

# CHAPTER 1

## INTRODUCTION

### 1.1. Background of The Report

From ancient times until now, communication has been needed to make human life easier. Churiyah (2010) stated that communication is formed from the Latin language, that is, communication taken from the word *communis*, which has the same meaning in understanding something. Communication occurs when someone with another person communicates with a purpose or the same topic of conversation. Communication is also defined as a message or information conveyed and received by two or more people using verbal or nonverbal communication.

According to Kusumawati (2016), there is a difference between verbal and nonverbal communication. There is oral communication and written communication in verbal communication, which has been done a lot for the business world. Besides that, there is nonverbal communication, while nonverbal communication is communication with the method carried out without words but by gestures, facial expressions, or colors; this is usually still related to verbal communication. Kusumawati (2016) also stated that oral communication is a communication carried out orally or speaks directly with the interlocutors, individually with individuals, individuals with groups, or groups with groups and carried out directly or by an intermediary as telephone and internet. For example,

they talked on the phone, video, conducting meetings with a group, and conducting conferences. Also, written communication is a communication made in writing, such as carrying out correspondence activities with intermediaries, because of technological developments, creating ways to convey a message through the post office and through the internet, e-mail, and facsimile.

People who can communicate in English, especially speaking and writing, can help a company develop more because the company can establish relationships with international companies Wahyuningtyas (2006). Business correspondence is essential because this activity helps maintain relationships between one person and another or a company with another company Tuyet (2017). Especially during a pandemic like covid - 19, they are making most people unable to meet in person and requiring them to communicate remotely. Usually, corporate agencies use email to communicate more due to the effectiveness and efficiency of using email. According to Bogun (2011) after completing education, most people will become business person who needs the ability to build relationships with other people verbally and nonverbal. Introduction to the type of the letter is an essential thing so that later an individual understands the contents of the letter and can complete something following the directions of the letter. Ahyar (2015) stated that, letters have several types, that is announcement, request, statement, rejection, approval, and also offer.

Correspondence also determines an institution or organization, whether they are professional and have a good impression in communication with the known or unknown person or not, or even have a wrong impression and make the

organization or institution have a terrible reputation Sudomo (2013). There are kinds of people who may already know good letter-writing procedures in the world of correspondence, or even they do not know all the methods and order of writing a good letter.

The correspondence is more challenging if written in English, especially since the letter's sender is not a native. Starting from the procedure and sequence of writing letters in English to the tones that must be generated when writing a letter, so that later the recipient of the letter is easy to understand the contents of the letter and feels understood by the sender of the letter.

At Universitas Airlangga, there is an institution that manages the relationship between Universitas Airlangga and universities in Indonesia and abroad. The name of the institution is Airlangga Global Engagement. Airlangga Global Engagement was founded in 2010 by creative and competent young people. In the international world, Airlangga Global Engagement has established relationships with 149 universities and agencies in the Asia Pacific, America, Europe, Australia, and even Africa (Airlangga Global Engagement, n.d.).

Specifically, there are several functions of Airlangga Global Engagement. The first is to become an entrance for universities or other institutions to cooperate with Universitas Airlangga and build and maintain relationships between Universitas Airlangga and other universities or institutions. The second function is as a connecting for partners in the Universitas Airlangga faculty. Airlangga Global Engagement has several programs with an average duration of one semester (five until six months), including Amerta, Lingua, and Darmasiswa. For

the degree program, Airlangga offers the ADS (Airlangga Development Scholarship) program. Currently, Airlangga Global Engagement has four divisions, Global Networking, Events, and Communication, International Service, Global Research initiative, and Global Language and Culture.

The writer conducted an internship at Airlangga Global Engagement in the International Service division in the Welfare section and the immigration service. This division has several obligations, such as registering international student who participate in Airlangga Global Engagement's program, managing international student documents at the immigration office or the ministry of foreign affairs, providing accommodation, and guaranteeing to house for international student who participate in the program and also introducing the existing culture in Indonesia. However, due to the Covid-19 pandemic, some obligations cannot be carried out because no international students come to Indonesia.

The writer is interested in the International Service division due to the frequency of contact with an international student, which is more frequent. When the writer did an internship in this division, the writer often recorded international students who took part in the program at Airlangga Global Engagement and also made correspondence via email on several Airlangga Global Engagement accounts. The writer wants to observe how Airlangga Global Engagement staff communicate through email and the tones of letters that Airlangga Global Engagement sends to foreign nationals. According to the writer, writing correspondence in English has its way of making it a good correspondence. Also, the tones of correspondence are needed so that the relationship and people's

perceptions of Airlangga Global Engagement remain positive. Therefore, the writer decided to write it in a final report with the title ‘THE METHODS OF WRITING GOOD LETTERS AND CORRESPONDENCE LANGUAGE TONES USED IN ELECTRONIC BUSINESS CORRESPONDENCE (EMAIL) AT AIRLANGGA GLOBAL ENGAGEMENT.’

### **1.2. Statement of The Problem**

1. What were good business letter methods used in Airlangga Global Engagement?
2. What were correspondence language tones used in business correspondence at Airlangga Global Engagement?

### **1.3. Limitation of The Report**

1. Related literature. The writer's lack of literature related to the topic to be explained has resulted in the writer changing the report several times.
2. Method. Determine the appropriate method for observing the topic being discussed.

### **1.4. The objective of The Report**

1. To discover the methods used to write a good business letter in Airlangga Global Engagement.
2. To discover the correspondence language tones used in business correspondence at Airlangga Global Engagement.

### **1.5. Significance of The Report**

#### **1.5.1 For the writer**

This final report is expected to be beneficial for the writer in :

1. Increasing the knowledge and ability of the writer in writing correspondence.

2. Increasing the knowledge and ability to communicate in English.
3. Introducing the writer to the real world of work

#### **1.5.2. For the alma mater**

This final report is expected to be beneficial for the alma mater in :

1. Gaining knowledge about good correspondence
2. Strengthening the relationship between Airlangga Global Engagement and the English Diploma

#### **1.5.3. For the Airlangga Global Engagement**

This final report is expected to be beneficial for the Airlangga Global Engagement in :

1. Knowing the quality of English Diploma students who are having an internship at Airlangga Global Engagement.
2. Gaining the quality of the human resource.
3. Strengthening ties with the English diploma.

#### **1.5.4. For other Interns**

This final report is expected to be beneficial for the other interns in :

1. Using this report as a guide for write a business correspondence
2. Gaining knowledge about correspondence
3. Getting an overview of the internships at Airlangga Global Engagement