

CHAPTER 1

INTRODUCTION

1.1. Background of the Report

Yu and Fu (2014) stated that Business Correspondence is written communication in the trade between two sides. It means that business correspondence is written communication or message that usually occur in the company that collaborate with other corporations. According to Mei (2012), business correspondence is common means to help people exchange information, maintain friendship, and negotiate in business world.

According to Nyzhnikova (2011), business correspondence is an essential part of communication, and every business correspondence has a characteristic way of writing. Business letter is written message that can be handwritten or printed on paper, each letter has different characteristic step to write and many kind of business correspondence. For examples, in complaint letter, procurement letter, replying letter, agreement letter, etc. The characteristic is about style of writing, way of expressing thoughts. But it must be emphasized, that in writing a business letter accepted the idiom, set phrases, fixed pattern, grammar, and also an arrangement.

Futhermore, The function of business correspondence is being able to write a letters in order to support the message objectives and decrease misunderstandings or

any problems (Insley, 2016). It means that the functions of the letter are to transfer the information to partners outside the organization with formal written communication and also help to make an effective business letter. Therefore, communication in business also use to sell the products, seek information and advice, price of goods or maintain good public relations. According to Patel (2013), a business letter is very important role to enhance and establish a relationship within the companies, institutions, and organizations to inform, to congratulate, to sell a product to request, to apply for a job, etc.

The use of English is important for some reasons in international correspondence between communication and message. English is also can avoid misunderstanding, miscommunication, and barriers language. According to Thierry (2018), English is the most frequently used language in the world because there are 101 countries in the world using English as a spoken language. Since English is the most widely used language in the world, business correspondence in English have become an indispensable part of business transactions. Nishanthi (2018), explained English is majority business language and it has become almost a necessity for people to speak English if they are enter a global fieldwork. It means that English is having an impact on every field work. And also English is used in multinational gatherings.

As a multinational company, PT. Lintech Duta Pratama is an experienced company in providing service in engineering and design for Civil (Piling/Foundation, Earthwork, Concrete) Steel Structure, Mechanical and Electrical system. PT. Lintech Duta Pratama service's customers covering several companies in Oil & Gas, Mining,

Powerplant, Cement Plant, and Various Industry. In PT.Lintech Duta Pratama, there is a secretaries division know as a secretaries for local and international customer or partner. It is an division which connects between PT. Lintech Duta Pratama and the International Corporations that are accept and reply the business letter. Because of the CEO comes from Japan, the secretaries must to make a business correspondence in bilingual form both of English and *Bahasa Indonesia*. Beside that, the secretaries also have international programs for international consumers if they want to be a partner with PT. Lintech Duta Pratama.

In accordance with the international programs, there are several ways that should be handled by the secretaries in PT. Lintech Duta Pratama. The are three international programs application, requirement, and agreement of tender. First of all, the application is a process that the company sends the application letter to or from PT. Lintech Duta Pratama and makes a plan and temporary accomodation. Second is requirement, this step is to arrange the schedule of accomodation about the goods, price of the goods, services, or partners. The third is an agreement of tender, this step is the made a deal between the two sides with the requirement before. And then PT. Lintech Duta Pratama gives an information such as a company contact, occupational health, and safety system in bilingual form both of English and *Bahasa Indonesia*.

The writer choose PT. Lintech Duta Pratama as a place to conduct the internship for two reasons. First, the writer wants to apply the knowledge that the writer got from college. And also, the writer wants to learn more about business correspondence. Moreover, the writer can learn directly in the field work exactly in

PT. Lintech Duta Pratama. Second, because the writer assigned in secretaries division, the writer wants to learn about a business letter. In secretaries division, secretaries have a substantial role in making a business letter like accepting and replying to a business letter from local customers and international customers. Thus, the reasons why the writer write the report entitled “ Strategies in Making English Effective Business Letter in PT. Lintech Duta Pratama “

1.2 Statements of the Problem

- a. What were the common mistakes faced by the secretaries in making effective English business letters in PT. Lintech Duta Pratama?
- b. What were the strategies used by the secretaries in making effective English business letters in PT.Lintech Duta Pratama?

1.3. Purpose of the Report

- a. To find out the common errors faced by the secretaries in making effective English business letters in PT. Lintech Duta Pratama
- b. To find out the strategies used by the secretaries in making effective English business letters in Pt. Lintech Duta Pratama

1.4. The significance of the report

1.4.1. For The Writer

1. Applies the courses during her lectures in the university.

2. Improves her skills before entering job field.
3. Encourages her self-confidence in public environment.
4. Getting experience in business correspondence.

1.4.2. For The Almamater

1. Establish good cooperation relationship with Pt. Lintech Duta Pratama.
2. Explores the students ability in business correspondence.
3. Explores and the knowledge to improve the quality of English Diploma education.

1.4.3. For The Company and Institution

1. Build the cooperation between the University of Airlangga and PT. Lintech Duta Pratama.
2. Improves English skills.

1.4.4. For The Interns

1. Develops knowledge about business correspondence.
2. Improves skills in working in a team.
3. Prepare themselves in the internship period.

1.5 Review of Related Literature

1.5.1. Common Mistakes in Writing English Business Letter

The errors occur when the writer use the verbs or words innappropriately in their writing (Nila, 2017). The increasing importance of English as an international language in the world is including in the business letter, the errors of translation in a business letter from the source language to target language usually occur because of the writer could not choose the word of verbs in each type of English business letter. In this case, making an English business letter in many types should be improved in order to write the letter keep right.

There were any common mistakes in making a business letter in English for each type. The problems were lexical errors are including words and choose the verbs, syntactic errors like a sentence structure , and grammatical errors such as improper use of transition, incorrect subject-verb agreement. Sermsook, Liamnimitr, and Pochakorn, (2017) stated that the errors in writing a business letter could cause written misscommunication, the differences between vocabulary and grammar of English and limited knowledge of target language.

The first one is lexical errors. Lexical errors are error in writing business letter that the words or the choice of the verbs incorrect in the business letter. The lexical error is caused by the writer whose influenced by the mother tongue and also influenced by the target language. Llach (2011), stated that lexical error reflect a bad sign in writing a business letter skill of the learner. Obviously, the lexical error occurred by the worst quality of the learner's writing skill.

The second one is grammatical errors. Grammatical errors are a term used in grammar to describe instances of mistakes, unconventional, or controversial use such as misplaced, or inappropriate verb modifier. According to Burt and Kiparsky (1974), grammatical error is an error which is not suitable to the grammatical rules that may make writing become unacceptable. There are many types of English business letter, and also there are many rules in making each types of letter. Grammatical error is caused by the writer is not really understand about the grammar structure, so it could make the letter ineffective.

1.5.2. Strategies in making effective English business letters

Cheng (2010), stated that an effective English business letter is should be a effortless reading that makes the reader want to read more. It should be clear and concise, with short sentence and simple words, and it should keep to the facts and be easy to read and understand. There are seven points that can help the letter become effective. They are consider the reader, be personal, be concise and to the point, be friendly to built relationship, emphasize the positive words, check spelling, grammar, and punctuations, use the correct format.

1. Consider the reader

Concider your reader is the writer shoul be imagine that they are in the readers position. It is usually employees, customers, suppliers or the public need to know throught the message of the letter and also their expectations when they read the letter. It will build relationship between the writer and the readers.

2. Be personal.

Be personal is see how to use a form letter from the proper use of form letter if you have to use it, built a relationship with impersonal letter but do not be too informal, and avoid using a slang language such as “you know” or “I mean”.

3. Be concise and to the point.

Be concise and to the point is explain your words in as little as possible. Use clear and easy to understand language so that any misunderstanding can be minimized. It means that think before you write the letter such as list about your topics, list keywords, review each topics and keywords that relevance with your writing, and then sort the information into the best order for your readers.

4. Be friendly to built relationship

Be friendly and built relationship is not using formal language, stay away from negative words. However some people have own perception when write the business letter, the correct words could help to satisfy and delight the customers.

5. Emphasize the positive.

Emphasize the positive is talk about what you can do not what you can not. Means that write the business letter is tell the customer or readers about the product is unable to fill order or sold out however the product unable to fill order.

6. Check spelling, grammar

Make sure the grammar that used when making english business letter incorrestly in spelling, grammar, punctuation and etc. Use the spell and grammar checker from word processor if the writer is not good enough in grammatical rules.

7. Use the correct format.

Use the correct format is business letter looks immediately gives the reader their first impression before they read the letter. The quality of the letter such as the paper, letterhead of design, margin, spacing and all something to say about the organization. A weakness in any elementary of format can distract the effectiveness of the message.

The importance of English business correspondence has long been realized. Nowadays, English has been being the universal language for international trade and in business world. Many people who expert in business have done research about how to be successful in business correspondence and reach agreement that a good business letter follows the three Cs principles: Clarity, Conciseness and Courtesy (Yu and Fu, 2014).

1. Clarity

Clarity means a writer should try to avoid ambiguity and confusion in writing English business letters. In order to be informative, the writer writes the business letter in a style that is clear and direct, easy to read and understand, and avoid any possibilities of misunderstanding. The words used should be as simple as possible and accurate. Clarity has always been a crucial point in writing business letter. Clarity includes the following requirements (Jiyong, 2001):

- Choose simple, easier, and informal words or phrases, try to avoid long sentence or phrases and complicated words. Choose words that are commonly-used and easy to be understood.
- Create effective sentences. Sentences that are simple and short are easy for readers to read. The writer should emphasize a long sentence into simple sentence, which will not reduce the letter but make the letter easier to read and understand.
- List the ideas. Knowing your receiver of this business correspondence and asking what is important to him/her. Making sure that every sentence is clear with the message that you know what your receiver wants and you can deliver it. Then, knowing the action you want your receiver to take. Do not “beat around the bush”, make it clear that you want to see the result of what you have written.

2. Conciseness

Conciseness means using as few words as possible and concise sentences to express the meaning of a letter. Conciseness allows to save both the writer's and the recipient's time in writing business correspondence. However, it does not show that the short the better but shortness with right and direct expression. To get conciseness, use simple words and short sentences, avoid unnecessary repetition, and extensive languages and limit each paragraph to only one topic. The following points should be according to Jiayong (2001):

- Do not use phrases when a word can be used instead, unless it would change the meaning of the sentences.
- Remove the cliché unnecessary words, avoid using cliché such as “allow me to say”, “in reply”, “I wish to state”, “please be advised”, “take the liberty”, “pertaining to” and so on.
- Avoid unnecessary repeat. Repeat the sentences only to show emphasis. The letter would be extensive and boring if repetition is too much for no good reason.

3. Courtesy

Courtesy is one of the main role in business letter, as it could help your business relationship and establish new ones. In order to make a polite business letter, the writer should avoid the word of disturbing, disrespectful or distracting statement, making problems and emotions. Normally, punctuality is stressed as an important aspect of courtesy in business correspondence. A prompt letter is always more valued than a delayed one.

1.6 Methods of the Report

1.6.1. Location and Participant

The writer conducted her internship in PT. Lintech Duta Pratama. She did her internship on 3 February 2020 to 2 March 2020. The location of PT. Lintech Duta Pratama that the writer established an observation is adjacent to other factories, namely rubber factories, concrete factories, and also near Sepanjang street.

In terms of the background of the participant, there is a female secretary, her name is Winda whose age is around 28 to 33 years old. Capabilities of this staff is making a letter in bilingual form both of English and Bahasa, operating computer ability, and preparing the document for meeting. And rarely she used English to translate and make business letter in English. This staff was considered passive using English. In this case, it was hard for her to internalize the structure of make a sentence and use it to make a business letter in English.

1.6.2 Data Collection

In carrying out the data collection, The writer used several instruments below:

1.6.2.1. Observation

The writer used observation to know the steps or strategies is used by the secretary in making business letter in English.

1.6.2.2. Interview

The writer used semi-structured interviews to the secretary. The writer made several basic questions which is from my opinion that the questions could make a calculations and answer the statement problems. The questions is about how the secretary know their problems and their ways to handle the problem of common mistakes when making the business letter.

1.6.2.3. Document

In terms of the document, the writer asked the secretary about the common mistake in business correspondence. The writer saved the document, and rename each of document by name of the mistake to make the writer easy to analyze it.

1.6.3. Data Analysis

In terms of data analysis, the writer used the triangulation of data collection techniques to answer the statements of problem. Let's take a look at the following table.

Unit of Analysis	Data collection techniques
What are the common mistakes in making an effective English business letter	1. Documents
The strategies in making an effective English business letter?	2. Observation (notes) 3. Interview with the supervisor.

1: Triangulation of data collection techniques to answer statements of problems

Following up the table 1 above, the writer analyzed the data collected from each of units of analysis. After the writer finding the data, the writer used the findings from each of data to answer statements of problem.

1.7. Framework of the Report

