

CHAPTER 1

INTRODUCTION

1.1. Background of the Report

Nowadays, the English language has a place worldwide. It has established itself as a worldwide language as well as a new lingua franca. According to Barančicová and Zerzová (2015) it is a new communication tool for many people all over the world, who are now more connected than ever before because of modern technology such as the internet and smartphone. Modern technology is already used for international communication for daily routine for hundreds of thousands, if not millions, of people.

The term "business correspondence" (sometimes known as "business letter") refers to all written communication used in business partnerships with partners or for internal communication inside an organization (Sviatiuk, 2015). Personal documents, simple legal documents, personal letters, company agreements, product information, and official correspondence are all examples of business correspondence, which could be found in both electronic and paper formats. Information Letters (Letters of Introduction, Inquiry, Confirmation, Notification, Apology Letters), Letters of Business Offer (Letters of Proposal, Letters of Bid), Email, Letters of Demand (Letters of Request), Letters of Claim or Complaint, and Advertising and Marketing Materials are all examples of business correspondence (Sviatiuk, 2015).

The most recent official model of corporate communication is email. It is the most common type of written communication, and it is frequently done in a conversational tone (Fatima, 2017). The popularity of e-mail has resulted in a high number of messages being sent and received every day. As a result, given the large amounts of information communicated that they must handle, frequent deployment of this communication tool could be a daily issue for all people who use it in their professional or personal activities (Dürscheid & Frehner, 2013).

Since information technology is so important in businesses, email is often used as a method of computer-mediated communication (CMC). It has become into a functional part in modern communication. In fact, email is important for establishing and maintaining business relationships, both within a company and with external contacts (Madanchian & Taherdoost, 2016). An E-mail has substituted traditional communication methods such as letters, faxes, and phone calls, and has become a common tool in all businesses.

International Freight Forwarding Service is a major for connecting business from exporting country to importing country and the other way around. Expeditionary service companies that focus on delivering goods by sea are incorporated in EMKL (*Ekspedisi Muatan Kapal Laut*) or Marine Cargo Expeditions, in which there are freight forwarding companies which on average have a lot of experience in logistics services. The main reason for selecting EMKL (*Ekspedisi Muatan Kapal Laut*) is that it receives a positive response, particularly from companies that frequently distribute goods to other locations via sea routes to be more efficient in terms of cost and capacity of goods (Bernanda & Loisa, 2020).

PT. Samudera Trans Logistik is a company that serves as an agent in the shipping of goods who is responsible for all activities on the land, sea, and air, serving the interests of both sender and the recipient, and organizing various documents related to the work of shipping freight forwarders, such as documentation from the goods purchase agreement to the products to the buyer. Correspondence via email by PT. Samudera Trans Logistik with the importer is the liaison to carry out business activities. This business activity is very interesting and very relevant to what the writer gets while studying, so the writer hopes he could implement his knowledge in that job. Based on this, the writer who is an administrative intern at PT. Samudera Trans Logistik thinks it is interesting to see whether several of their emails follows the email writing format or not in order to improve business communication quality.

The writer chose this final report because it is very important to improve the quality of written letters, in this case, email letters, for those who are mainly in a professional business environment, where reputation is at stake in building relationships with several companies. The writer's internship company provides services for customers who are customers of freight forwarding services which have also been described above. Therefore, the writer's a report entitled "Analyzing the Format of Business Letter and Tenses at PT. Samudera Trans Logistik"

1.2. Statements of the Problems

There is a problem in this report as follows.

- a. What format of business letter were used at PT. Samudera Trans Logistik?
- b. What were the tenses of business letter used at PT. Samudera Trans Logistik?

1.3. Objectives of the Report

The purpose of the report in the internship is in the following.

- a. To discover what the format of business letter used at PT. Samudera Trans Logistik were.
- b. To discover what the tenses of business letter used at PT. Samudera Trans Logistik were.

1.4. Significance of the Report

1.4.1. For the writer

This final report is beneficial for the writer in:

- a. Improving the writer's writing and reading ability in English correspondence.
- b. Gaining knowledge about format in business letter.
- c. Getting knowledge about tenses in business letter.

1.4.2. For the alma mater

- a. Increasing the number of scientific works of Universitas Airlangga and the quality improvement of Universitas Airlangga.
- b. Sharing the writer's experience in English correspondence to the other students.
- c. To build relationship between Universitas Airlangga and Company.

1.4.3. For the company/institution

- a. Presenting a proper business letter and using this final report observation as a reference to improve their quality in writing and reading business letter.
- b. Providing well-delivered business letter message for the customer.

1.4.4. For other interns

- a. Obtaining knowledge about format and tenses in business letter.
- b. Helping the interns to improve their communication through writing and reading a business letter.