CHAPTER I

INTRODUCTION

1.1   Background of the Report

It is undeniable that English has spread across the world as a lingua franca (Fang, 2017). Lingua franca is used when people from different countries encounter to communicate. Undoubtedly, due to its widespread in the world, English has turned into an international language. It also has a function as a facilitator in communication among people. Indeed, having good speaking ability and effective communication is also a must. In daily life, verbal or non-verbal communications convey ideas, thoughts, emotions etcetera (Mahajan, 2015). Nowadays, people are more aware of the importance of English when competitions in various fields are increasing. The fact that English is not only used in daily conversation but also for business and international affairs, cannot be denied.

According to Mahajan (2015), business is a kind of interpersonal communication. Interpersonal is related to relationships or communication between people. Effective communication is crucial to make oral and written communication skills required in the business (Okoro, 2017). It helps business people to know how to use communication tools and techniques to serve their purpose and reach their goals. In professional life, effective oral communication could impress work partners, facilitate a business meeting or moderator, and remove conflict. Effective written communication was needed in a business

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proposal, managerial efficiency, and business correspondence (Mahajan, 2015). In conclusion, effective communication is the most crucial aspect when it comes to sending information from the speaker to the listener.

English used in effective written communication can form a correspondence. Good business correspondence should be able to obtain the writer's expected results; and, both parties have to cooperate as well as maintaining cooperation (Mei, 2012). Furthermore, business correspondence is significant to convey the purpose, negotiate, and settle the disputes from both participants during business cooperation.

English in oral and written are needed to help the company's quality to maintain the relationship between foreign countries since it could attract more foreign companies to cooperate with domestic companies, to stabilize and improve the cooperation in both parties. The government is included in domestic companies because it has an aim to participate in carrying out regional development in East Java and national development by prioritizing the business field to meet the needs of its citizens. English correspondence in foreign trade has an important role and used by business people (Zhao, 2010). Therefore, the government staff needs to have good English skills in oral and written communication to communicate with foreign countries.

International staffs at the Bureau of Public Relations, Protocol, and International Relations at East Java Province are in charge of helping the Governor in the field of managing partnerships between foreign countries,

especially in East Java. To assist the Governor, English is significant in this division. International staff also arranges meetings after going through communication by correspondence. Therefore, a good English writing is important before both parties decide to collaborate and maintain a good relationship. English for international correspondence is important to do business with foreign countries (Mei, 2012). The writer conducted an internship with international staff in the Foreign Affairs Division at the Bureau of Public Relations, Protocol, and International Relations at East Java Province. She was able to learn from the division about writing English correspondence. Furthermore, she had the task of sorting documents, separating what was stored in an archive folder. The English correspondences were many found by writers in completing the task.

Correspondence is common in every company or institution. English correspondence becomes a communication tool among both parties to achieve the purpose. English correspondence could be in the form of email, letters, notes, fax, and etcetera. All partnerships between two parties start with correspondence. Therefore, good English correspondence is important. Because of the writer's job description mentioned previously, the writer was interested in finding out errors of incoming correspondence and strategies should be applied by the International staff used in writing English correspondence in international affairs at the Bureau of Public Relations, Protocol, and International Relations at East Java Government. The writer found that it was interesting to know the responsibility in thing division related to English correspondence at East Java.

To find out how to make appropriate English correspondence, the writer decided to conduct a study case about Identifying Incoming Correspondence in Foreign Affairs at the Bureau of Public Relations, Protocol, and International Relations at East Java Government.

1.2   Statement of Problems:

There are two main problems in this report; those are:

1.2.1   What were errors of incoming correspondence handled by the international staff in Foreign Affairs at the Bureau of Public Relations, Protocol, and International Relations at East Java Government?

1.2.2   What strategies should be applied by the international staff in writing English correspondence in Foreign Affairs at the Bureau of Public Relations, Protocol, and International Relations at East Java Government?

1.3   Purpose of the Reports:

The purposes of the report are:

- To discover errors of incoming correspondence handled by the international staff in Foreign Affairs at the Bureau of Public Relations, Protocol, and International Relations at East Java Government.

- To discover strategies should be applied by the international staff in writing English correspondence in Foreign Affairs at the Bureau of Public Relations, Protocol, and International Relations at East Java Government.

1.4   Significance of the Reports:

1.4.1 For the writer

The benefits of this final report are to:

- To train the writer's ability in writing English correspondence

- To know the strategies or techniques to overcome problems in English correspondence.

- To practice in applying the English correspondence theories from the lecture, supervisor, and employee.

- To get a lot of knowledge, improve the skills, and have new experience in English correspondence.

1.4.2 For Universitas Airlangga

The advantages of this study are to:

- To improve the quality of Universitas Airlangga students.

- To share the writer's experience in English correspondence.

- To building relationship between Universitas Airlangga and East Java Provincial Government in internship program.

1.4.3 For company/institution

The making of this final report has some beneficial purposes for the institution, such as:

- To help the interns managing the common problems in Foreign Affairs at The Bureau of Public Relations, Protocol, and International Relations of East Java Provincial Government.

- To strengthen the relationship between Universitas Airlangga and institution.

1.4.4 For other interns

The advantages of this study for the next interns in English Diploma Program are to:

- To motivate the interns in making better final report when they use it as a guidance.

- To discover the use of English in writing English correspondence in institutions.

- To urge other interns to be more active in finding internship places.

1.5   Review of Related Literature

The English business letter is an important written text used for international business communication (Xu, 2012). Therefore, the use of English in written communication can be in the form of correspondence. A correspondence is a communication tool used by people in many style such as emails, letters, faxes, and etcetera. Based on the Cambridge dictionary website, a correspondence is a written letter from one person to another or the activity of writing and receiving letters in English. Business correspondence is an indispensable communication tool in international business (Zhaohui, 2016). Therefore, business

correspondence usually made between organizations or between institutions and companies.

English correspondence is crucial in leaving good expression on others and could help to establish a business relationship. In case one of the participants has worse correspondence, it would make the other doubt one's ability (Shen & Zhao, 2011). For that reason, it is not easy to write business letters to negotiate with other participants. Hence, English correspondence is an important written communication tool among businesses.

1.5.1 Errors in Making Business Letters

In formal correspondence, there are some mistakes often found when writing business letters. Gottsman stated that "a poorly written email can discredit your professional image" (as cited in Martin, 2014, p.1). She offers an explanation that writing an email just as important as business utensils, the way people carry themselves. It is part of who they are in business. For that reason, taking more time to double-check the letter before sending it to other parties is important. There are some common problems found in English correspondence:

1. Mechanical error

Mechanical error is a mistake in spelling, punctuation, and capitalization. Usually, mechanical errors happen when one more focuses on the contents rather than the form (Nila, 2017):

   a. Spelling error

Spelling error, or known as a typographical error, is a mistake of spelling the word in written text. Spelling errors usually occur when one is writing correspondence. In English correspondence, one should pay more attention to the detail of the words they have written. A spelling error could make other parties doubt the staff's ability in writing good letters; it could make other parties misunderstood, or it could ruin the relationship among both parties. For that reason, one should recheck and then ask colleagues to check the letter before sending it to other parties.

b. Punctuation error

Punctuation error is an error in terms of using punctuation marks. Punctuation is the set of marks used to regulate texts and clarify their meanings, mainly by separating or linking words, phrases, and clauses.

c. Capitalization error

Capitalization is the writing of a word with its first letter in uppercase and the remaining letters in lowercase. Experienced writers are stingy with capitals. It is best not to use them if there is any doubt.

2. Failing to make an impression

Failing to make an impression would give a negative impact on one's professional image. To help recipient understand in which part of the letter should be considered, in the introduction that includes heading, inside address, salutation and subject or reference line (Sviatiuk, 2015). In English correspondence, one usually writes an important part which is an introduction

to grab other parties' attention. Hence, a good impression is necessary when both parties make a relation. Sviatiuk (2015) stated:

a. The heading

   The heading usually contains the date and address of the person who writes the letter. If the letterhead used one's name, only a date was needed in a heading.

b. The inside address

   To help the recipient determines what to do with the letter, the inside address should include the appropriate title and address of the recipient.

c. The salutation

   In salutation, we should remember to address the recipient's name appropriately such as *Mrs., Ms., Mr., Dr.,* and so on. If one does not know whether the recipient is a man or woman, it has been recommended to write *'Dear Sir'* or *'Dear Sir or Madam'* Deleting the salutation line altogether or inserting *"To Whom It May Concern"* in its place might not be a good solution in formal letter.

d. The subject or reference line

   The subject or reference line may replace the salutation or be included in it. The subject line announces the main business of the letter. In responding to a letter, identify the letter by its subject and date in the first paragraph or sentences. For example, the word *"With reference to your phone call"* or *"Thank you for your letter of March 4th"*

3. Too much text

In English correspondence, the message should not be too much text in sentences. Use concise sentences in business writing. Strive for an average of 15-to-20 words (Germond, 2014). Too much text, bad fonts, and font size can make other parties have difficulties reading the letter. A good letter could encourage the reader to know more about the messages. Because of that, one could write to make it as easy-to-read as possible. For example, strive for an average of not more than 20 words per sentence and less than 100 words per paragraph.

4. Abbreviations

An abbreviation is a shortened form of a written word or phrase. In formal business letters, the person who writes the letter should write clear and use formal writing for specific purposes. However, abbreviation is appropriate to save space and to avoid repetition of long words or phrases. Common abbreviations may be acceptable within an organization or company, but anyone outside of the company or institution could not understand the abbreviations. Because of that, people can use common abbreviations or give explanations to help others understand the phrase or words. For example, *"encl."* should be written enclosure to show that an attachment has been included in the letter (Sviatiuk, 2015).

People sometimes making a mistake or forget common courtesies when writing a message in many different forms. The writer should be careful and clear

in his/her message to avoid ambiguity and unwanted consequences (Hassini, 2004). Therefore, a writer should be careful and re-check the message because the carelessly could impact on the professional image.

1.5.2 Strategies in Making Business Letters

English is used around the world in various factors both of the purpose to communicate and the speaker's first language, culture, and level of expertise in English (McKay, 2018). It can be used in businesses, education, and many other situations. Therefore, English is very potential in professional life. English in communication should be used to speak and write politely, honestly, relevantly, clearly, and provide competent information to make good relations with other parties. The principle of good international business correspondence as Mei (2012) stated:

1. Avoiding Gender language

Gender bias should not appear in English business correspondence, especially when the reader is a woman, either a feminist or not. Otherwise, it may offend or irritate the reader. In recent years it has become customary to use Ms. We use neutral words rather than gender languages such as business people, salespeople, and spouses to prevent the reader offend or irritate.

2. Simple English

The business letter should be written in simple English to help the readers can understand the letter and do not need much time to elaborate on the meaning of the message. It is of much convenience for the reader to read simple, short but clear and complete business letters.

a. Concise polite formula

Letters are to be written in simple but courteous to help the readers understand and accept information. For example, *"We would be grateful if you could forward these details".*

b. Use familiar, conversational words and expressions

Use familiar, conversational words and expressions or obsolete jargons to make the reader understood more easily. For example, the word *"according to"* is more familiar, conversational words and expressions instated of *"as per".*

c. Use simple and short sentences and paragraphs

Use simple and short sentences and paragraphs, and finish with one point before going on to another to say what has to be said and say it clearly and completely.

3. Wording is noted

We use our word more appropriately to prevent the reader to be offended, unpleased, and unsatisfied. For example, people choose "*the aim"* rather than *"purpose"* or the wording *"advise"* should change into *"recommend".*

4. Using subjunctive mood

The subjunctive mood is used to make the sentence more polite to increase the chance of achieving the agreement. For example, "If the quantity of the product were not consistent, we could not give high discount".

5. Using You-viewpoint

When writing the business correspondence, we should remember whom we shall write to in order to view the problem in his/her perspective. For example: Please let us know <u>if there is something in the way</u> that precludes you from establishing the L/C. Rather than "We regret to say that we have to cancel your order because you failed to open the L/C in time"

6. Write clearly

In English correspondence, we should write business letters completely, clearly, and concretely to avoid ambiguity and vagueness.

7. Unity and Coherence

In formal correspondence, people should write in unity and coherence. For unity, a paragraph for each point is a good rule; also, one letter for one topic will serve to make our letter clear. For coherence, the sentences stick together each sentence is in some way linked to the preceding sentences.

8. Using correct voice

In writing formal correspondence, people could use active and passive voice. By using the active voice, the message will look friendly, while the passive voice will make the message more polite. For example in active voice "Thank you and we look forward to welcoming and meeting you in China." An example of the passive voice is "A tentative workshop agenda and travel are included."

9. Using tactful skills

When there are some lacks in our goods and services that should be corrected, special attention should be paid to adjustment letters to express in build goodwill. The letter should be closed with a forward look and do not repeatedly recall or apologize for disappointing aspects. End the letter with assurance and desire for future development.

1.6   Methods of the Report

1.6.1 Location and Participant

The writer conducted the study case in Foreign Affairs at The Bureau of Public Relations, Protocol, and International Relations in East Java Government. The writer worked for five days a week. The working hour for the staff and the interns were from 07.00 AM until 3.30 PM from Monday until Thursday, and Friday was from 07.00 AM until 2.30 PM.

1.6.2 Data Collection

To gather the data for the study case, the writer used documents for data collection instruments. In terms of documents, the writer has collected some data by using archival records. The writer retrieved the product that the staff has produced and the original text in a source language to figure out the strategies used.

1.6.2.1 Documents

The writer used document analysis to help discover the strategies that international affairs staff did to answer the statement of problems. The writer collected the document from two years ago until the beginning of this year 2020.

The writer could get enough of the documents even though the rest have been destroyed due to the regulation form the internship place.

1.6.3 Data Analysis

In terms of data analysis, the writer uses the triangulation of data collection techniques to answer the statement of the problems.
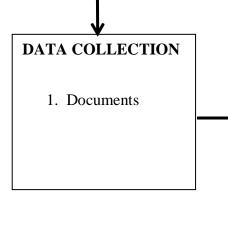
Unit of Analysis	Data Collection Techniques
Problems that faced by Foreign Affairs staff in writing English correspondence	Documents
Strategies that Foreign Affairs staff used in writing English correspondence	Documents

Based on the table above, the writer analyzed the data collection from every kind of instrument separately. After the writer found patterns in each data, she combines the data collection to answer the statement of the problems.

1.7   Framework of The Report

PROBLEMS

1. What were errors of incoming correspondence handled by the international staff in Foreign Affairs at the Bureau of Public Relations, Protocol, and International Relations at East Java Government?

2. What strategies should be applied by the internasional staff in writing English correspondence in Foreign Affairs at the Bureau of Public Relations, Protocol, and International Relations at East Java Government?

DATA COLLECTION

1. Documents

DATA ANALYSIS

1. Recapitulating data obtained from documents

2. Finding the pattern from data collection and discuss the problems with the staff

OUTPUT

1. A description of errors in incoming correspondence handled by the international staff at the Bureau of Public Relations, Protocol, and International Relations at East Java Government.

2. A description of strategies should be applied by the international staff in writing English correspondence at the Bureau of Public Relations, Protocol, and International Relations at East Java Government.

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