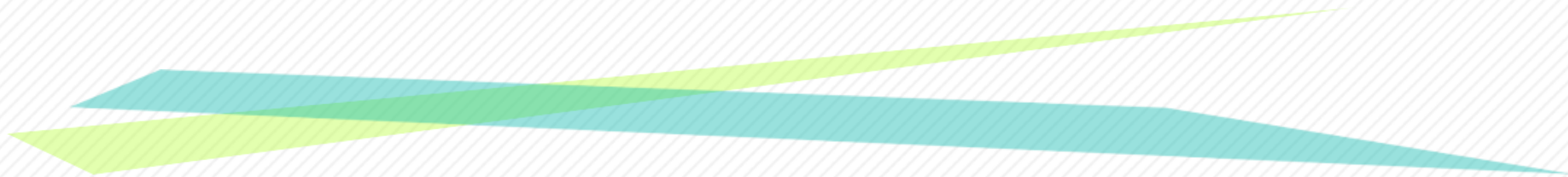


avoid misleading subject lines.

Make sure your subject line is relevant and helpful. Generic tags such as Hi! and Important! may cause your message to be deleted before it is opened.

apply the top-of-screen test.

When readers open your message and look at the first screen, will they see what is most significant? Your subject line and first paragraph should convey your purpose.





AP Photo/Charles Sykes, File

WORKPLACE IN FOCUS

The Aflac Duck lost his voice recently when long-time voice actor Gilbert Gottfried was fired for posting tasteless jokes on Twitter. With the commercial quacker quieted, Aflac advertised tryouts for a new spokesduck, including one ad that featured the iconic mascot in a black and white silent movie. During the spot, shouts of "Aflac!" appear on silent movie title cards as the flustered fowl rescues a damsel tied to a railroad track. How should professionals exercise caution when using digital media?

While most social networking sites connect people in cyberspace, Foursquare's geosocial networking service connects people in real spaces. Launched in 2009, the location-sharing app encourages mobile device users to "check in" at local stores, restaurants, and offices. The GPS feature sends meet-up alerts whenever contacts from one's social network are in the vicinity. Professionals tout Foursquare's face-to-face networking potential; Starbucks uses the service to deliver mobile customer rewards programs. How is mobile computing changing the way we do business?



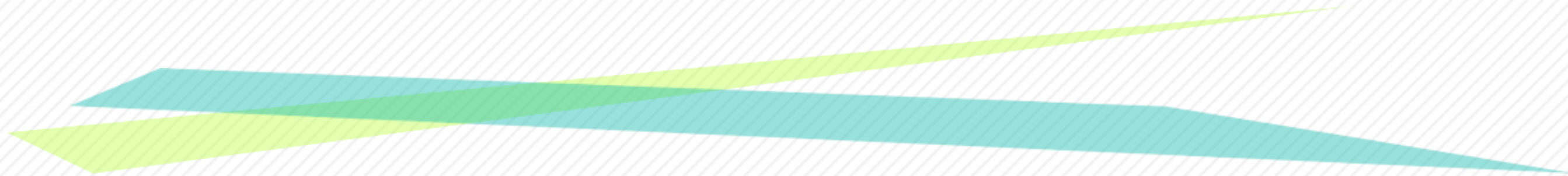
AP Photo/Russell A. Daniels

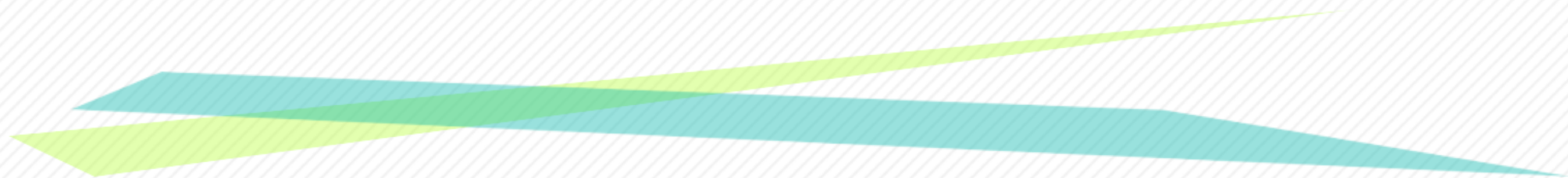
WORKPLACE IN FOCUS

WORKPLACE IN FOCUS

REFLEKSI

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







Thank You! 😊

Any Questions?