



LAPORAN BISNIS

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Informational and Analytical Report Functions



Most reports fit into one of two broad categories: informational reports and analytical reports. Informational reports provide information and data only; analytical reports examine the data, draw conclusions, and sometimes make recommendations.

Informational Reports. Reports that present data without analysis or recommendations are primarily informational. For such reports, writers collect and organize facts, but they do not analyze the facts for readers. A trip report describing an employee's visit to a trade show, for example, is informational. Weekly status reports about an ongoing project are also informational. Other reports that present information without analysis include monthly sales reports, status updates, and government compliance reports.

Analytical Reports. Reports that provide data or findings, analyses, and conclusions are analytical. If requested, writers also supply recommendations. Analytical

reports may intend to persuade readers to act or change their beliefs. For example, if you were writing a yardstick comparison report to evaluate several locations for a new automobile manufacturing plant, you would compare the locations using the same criteria and then provide a recommendation. Other reports that provide recommendations are feasibility studies (e.g., for expansion opportunities) and justification reports (e.g., for buying equipment or changing procedures).

Audience Analysis and Report Organization



Report-Writing Styles

	Informal Writing Style	Formal Writing Style
Appropriate Use	<ul style="list-style-type: none"> • Short, routine reports • Reports for familiar audiences • Noncontroversial reports • Internal use reports • Internal announcements and invitations 	<ul style="list-style-type: none"> • Lengthy, formal reports and proposals • Research studies • Controversial or complex reports • External use reports • Formal Invitations
Overall Effect	<ul style="list-style-type: none"> • Friendly tone • Relationship building • Casual 	<ul style="list-style-type: none"> • Objectivity and accuracy • Sense of professionalism and fairness • Professional distance between writer and reader
Writing Style Characteristics	<ul style="list-style-type: none"> • Use of first-person pronouns (<i>I, we, me, my, us, our</i>) • Use of contractions (<i>can't, don't</i>) • Emphasis on active-voice verbs (<i>I conducted the study</i>) • Shorter sentences • Familiar words • Conversational language 	<ul style="list-style-type: none"> • Use of third person (<i>the researcher, the writer</i>) (depends on the circumstances) • Absence of contractions (<i>cannot, do not</i>) • Use of passive-voice verbs (<i>the study was conducted</i>) • Professional, respectful language • Absence of humor and figures of speech • Elimination of "editorializing" (author's opinions and perceptions)

Typical Report Formats

Letter Format. Use letter format for short informal reports (usually eight or fewer pages) addressed outside an organization. Prepared on office stationery, a letter report contains a date, inside address, salutation, and complimentary close, as shown in Figure 9.2. Although they may carry information similar to that found in correspondence, letter reports usually are longer and show more careful organization than typical letters. Meaningful headings guide the reader through the content.

Memo and E-Mail Formats. For short informal reports that stay within organizations, the memo format is appropriate. Memo reports begin with essential background information, using standard headings: *Date*, *To*, *From*, and *Subject*. Like letter reports, memo reports differ from regular memos in length, use of headings, and deliberate organization. Today, memo reports are rarely distributed in hard copy; rather, they are attached to e-mails or, if short, embedded in the body of e-mails.

Digital Formats and PDF Files. Writers often save and distribute reports as PDF files. This file type condenses documents while preserving the formatting and graphics. A report created with Microsoft Word, Excel, or PowerPoint can easily be saved as a PDF file. A PDF report might include links to external websites, a nice advantage over a printed report. Web-based reports may feature engaging multimedia effects, such as interactive charts and video.

Infographics. Infographics are visual representations of data or information. They can display complex information quickly and clearly, and they are easier to understand than written text. Infographics are also affordable and easily shared on social media platforms. In fact, good infographics can go viral when viewers embed and spread the word about it in their blogs and on their social media networks. Infographics can tell compelling stories that help all types of businesses attract and inform consumers.



Source: <http://www.exacttarget.com/resource-center/digital-marketing/infographics/sff-german-digital-republic>

TASK

Seeking Infographic Reports

With the explosive popularity of data visualization, visual media such as infographics will be around for a long time. Infographics share complex information quickly and clearly: they are readable, visually appealing, and content rich. As you examine excellent examples of infographics, you'll see how engaging they can be for presenting business-related information.

YOUR TASK. Find an infographic that visualizes intriguing business-relevant data. Look for the sources of the information (usually near the bottom in small print), and check to see that they are reliable. Answer the following questions, and prepare a short presentation on your findings: How much statistical information is provided in the infographic? Is the purpose of the infographic clear? Is the information clearly presented, easy to read, visually appealing, and insightful? Show your infographic and share your findings orally or in writing.



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?