MENGORGANISASIKAN & MERANCANG PESAN BISNIS

Aryan Eka Prastya Nugraha, **S.E.,M.Pd**
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GettingStartedRequiresResearchingBackground Informaton

No smart businessperson would begin drafting a message before gathering background information. We call this process research, a rather formal-sounding term. For our purposes, however, *research* simply means "collecting information about a certain topic." This is an important step in the writing process because that information helps the writer shape the message. Discovering significant information after a message is half completed often means having to start over and reorganize. To avoid frustration and inaccurate messages, writers collect information that answers several questions:

- What does the receiver need to know about this topic?
- What is the receiver to do?
- How is the receiver to do it?
- When must the receiver do it?
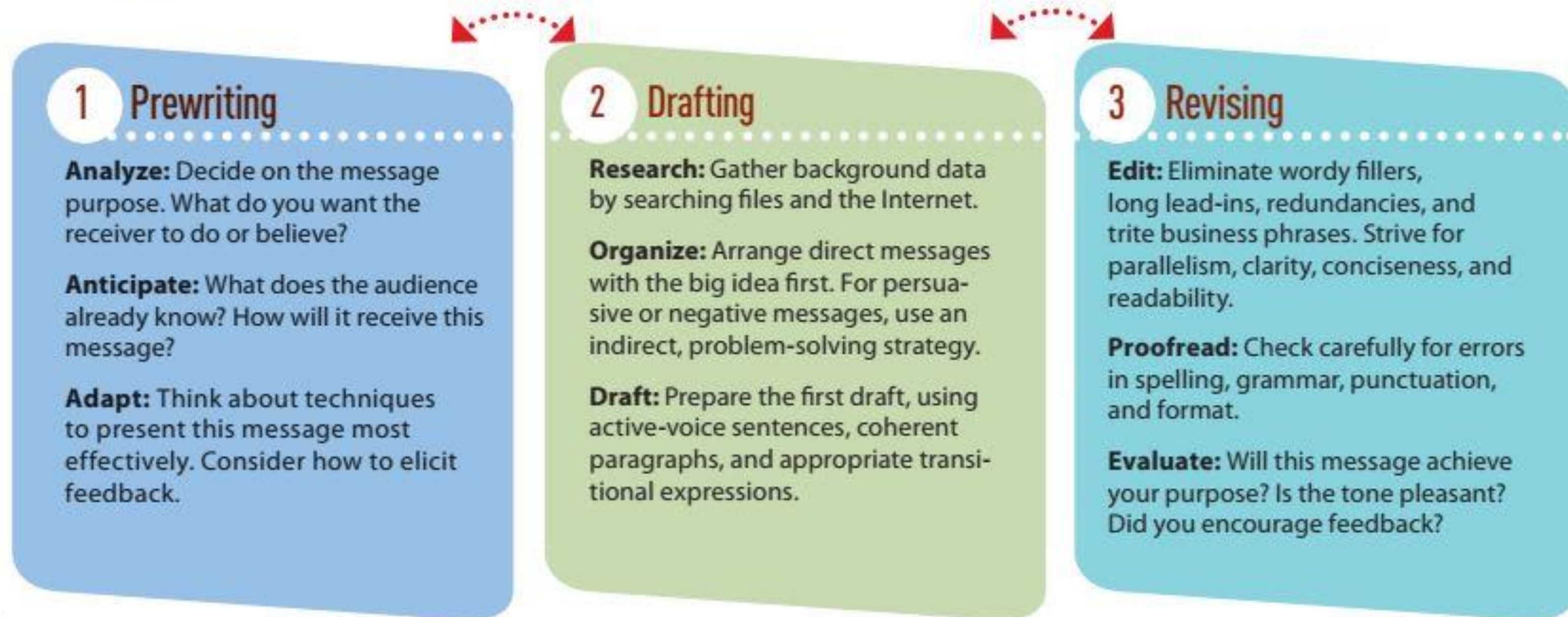- What will happen if the receiver doesn't do it?

Whenever your communication problem requires more information than you have in your head or at your fingertips, you must conduct research. This research may be informal or formal.

InformalResearchMethods

Many routine tasks—such as drafting e-mails, memos, letters, informational reports, and oral presentations—require information that you can collect informally. Where can you find information before starting a project? The following techniques are useful in informal research:

- **Search your company's files.** If you are responding to an inquiry or drafting a routine message, you often can find background information such as previous correspondence in your own files or those of the company. You might consult the company wiki or other digital and manual files. You might also consult colleagues.

- **Talk with the boss.** Get information from the individual making the assignment. What does that person know about the topic? What slant should you take? What other sources would that person suggest?

- **Interview the target audience.** Consider talking with individuals at whom the message is aimed. They can provide clarifying information that tells

Figure **3.1** The 3-x-3 Writing Process

1 Prewriting

Analyze: Decide on the message purpose. What do you want the receiver to do or believe?

Anticipate: What does the audience already know? How will it receive this message?

Adapt: Think about techniques to present this message most effectively. Consider how to elicit feedback.

2 Drafting

Research: Gather background data by searching files and the Internet.

Organize: Arrange direct messages with the big idea first. For persuasive or negative messages, use an indirect, problem-solving strategy.

Draft: Prepare the first draft, using active-voice sentences, coherent paragraphs, and appropriate transitional expressions.

3 Revising

Edit: Eliminate wordy fillers, long lead-ins, redundancies, and trite business phrases. Strive for parallelism, clarity, conciseness, and readability.

Proofread: Check carefully for errors in spelling, grammar, punctuation, and format.

Evaluate: Will this message achieve your purpose? Is the tone pleasant? Did you encourage feedback?

Organizing Information to Show Relationships

 INDIRECT OPENING	**DIRECT OPENING**
✕ Our company has been concerned with attracting better-qualified prospective job candidates. For this reason, the Management Council has been gathering information about an internship program for college students. After considerable investigation, we have voted to begin a pilot program starting next fall.	✓ The Management Council has voted to begin a college internship pilot program next fall.

Figure 3.2 Format for an Outline

Title: Major Idea or Purpose

I. First major component
    A. First subpoint
        1. Detail, illustration, evidence
        2. Detail, illustration, evidence
        3. Detail, illustration, evidence
    B. Second subpoint
        1.
        2.
II. Second major component
    A. First subpoint
        1.
        2.
    B. Second subpoint
        1.
        2.
        3.

Tips for Making Outlines

- Define the main topic in the title.
- Divide the main topic into major components or classifications (preferably three to five).
- Break the components into subpoints.
- Don't put a single item under a major component; if you have only one subpoint, integrate it with the main item above it or reorganize.
- Strive to make each component exclusive (no overlapping).
- Use details, illustrations, and evidence to support subpoints.

Audience Response Determines Direct or Indirect Strategy

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?