



BUSINESS ENGLISH

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KATA PENGANTAR

Puji syukur kami panjatkan ke hadirat Tuhan Yang Maha Esa atas limpahan rahmat dan karunia-Nya, sehingga buku berjudul **“BUSINESS ENGLISH”** ini dapat diselesaikan dan hadir di hadapan pembaca. Buku ini disusun sebagai salah satu upaya untuk membantu mahasiswa, pendidik, praktisi dan masyarakat umum dalam memahami serta menguasai keterampilan berbahasa Inggris di konteks profesional dan dunia kerja yang kian kompetitif.

Perkembangan bisnis dan dunia kerja yang semakin terintegrasi secara global menuntut kemampuan komunikasi yang efektif, jelas, dan profesional. Bahasa Inggris tidak lagi dipandang sekadar sebagai mata kuliah, tetapi sebagai keterampilan kerja (work skill) yang menjadi nilai tambah bagi setiap individu. Melalui buku ini, pembaca diajak untuk mempelajari konsep, kosakata, tata bahasa, hingga berbagai bentuk korespondensi dan situasi komunikasi bisnis yang aplikatif, mulai dari negosiasi, presentasi, rapat, hingga komunikasi tertulis seperti email dan laporan.

Buku ini disusun secara sistematis dan komunikatif, diperkaya dengan contoh-contoh dialog, latihan, serta pemaparan konsep yang relevan dengan kebutuhan dunia bisnis masa kini. Harapannya, materi yang disajikan tidak hanya membantu pembaca memahami struktur bahasa, tetapi juga melatih kepekaan terhadap konteks, etika komunikasi, serta profesionalisme dalam penggunaan Business English. Dengan demikian, buku ini diharapkan dapat menjadi salah satu rujukan dalam proses pembelajaran maupun pengembangan kompetensi diri di berbagai lingkungan kerja.

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Selamat membaca!

Yogyakarta, Desember 2025

Penulis

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BAB 1
**UNDERSTANDING
LN BUSINESS ENGLISH**

Selamat datang di langkah awal perjalanan profesional Anda. Sebelum kita melangkah lebih jauh ke dalam teknis tata bahasa atau kosakata yang rumit, mari kita pahami dulu apa sebenarnya makhluk yang bernama *Business English* ini. Secara sederhana, *Business English* adalah bentuk khusus dari bahasa Inggris yang dirancang untuk digunakan dalam pengaturan profesional. Jika kita membuat analogi sederhana, bayangkan bahasa Inggris umum atau *General English* sebagai pakaian kaos oblong dan celana jins yang nyaman Anda pakai saat bersantai di rumah atau nongkrong bersama teman. Di sisi lain, *Business English* adalah setelan jas rapi atau baju batik formal yang Anda kenakan saat pergi ke kantor atau menghadiri undangan resmi. Keduanya adalah pakaian, tetapi fungsinya berbeda total.

Perbedaan mendasar ini bukan hanya soal gaya, tetapi soal tujuan. Bahasa Inggris sehari-hari berfokus pada keakraban dan ekspresi diri yang bebas, sedangkan *Business English* berfokus pada komunikasi yang jelas (*clear*), ringkas (*concise*), dan sopan (*polite*). Mengapa ini penting? Karena di dunia kerja global saat ini, waktu adalah uang dan kesalahpahaman bisa berbiaya mahal. Perusahaan-perusahaan di Indonesia kini tidak lagi hanya bermain di kandang sendiri; mereka bekerja sama dengan mitra di Jepang, Amerika, Eropa, hingga Timur Tengah. Bahasa pengantar yang menyatukan semua perbedaan budaya dan negara tersebut adalah bahasa Inggris. Oleh karena itu, kemampuan ini menjadi kunci emas untuk masuk ke berbagai bidang strategis seperti manajemen, pemasaran, keuangan, perdagangan internasional, hingga sumber daya manusia. Mempelajari *Business English* bukan sekadar belajar bahasa, melainkan belajar etika profesional global.

Banyak pembelajar pemula di Indonesia merasa terintimidasi oleh istilah *Business English*. Ada anggapan umum bahwa untuk bisa berbahasa Inggris di kantor, seseorang harus memiliki kosakata setingkat pengacara atau berbicara dengan aksen seperti penyiar berita internasional. Padahal, menurut pakar komunikasi bisnis (Guffey and Loewy, 2012), komunikasi bisnis modern justru berfokus

pada kejelasan (*clarity*) dan efisiensi, bukan pada penggunaan kata-kata yang rumit atau *bombastis*.

Bab ini akan mengupas tuntas perbedaan mendasar antara bahasa Inggris yang kita pelajari di sekolah atau film (*General English*) dengan bahasa Inggris yang digunakan untuk mencapai tujuan profesional (*Business English*). Kita juga akan membahas aspek psikologis dan budaya yang sering menjadi hambatan bagi orang Indonesia saat berkomunikasi dalam konteks global.

A. The Definition of Business English

Secara sederhana, *Business English* adalah variasi dari bahasa Inggris yang digunakan dalam konteks perdagangan internasional, keuangan, dan relasi profesional. Namun, definisinya lebih dari sekadar "bahasa kantor". *Business English* adalah alat untuk menyelesaikan pekerjaan.

Tujuan utama dari mempelajari variasi bahasa ini bukanlah untuk terdengar pintar, melainkan untuk membangun hubungan dan menghindari kesalahpahaman yang bisa merugikan secara finansial maupun reputasi. Dalam teori komunikasi, hal ini sering dikaitkan dengan prinsip "The 7 Cs of Communication", di mana *Clarity* (Kejelasan), *Conciseness* (keringkasan), dan *Courtesy* (Kesopanan) menjadi pilar utamanya (Martin, Nolte and Vitolo, 2016).

Bagi orang Indonesia, tantangan utamanya sering kali bukan pada kurangnya kosakata, melainkan pada pemahaman *register* atau tingkat formalitas. Kita sering kali membawa kebiasaan menerjemahkan langsung dari Bahasa Indonesia yang strukturnya berbeda, atau menggunakan bahasa "gaul" yang kita pelajari dari film Hollywood ke dalam email resmi.

Mari kita pahami prinsip dasarnya: Jika *General English* berfokus pada ekspresi diri dan perasaan, *Business English* berfokus pada penyampaian informasi dan persuasi yang objektif

B. The Role of Language in Business Communication

Dalam kesuksesan sebuah bisnis, bahasa memainkan peran yang jauh lebih kritis daripada sekadar alat bertukar kabar (Abro *et al.*, 2025). Ada tiga pilar utama yang menjadi nyawa dari komunikasi bisnis, yaitu kejelasan (*clarity*), keakuratan (*accuracy*), dan nada bicara (*tone*). Mari kita bedah satu per satu dalam konteks yang sering kita alami. Kejelasan berarti pesan yang Anda sampaikan harus mudah dipahami tanpa menimbulkan kebingungan atau tafsir ganda. Budaya Indonesia sering kali mengajarkan kita untuk berbicara memutar atau menggunakan kata "mungkin" dan "insyaallah" sebagai bentuk penolakan halus atau ketidakpastian. Namun dalam *Business English*, ambiguitas seperti ini bisa menjadi masalah besar. Jawaban "*Maybe tomorrow*" bagi atasan bule bisa dianggap tidak profesional. Jawaban yang diharapkan adalah kepastian, seperti "*I will finish it by Tuesday at 5 PM.*"

Pilar kedua adalah keakuratan. Ini berbicara tentang fakta dan angka. Di dunia bisnis, kesalahan kecil dalam menyebutkan angka bisa berakibat fatal secara finansial. Tertukar mengucapkan "*fifteen*" (15) dengan "*fifty*" (50) saat negosiasi harga bukan lagi kesalahan bahasa, melainkan kesalahan bisnis. Pilar ketiga, dan seringkali yang tersulit bagi pembelajar Indonesia, adalah nada bicara atau *tone*. Bahasa Inggris tidak memiliki tingkatan bahasa kasar dan halus seperti Bahasa Jawa atau Sunda, tetapi mereka memiliki struktur kalimat untuk menunjukkan rasa hormat. Kalimat perintah seperti "*Give me the file*" terdengar sangat kasar di telinga kolega asing. *Business English* mengajarkan kita untuk melembutkannya menjadi "*Could you please send the file?*" yang terdengar jauh lebih kooperatif.

Selain itu, kita harus membedakan antara komunikasi lisan (*verbal*) dan tertulis (*written*). Komunikasi tertulis di dunia bisnis memerlukan struktur yang jauh lebih ketat karena sifatnya yang permanen. Sebuah email yang Anda kirim hari ini bisa menjadi bukti hukum lima tahun ke depan. Di sinilah pertimbangan budaya (*cultural considerations*)

masuk. Sebuah lelucon yang lucu di Jakarta bisa jadi sangat menyinggung di London. Konsekuensi dari komunikasi yang buruk ini sangat serius, mulai dari kerugian uang, rusaknya hubungan kerja sama yang sudah dibangun bertahun-tahun, hingga hilangnya peluang emas yang tidak akan datang dua kali.

C. Key Characteristics of Business English

Untuk benar-benar menguasai *Business English*, Anda perlu mengenali karakteristik utamanya yang membedakannya dari obrolan warung kopi. Ciri pertama adalah penggunaan kosakata profesional (*professional vocabulary*). Bahasa Inggris memiliki banyak tingkatan kata (Mishchynska, 2024). Dalam percakapan santai, kita sering menggunakan kata kerja frasa atau *phrasal verbs* seperti "get," "ask for," atau "talk about." Namun, seorang profesional akan cenderung memilih kata tunggal yang terdengar lebih formal dan berbobot. Daripada mengatakan "get" (dapat), gunakanlah "receive" atau "obtain." Daripada "ask for" (minta), gunakan "request." Dan daripada "talk about" (ngobrolin), gunakan "discuss." Perubahan kecil pada pilihan kata ini secara instan meningkatkan citra profesionalisme Anda.

Karakteristik kedua adalah pemahaman tentang tingkat formalitas. Anda tentu berbicara dengan cara yang berbeda kepada klien penting dibandingkan saat berbicara kepada rekan kerja satu meja (Lasan, 2024). Mengetahui kapan harus mengganti bahasa Anda adalah sebuah keahlian tersendiri. Karakteristik ketiga melibatkan strategi kesopanan dan bahasa tidak langsung (*indirect language*). Orang Indonesia pada dasarnya sangat sopan, namun sering terjebak menerjemahkan kalimat sopan Indonesia secara harfiah ke Inggris yang jadinya malah terdengar kaku atau menuntut. Kalimat "I want to meet you" secara tata bahasa benar, namun dalam bisnis terdengar egois. *Business English* mengajarkan kita menggunakan kata kerja bantu atau *modal verbs* seperti "could," "would," dan "may" untuk memperhalus permintaan, sehingga menjadi "I would like to arrange a meeting with you."

Terakhir, *Business English* sangat bergantung pada struktur umum (*common structures*). Dunia bisnis mencintai efisiensi dan pola. Dokumen seperti email, laporan, notulen rapat, dan slide presentasi semuanya memiliki format baku yang diharapkan oleh para profesional. Sebuah email bisnis, misalnya, memiliki anatomi standar mulai dari salam pembuka yang tepat, alasan menulis yang jelas, detail inti, tindakan yang diharapkan, hingga salam penutup profesional. Mengabaikan struktur ini dan menulis email bisnis layaknya surat pribadi yang bertele-tele hanya akan membuat pembaca Anda bingung dan meragukan kompetensi Anda.

Tabel 1.1 Perbandingan General vs Business

General English (Umum)	Business English (Bisnis)	Arti dalam Bahasa Indonesia
Get	Receive	Menerima
Need	Require	Mebutuhkan / Memerlukan
Talk about	Discuss	Membicarakan / Mendiskusikan
Ask	Inquire	Bertanya / Menanyakan
Make sure	Ensure	Memastikan
Tell	Inform	Memberitahu
Fix	Solve / Resolve	Memperbaiki / Menyelesaikan (masalah)
Buy	Purchase	Membeli

D. Core Skills Needed for Business English

1. Reading Skills

Membaca dalam konteks bisnis bukanlah kegiatan santai seperti membaca novel di sore hari. Tujuan utamanya adalah efisiensi informasi. Para profesional dituntut untuk memahami laporan tebal, memo singkat, kontrak rumit, dan artikel bisnis dalam waktu singkat (Lacka-Badura, 2021). Di sinilah dua teknik membaca super, yaitu *skimming* dan *scanning*, menjadi senjata wajib. *Skimming* adalah teknik membaca cepat dengan cara melompat-lompat untuk

menangkap gagasan utama atau "*big picture*" dari sebuah dokumen tanpa terjebak detail. Sebaliknya, *scanning* adalah teknik memindai teks secara cepat untuk mencari jarum di tumpukan jerami, yaitu detail spesifik seperti tanggal, harga, atau nama orang. Dengan menguasai kedua teknik ini, Anda dapat menangani banjir informasi di tempat kerja tanpa merasa kewalahan.

2. Writing Skills

Menulis mungkin merupakan keterampilan yang paling terlihat dan paling abadi jejaknya dalam bisnis. Sehari-hari Anda akan berurusan dengan email, proposal, ringkasan eksekutif, hingga surat bisnis formal (Bora, 2023). Tulisan bisnis yang baik haruslah memiliki struktur yang kokoh, koherensi antar kalimat, dan yang terpenting adalah keringkasan (*conciseness*). Tantangan terbesar bagi orang Indonesia sering kali adalah masalah tata bahasa seperti *tenses*. Perbedaan antara "*I submitted the report*" (sudah dikumpulkan) dan "*I will submit the report*" (akan dikumpulkan) sangat krusial bagi atasan Anda. Selain itu, hindari kalimat pembuka yang berbelit-belit. Langsung saja pada tujuan. Ingatlah bahwa kesalahan ejaan atau tata bahasa sekecil apa pun dapat mencoreng citra perusahaan, membuat Anda terlihat ceroboh. Oleh karena itu, proses membaca ulang atau *proofreading* adalah langkah wajib sebelum Anda menekan tombol kirim.

3. Speaking Skills

Keterampilan berbicara dalam bisnis mencakup spektrum yang luas, mulai dari rapat internal, negosiasi alot, presentasi publik, hingga jejaring sosial atau *networking*. Berbeda dengan obrolan santai, pembicaraan bisnis selalu memiliki tujuan, entah itu untuk membujuk, menginformasikan, atau menginstruksikan (Clement, 2018). Di sinilah seni menggunakan bahasa persuasif dan diplomatis diuji. Dalam budaya kita yang sering menghindari konflik terbuka, *Business English* menawarkan solusi elegan. Saat Anda tidak setuju dengan pendapat rekan kerja dalam rapat, jangan pernah mengatakan "*You are wrong*" karena itu menyerang pribadi. Gunakanlah teknik diplomasi seperti "*I see your point, but I have a different perspective.*" Kalimat ini

memvalidasi lawan bicara terlebih dahulu sebelum menyampaikan ketidaksetujuan, sehingga keharmonisan tim tetap terjaga namun poin Anda tersampaikan.

4. Listening Skills

Mendengarkan sering kali menjadi momok yang paling menakutkan bagi pembelajar pemula. Di dunia nyata, bahasa Inggris tidak selalu terdengar jernih dan lambat seperti rekaman latihan di sekolah. Dalam bisnis internasional, telinga Anda akan dihajar oleh berbagai aksen, mulai dari aksen *Singlish* yang cepat, aksen India yang khas, hingga aksen Australia yang sering menyingkat kata (Rane, 2011). Strategi mendengarkan aktif atau *active listening* menjadi penyelamat di sini. Ini bukan kegiatan pasif di mana Anda hanya diam mengangguk. Mendengarkan aktif melibatkan usaha sadar untuk mencatat poin penting, memberikan respon verbal kecil untuk menunjukkan perhatian, dan melakukan konfirmasi ulang dengan meringkas ucapan lawan bicara. Jangan pernah malu untuk bertanya atau meminta klarifikasi daripada berpura-pura mengerti yang ujungnya malah salah kerja

E. Challenges Learners Face

Jalan menuju penguasaan *Business English* tentu tidak mulus dan penuh dengan tantangan. Tantangan pertama adalah serbuan kosakata khusus yang asing di telinga. Kata-kata seperti "*invoice*" (faktur), "*liability*" (kewajiban), dan "*stakeholder*" (pemangku kepentingan) adalah istilah teknis yang mau tidak mau harus dihafal karena tidak ada di kamus bahasa Inggris sehari-hari (Alharbi, 2022). Tantangan kedua adalah kepekaan terhadap nada (*tone*) dan formalitas. Banyak pembelajar kesulitan menakar kapan harus bersikap ramah dan kapan harus bersikap serius, sehingga kadang email ke klien baru dipenuhi emoji yang kurang pantas.

Tantangan ketiga yang sering membuat pusing adalah idiom dan jargon bisnis. Jika bos bule Anda berkata "*Let's touch base next week*," jangan bawa tongkat bisbol, karena dia hanya mengajak ngobrol

singkat minggu depan. Atau frasa "*think outside the box*" yang menuntut kreativitas, bukan menyuruh keluar dari kardus. Kesalahpahaman lintas budaya juga bisa terjadi meskipun tata bahasa Anda sudah sempurna, hanya karena perbedaan cara pandang (Avsheniuk and Semikhyna, 2020). Dan terakhir, kecepatan bicara penutur asli yang sering menyambung kata (*linking words*) bisa membuat pemula merasa kewalahan dan panik di awal-awal karir mereka.

F. Summary of Key Points

Sebagai penutup bab pertama ini, mari kita tarik napas dan melihat kembali apa yang sudah kita pelajari. Kita telah mendefinisikan *Business English* bukan sekadar sebagai bahasa Inggris yang kaku, melainkan sebagai alat komunikasi profesional yang mengutamakan kejelasan, efisiensi, dan kesopanan. Kita juga telah menjelajahi mengapa kemampuan ini mutlak diperlukan untuk mendongkrak karir di era ekonomi global saat ini. Bab ini juga telah memetakan kompetensi inti yang harus Anda asah, mulai dari membaca dokumen dengan cepat, menulis email yang efektif, berbicara dengan diplomatis, hingga mendengarkan berbagai aksen dengan cermat.

Kita juga telah membahas berbagai arena di mana kemampuan ini akan diuji dan tantangan-tantangan unik yang mungkin akan menghadang Anda. Ingatlah, membangun kepercayaan diri dan profesionalisme adalah proses maraton, bukan lari cepat. Jangan takut membuat kesalahan, karena setiap kesalahan adalah guru terbaik. Dengan memahami fondasi dasar di bab ini, Anda sebenarnya sudah mengambil langkah besar pertama menuju kesuksesan internasional. Selamat belajar, dan mari kita mulai perjalanan transformasi ini

BAB 2
**BUILDING BUSINESS
VOCABULARY**

Di era globalisasi dan dalam konteks profesional, pemahaman dan penguasaan *vocabulary* dalam segala bidang sangat diperlukan, terutama dalam bidang bisnis. Hal ini akan memudahkan para pembelajar bahasa, dalam hal ini pelaku bisnis, untuk menjalin komunikasi yang baik dan efektif dengan rekan bisnis terlebih lagi jika rekan bisnis adalah pengguna bahasa Inggris aktif.

Apakah Anda masih sering mengalami kesulitan memahami bacaan atau percakapan Bahasa Inggris yang membahas tentang bisnis? Jika jawabannya iya, maka bisa jadi karena penguasaan *vocabulary* (kosakata) Anda tentang bisnis masih kurang. Disini kita menempatkan bahasa Inggris sebagai keterampilan, bukan sebagai pengetahuan. Oleh karena itu, berlatih adalah kunci untuk berhasil dalam belajar bahasa Inggris.

Bab ini secara khusus bertujuan membangun keterampilan dalam bahasa Inggris yang berpusat pada keterampilan dan pemahaman *vocabulary* yang dapat menunjang kemampuan berbicara dan mendengarkan. Pemahaman *vocabulary* akan menjadi lebih mudah jika dipelajari sesuai pengelompokan. Maka kita akan mempelajari *vocabulary* dalam *Business English* sesuai dengan pengelompokan kosakata berdasarkan fungsi dalam dunia bisnis, antara lain kosakata: ***umum bisnis, pemasaran dan penjualan, keuangan dan akuntansi, serta operasional dan strategi.***

A. Kosakata Umum dalam Bisnis

Kosakata umum merupakan kata-kata yang sering digunakan dalam percakapan sehari-hari. Kosakata umum juga sering digunakan pada berbagai jenis teks, yang memiliki cakupan makna luas dan tidak terlalu spesifik. Kata-kata ini penting untuk komunikasi sehari-hari karena memungkinkan orang untuk menyampaikan konsep secara umum tanpa harus merinci setiap aspeknya.

Dalam hal *Business English* ada beberapa kosakata yang sangat umum digunakan dan diperdengarkan, sebagai berikut:

Tabel 2.1 Common Business Vocabulary

No	Common Business Vocabulary	Meanings
1	<i>Assets</i>	Aset: harta/kekayaan yang dimiliki oleh perusahaan/ pengusaha.
2	<i>Entrepreneur</i>	Seseorang yang memulai dan mengelola bisnis dengan mengambil risiko finansial.
3	<i>Entrepreneurship</i>	Kewirausahaan
4	<i>Budget</i>	Anggaran
5	<i>Bulk Order</i>	Pembelian dalam jumlah besar
6	<i>Business plan</i>	Rencana bisnis
7	<i>Crunching the numbers</i>	Menghitung angka
8	<i>Expenses</i>	Biaya yang dikeluarkan perusahaan untuk kegiatan operasional.
9	<i>Interest</i>	Bunga, biaya yang dikenakan untuk pinjaman.
10	<i>Investment</i>	Penanaman modal untuk keuntungan di masa depan.
11	<i>Loan</i>	Pinjaman, sejumlah uang yang dipinjam.
12	<i>Loss</i>	Kerugian
13	<i>Net Worth</i>	Kekayaan bersih, total aset dikurangi total kewajiban.
14	<i>Profit</i>	Keuntungan bersih setelah dikurangi biaya.
15	<i>Revenue</i>	Pendapatan dari penjualan barang/jasa.
16	<i>Stakeholder</i>	Pihak yang berkepentingan dalam bisnis (pemegang saham, karyawan, pelanggan).

Beberapa kosakata umum dalam *Business English* perlu untuk dipahami karena akan sangat diperlukan ketika Anda berkomunikasi baik secara formal maupun informal di lingkungan profesional, misalnya saat berbicara dengan teman kerja atau kolega bisnis dalam konteks pembicaraan bisnis yang sedang berlangsung.

Contoh percakapan saat Price Negotiation (formal):

Client: We like your product, but the price is a bit high for our **budget**.

Sales: I understand. We can offer you a 10% discount for **bulk orders**.

*Klien: Kami menyukai produk Anda, tapi harganya agak tinggi untuk **anggaran** kami.*

*Sales: Saya mengerti. Kami bisa menawarkan diskon 10% untuk **pembelian dalam jumlah besar**.*

Contoh percakapan dalam Business Offer (informal):

A: Have you reviewed the **business plan** I sent over?

B: Yes, I have. I think it's solid, but we need to focus on improving our **cash flow** projections.

A: Agreed. I've been **crunching the numbers**, and I think we can increase **revenue** by 20% if we **invest** in new marketing strategies.

B: That sounds promising.

*A: Apakah sudah terima **rencana bisnis** yang aku kirim?*

*B: Sudah. Menurutku bagus, tapi kita perlu fokus pada peningkatan **arus kasnya**.*

*A: Setuju sich. Aku sedang **menghitung kembali**, dan sepertinya kita bisa mencapai 20% **pendapatan** jika kita menjalankan dengan **strategi penjualan** yang baru.*

B: Sangat menjanjikan ya.

In pairs' assignment:

Use the Common Business Vocabularies in a real conversation. Here is the situation: Your company is experiencing financial difficulties. You ask your colleagues to reduce the monthly expences.

Use these words in your conversation: *profit, expenses, loan, liability, loss.*

B. Kosakata dalam Pemasaran dan Penjualan

Pemasaran dan penjualan menawarkan konsep penjualan sebagai konsep akhir dari konsep pemasaran secara keseluruhan. Pemasaran dan penjualan adalah dua konsep yang berbeda namun saling terkait dan memberi pengaruh secara timbal balik (hubungan *reciprocal*). (Wardana, 2021, 1).

Pemasaran fokus pada membangun kesadaran dan minat pelanggan dalam jangka panjang terhadap produk atau jasa yang ditawarkan; sedangkan **penjualan** adalah proses akhir sebagai bentuk konversi minat tersebut menjadi transaksi pembelian.

Beberapa kosakata penting dalam hal pemasaran dan penjualan yang sering muncul dan digunakan dapat dikelompokkan menjadi beberapa hal, sebagai berikut:

1. Proses, Komunikasi, dan Strategi Penjualan (*Sales*) merupakan serangkaian tindakan terstruktur untuk menyampaikan pesan penjualan kepada audiens target; yang melibatkan penentuan strategi, eksekusi, dan pengukuran hasil. Maka dibutuhkan kemampuan berkomunikasi yang baik untuk membangun hubungan dan mendorong keputusan pembelian melalui berbagai taktik seperti iklan, penjualan tatap muka, dan promosi. Berikut adalah kosakata yang diperlukan dalam hal pemasaran dan penjualan secara umum:

Tabel 2.2 Process, Communication, Strategies on Sales Vocabulary

No	Process, Communication, Strategies on Sales Vocabulary	Meanings
1	<i>Affiliate Marketing</i>	Strategi pemasaran di mana perusahaan memberikan komisi kepada mitra untuk setiap penjualan atau konversi yang mereka hasilkan.

2	<i>B2B (Business to Business)</i>	Model bisnis di mana perusahaan menjual produk atau layanan kepada perusahaan lain.
3	<i>B2C (Business to Consumer)</i>	Model bisnis di mana perusahaan menjual produk atau layanan langsung ke konsumen akhir.
4	<i>Buyer</i>	Pembeli
5	<i>Client</i>	Klien
6	<i>Closing</i>	Tahap akhir dalam penjualan saat transaksi disepakati.
7	<i>Closing Deal</i>	Menutup kesepakatan atau berhasil menjual produk.
8	<i>Cold Calling</i>	Menghubungi calon pelanggan tanpa perkenalan sebelumnya.
9	<i>Commission</i>	Komisi yang diperoleh dari penjualan.
10	<i>Consultative Selling</i>	Teknik penjualan dengan memberikan solusi berdasarkan kebutuhan pelanggan.
11	<i>Conversion Rate</i>	Rasio prospek yang akhirnya menjadi pelanggan.
12	<i>CRM (Customer Relationship Management)</i>	Sistem untuk mengelola semua hubungan dan interaksi perusahaan dengan pelanggan dan calon pelanggan.
13	<i>Cross-selling</i>	Menawarkan produk lain yang berkaitan dengan yang sudah dibeli.
14	<i>Direct Sales</i>	Penjualan langsung tanpa perantara.
15	<i>Follow-up</i>	Menghubungi kembali calon pelanggan setelah interaksi pertama.
16	<i>Indirect Sales</i>	Penjualan melalui distributor atau pihak ketiga.
17	<i>Inside Sales</i>	Penjualan yang dilakukan dari kantor tanpa bertemu langsung pelanggan.
18	<i>Lead</i>	Prospek yang memiliki potensi untuk membeli.
19	<i>Market Share</i>	Pangsa pasar

20	<i>Negotiation</i>	Proses tawar-menawar harga dan ketentuan penjualan.
21	<i>Outside Sales</i>	Penjualan yang dilakukan dengan bertemu langsung pelanggan.
22	<i>Pitch</i>	Presentasi penjualan.
23	<i>Prospect</i>	Calon pelanggan
24	<i>Sales</i>	Penjualan
25	<i>Sales Forecasting</i>	Perkiraan penjualan berdasarkan data dan tren.
26	<i>Sales Funnel</i>	Proses atau tahapan dalam menarik pelanggan dari awal hingga membeli.
27	<i>Sales Target</i>	Sasaran jumlah atau nilai penjualan yang harus dicapai.
28	<i>Selling</i>	Menjual
29	<i>Upselling</i>	Teknik menjual produk dengan harga lebih tinggi atau fitur tambahan.
30	<i>Quota</i>	Target penjualan yang harus dicapai.

Berikut adalah beberapa contoh penggunaan kosakata diatas dalam beberapa percakapan pendek, baik dalam situasi formal maupun informal.

Contoh percakapan seputar *Marketing Offer* (formal):

A: Have you considered joining our **affiliate marketing** program?

B: Yes, I'm interested. How does it work?

A: It's simple. You **promote** our **products**, and you earn a **commission** for each sale made through your unique referral link.

B: That sounds great! What's the **commission rate**?

A: We offer a competitive 10% **commission** on all sales generated through your link.

B: Awesome, I'm in!

A: *Sudahkah Anda mempertimbangkan bergabung dengan program **pemasaran afiliasi** kami?*

B: Ya, saya tertarik. Bagaimana cara kerjanya?

*A: Caranya mudah. Anda **mempromosikan produk** kami, dan Anda akan mendapatkan **komisi** untuk setiap penjualan yang dilakukan melalui tautan rujukan unik Anda tersebut.*

*B: Menarik! Bagaimana **komisinya**?*

*A: Kami menawarkan **komisi** kompetitif 10% untuk semua penjualan yang dihasilkan melalui tautan Anda.*

B: Keren, saya mau bergabung!

Contoh percakapan antar rekan kerja (informal):

*A: How's the **sales forecasting progress** for this quarter?*

*B: It's still in progress, but I'm optimistic about hitting the **sales target**. There are already some hot **leads** in the **sales funnel**.*

*A: Good! Make sure you focus on truly potential **prospects**. Selling is about building relationships, not just selling.*

*B: Agreed. I've created a **marketing strategy** for nurturing **leads** and increasing **conversions rate**.*

*A: Bagaimana progress **sales forecasting** untuk kuartal ini?*

*B: Sedang dalam proses, tapi aku optimis bisa mencapai **target**. Sudah ada beberapa **lead** panas di **sales funnel**.*

*A: Bagus! Pastikan kamu fokus pada **prospek** yang benar-benar potensial. Selling itu tentang membangun hubungan, bukan hanya jualan.*

*B: Setuju. Aku sudah buat **strategi pemasaran** untuk **nurturing lead** dan meningkatkan **konversi**.*

Focus Group Discussion:

From those mini dialogues above, answer the following questions:

- How does an affiliate marketing work?
- How to build good relation with customers?

2. Penjualan Digital adalah istilah umum untuk pemasaran barang atau jasa yang ditargetkan, terukur, dan interaktif dengan menggunakan teknologi digital. Tujuannya adalah mempromosikan merk (*brand*), membentuk preferensi dan meningkatkan traffic penjualan melalui beberapa teknik pemasaran digital. Istilah lain dari digital marketing adalah online marketing atau internet marketing. (Wati, 2020, 10)

Pemahaman kosakata dalam penjualan digital sangat diperlukan karena melalui *digital marketing* ini jangkauan pasar yang dapat dijangkau lebih luas, maka kemampuan untuk membangun interaksi yang baik secara langsung dengan pelanggan sangat menentukan keberhasilan sales.

Tabel 2.3 Digital Marketing Vocabulary

No	Digital Marketing Vocabulary	Meanings
1	<i>A/B Testing</i>	Percobaan membandingkan dua versi kampanye untuk melihat mana yang lebih efektif.
2	<i>CTA (Call-to-Action)</i>	Instruksi untuk mendorong pelanggan melakukan tindakan tertentu.
3	<i>CTR (Click-through Rate)</i>	Persentase orang yang mengklik iklan atau tautan.
4	<i>Conversion Funnel</i>	Jalur yang dilewati pelanggan sebelum melakukan pembelian.
5	<i>E-commerce</i>	Perdagangan elektronik.
6	<i>Landing Page</i>	Halaman web yang digunakan untuk menarik calon pelanggan.
7	<i>Lead Generation</i>	Proses menarik calon pelanggan potensial.
8	<i>Online Store</i>	Toko online
9	<i>Organic Traffic</i>	Pengunjung situs yang datang tanpa iklan berbayar.
10	<i>PPC (Pay-per-Click)</i>	Model iklan berbayar berdasarkan jumlah klik.

Di era serba digital seperti saat ini, *digital marketing* menjadi sangat penting dan umum bagi pelaku usaha atau pebisnis. Hal ini terjadi karena melalui pengaplikasian *digital marketing* dalam bisnis, memungkinkan menjangkau *sales targets* yang lebih luas, menargetkan secara lebih presisi, dan meningkatkan *brand awareness* secara efisien.

Contoh percakapan seputar *Digital Marketing*:

A: Hi, how are the results of our **PPC** campaign?

B: It's good, the **click-through rate** has increased. But the **call-to-action** needs improvement.

A: Okay, what do you suggest?

B: We could change the **CTA** to be more specific and compelling. For example, '*Get 10% Off Now!*'

A: Hmm, good idea. What about **lead generation**? Have you seen any results?

B: It's in progress. We've created several landing pages for our **e-commerce** site.

A: Great! Make sure we follow up on those leads well.

B: Yes, we're using email marketing to **nurture leads**.

A: Okay, and what about our **online store**? Are you ready to increase **sales**?

B: Yes, we've optimized our website and are ready to increase **conversions**.

*A: Hai, bagaimana hasil kampanye **PPC** kita?*

*B: Sedang bagus, **click through** ratenya sudah meningkat. Tapi perlu perbaikan pada **call- to-action**nya.*

A: Oke, apa yang kamu sarankan?

*B: Kita bisa ubah **CTA**nya jadi lebih spesifik dan menarik. Misalnya '*Get 10% Off Now!*'*

A: Hmm, ide bagus. Bagaimana dengan **lead generation**? Sudah ada hasil?

B: Sedang dalam proses, kita sudah buat beberapa **landing page** untuk **e-commerce** kita.

A: Bagus! Pastikan kita **follow up lead-lead** tersebut dengan baik.

B: Sudah, kita menggunakan **email marketing** untuk **nurturing lead**.

A: Oke, dan bagaimana **online store** kita? Sudah siap untuk meningkatkan penjualan?

B: Sudah, kita sudah **optimasi website** dan siap untuk meningkatkan **konversi**.

Forum Group Discussion

From the conversation above, describe the situation takes place by explaining:

- a. What kind of e-commerce they are conducting?
- b. What problems or difficulties do they have that time?

3. **Harga dan Promosi** merupakan elemen penting dalam pemasaran yang saling melengkapi. Harga yang tepat dan promosi yang efektif dapat meningkatkan kesadaran merk, daya tarik produk, dan akhirnya keputusan pembelian konsumen. Dalam hal promosi, komunikasi pemasaran yang bertujuan menginformasikan, mempengaruhi, dan membujuk konsumen agar membeli produk memerlukan ketrampilan tersendiri. Maka kosakata dalam hal promosi sangat layak untuk dipelajari dan dipahami.

Tabel 2.4 Price and Promotion Vocabulary

No	Price and Promotion Vocabulary	Meanings
1	<i>Bundle</i>	Paket produk dengan harga lebih murah.
2	<i>Discount</i>	Diskon
3	<i>Free Trial</i>	Percobaan gratis sebelum membeli
4	<i>Limited-time Offer</i>	Penawaran dalam waktu terbatas

No	Price and Promotion Vocabulary	Meanings
5	<i>Markdown</i>	Penurunan harga
6	<i>Money-back Guarantee</i>	Jaminan uang kembali
7	<i>Price Match</i>	Menyamakan harga dengan pesaing
8	<i>Price Point</i>	Kisaran harga produk yang sesuai dengan pasar
9	<i>Special Offer</i>	Penawaran khusus
10	<i>Value Proposition</i>	Nilai yang ditawarkan produk kepada pelanggan

Contoh percakapan seputar *Price and Promotion*:

A: We need to create an attractive **promotion** to increase sales.

B: Agreed, how about we **bundle** popular products at a **special price**?

A: Hmm, great idea. What do you suggest for the **bundle**?

B: We could **bundle products** A and B with a 20% **discount** for a limited time.

A: Great, we'll create a **limited-time offer** to increase urgency.

B: And we could also **offer a free trial** of our new product.

A: Hmm, that would help build **customer trust**. What about a guarantee?

B: We could offer a **money-back guarantee** to increase customer trust; and also **promote** on social media to increase brand awareness.

A: Okay, we'll create a more detailed **promotional plan** and start implementing it.

*A: Kita perlu buat **promosi** yang menarik untuk meningkatkan penjualan.*

*B: Setuju, bagaimana kalau kita buat **bundle produk** yang populer dengan **harga spesial**?*

A: Hmm, ide bagus. Apa yang kamu sarankan untuk **bundelnya**?

B: Kita bisa **bundel produk** A dan B dengan **diskon** 20% untuk waktu terbatas.

A: Bagus, kita buat **limited time offer** untuk meningkatkan urgensi.

B: Dan kita juga bisa tawarkan **free trial** untuk produk baru kita.

A: Hmm, itu akan membantu meningkatkan **kepercayaan pelanggan**. Apa tentang **garansi**?

B: Kita bisa tawarkan **money back guarantee** untuk meningkatkan kepercayaan pelanggan; dan juga **promosi** di media sosial untuk meningkatkan kesadaran merek.

A: Oke, kita buat **rencana promosi** yang lebih detail dan mulai implementasi.

In pairs' assignment:

Make a conversation with your peer.

The situation: you are a boss, and you ask your staff to promote your products to reach the monthly sales target.

Use those price and promotion vocabulary in your conversation!

C. Kosakata dalam Keuangan dan Akutansi

Keuangan dan akuntansi adalah dua bidang yang saling terkait terutama jika membahas tentang bisnis. Akuntansi adalah proses mencatat dan melaporkan transaksi keuangan untuk menghasilkan laporan keuangan yang akurat.

Akuntansi memiliki ruang lingkup yang lebih besar daripada sekedar pembukuan atau pencatatan keuangan/transaksi. Secara garis besar, akuntansi dalam bahasa bisnis, disimpulkan sebagai penyedia informasi keuangan yang bermanfaat bagi pihak *shareholder* maupun *stakeholder* (Bachtiar, 2019, 3). Dengan demikian, diperlukan pemahaman dan kemampuan tentang kosakata khusus dalam *Business English* terkait keuangan dan akuntansi ini.

Tabel 2.5 Finance and Accounting Vocabulary

No	<i>Finance and Accounting Vocabulary</i>	Meanings
1	<i>Accounting</i>	Akuntansi, proses pencatatan, penggolongan, peringkasan, dan pelaporan transaksi keuangan.
2	<i>Accounts Payable</i>	Utang usaha, tagihan dari supplier yang harus dibayar.
3	<i>Accounts Receivable</i>	Piutang usaha, uang yang harus diterima dari pelanggan.
4	<i>Amortization</i>	Amortisasi, penyusutan untuk aset tak berwujud seperti hak paten.
5	<i>Audit</i>	Audit, pemeriksaan laporan keuangan oleh pihak independen.
6	<i>BEP (Break Event Point)</i>	Titik impas
7	<i>Budget</i>	Anggaran, rencana keuangan untuk periode waktu tertentu.
8	<i>Budget Adjustment Act</i>	Undang-undang penyesuaian anggaran.
9	<i>Budget Year</i>	Tahun anggaran.
10	<i>Depreciation</i>	Penyusutan, penurunan nilai aset tetap seiring waktu.
11	<i>Expenses</i>	Biaya: Penurunan nilai ekonomi yang dapat berupa kas keluar atau aktiva yang berkurang untuk mendapatkan pendapatan.
12	<i>Leverage</i>	Utang yang digunakan untuk membiayai aset.
13	<i>Liability</i>	Utang atau kewajiban finansial yang dimiliki perusahaan.
14	<i>Market share</i>	Pangsa pasar yang dikuasai perusahaan.
15	<i>Profit margin</i>	Persentase laba yang dihasilkan setelah dikurangi semua biaya.
16	<i>ROI (Return on Investment)</i>	Pengembalian investasi.
17	<i>Zero Based Budgeting</i>	Panggaran berbasis nol, setiap pengeluaran harus dibenarkan dari awal.

Dalam hal keuangan dan akuntansi ini, melibatkan bentuk-bentuk laporan dengan penggunaan kosakata khusus dalam *Business English*. Laporan keuangan tersebut, biasanya disebut **Financial Report**, antara lain: **Income Statement** atau laporan laba rugi yang menampilkan pendapatan dan biaya perusahaan selama periode tertentu untuk menentukan laba atau rugi. Selanjutnya, ada **Cash Flow Statement** atau laporan arus kas yang menunjukkan aliran kas masuk dan keluar suatu perusahaan dalam periode tertentu. Kemudian ada **Statement of Changes in Equity** atau laporan perubahan ekuitas yang menjelaskan perubahan modal pemilik selama periode tertentu; dan yang terakhir, ada **Balance Sheet** yang disebut sebagai neraca, menyajikan gambaran kondisi aset, liabilitas (kewajiban), dan ekuitas perusahaan pada satu titik waktu tertentu.

Contoh percakapan seputar Finance and Accounting:

A: How's our **financial analysis** for this quarter?

B: It's in progress, we need to calculate the **break-even point** for our new product.

A: Okay, make sure we include all variable and **fixed costs**.

B: Okay, we also need to create a more realistic **budget** for next quarter.

A: Right, what about our **cash flow**?

B: It's doing well, we have enough reserves for the next few months.

A: Good, we need to make sure we have sufficient **liquidity**.

B: Agreed, we also need to create an accurate **balance sheet** to understand our **financial position**.

A: Okay, and what about our **financial statements**?

B: It's done, we have complete and accurate **financial statements**.

A: Good, we need to analyze the return on **investment** to see if our **investments** have been effective.

B: Agreed, we also need to create a plan to increase our **ROI**.

A: Okay, let's create an **action plan** and start implementing it.

A: Bagaimana **analisis keuangan** kita untuk kuartal ini?

B: Sedang dalam proses, kita perlu menghitung **break event point** untuk produk baru kita.

A: Oke, pastikan kita memasukkan semua biaya variabel dan tetap.

B: Sudah, kita juga perlu membuat **budget** yang lebih realistis untuk kuartal depan.

A: Benar, bagaimana dengan **cash flow** kita?

B: Sedang baik, kita memiliki cadangan yang cukup untuk beberapa bulan ke depan.

A: Bagus, kita perlu memastikan kita memiliki **likuiditas** yang cukup.

B: Setuju, kita juga perlu membuat **balance sheet** yang akurat untuk mengetahui posisi keuangan kita.

A: Oke, dan bagaimana **financial statement** kita?

B: Sudah selesai, kita memiliki laporan keuangan yang lengkap dan akurat.

A: Bagus, kita perlu menganalisis **return on investment** untuk mengetahui apakah investasi kita sudah efektif.

B: Setuju, kita juga perlu membuat rencana untuk meningkatkan **ROI** kita.

A: Oke, kita buat rencana aksi dan mulai implementasi.

Focus Group Discussion:

From the conversation above, answer these following questions:

- In what situation may the conversation take place?
- Why do they need to calculate the break event point?
- What is the importance of analysing the ROI?

D. Kosakata dalam Operasional dan Strategi

Operasional adalah serangkaian aktivitas harian untuk mencapai target bisnis, sementara strategi bisnis adalah rencana jangka panjang tentang cara bersaing di pasar.

Kosakata khusus dalam hal operasional dan strategi bisnis membantu pelaku bisnis dalam pemaparan rencana-rencana bisnis, baik jangka pendek maupun panjang. Beberapa kosakata dalam operasional dan strategi bisnis, antara lain:

Tabel 2.6 Business Operational and Strategy Vocabulary

No	Business Operational and Strategy	Meanings
1	<i>Brand Awareness</i>	Sejauh mana konsumen mengenali atau mengingat suatu merk.
2	<i>Business plan</i>	Rencana Bisnis: dokumen yang menguraikan tujuan, strategi, dan rencana keuangan bisnis.
3	<i>Customer Pain Points</i>	Masalah utama pelanggan yang bisa diselesaikan oleh produk.
4	<i>Customer Success</i>	Fokus pada keberhasilan pelanggan dalam menggunakan produk.
5	<i>Demand Generation</i>	Proses menciptakan permintaan terhadap produk.
6	<i>Exclusive Deal</i>	Penawaran eksklusif hanya untuk pelanggan tertentu.
7	<i>Inovation</i>	Inovasi: proses membuat produk, layanan, atau metode yang baru dan berbeda.
8	<i>Limited Stock</i>	Persediaan terbatas untuk menciptakan rasa urgensi.
9	<i>Loyalty Program</i>	Program penghargaan untuk pelanggan setia.
10	<i>Market share</i>	Pangsa pasar: persentase total pasar yang dikuasai oleh suatu perusahaan.
11	<i>Target market</i>	Kelompok pelanggan spesifik yang dituju oleh perusahaan.
12	<i>USP (Unique Selling Proposition)</i>	Keunggulan unik yang membuat produk atau layanan berbeda dari pesaing.

Baik operasional dan strategi bisnis saling terkait. Operasional adalah penjabaran konkret dari strategi bisnis yang fokus pada efisiensi dan

efektivitas proses internal seperti produksi, distribusi, dan manajemen sumber daya, dengan tujuan mendukung pencapaian tujuan bisnis secara keseluruhan.

Contoh percakapan seputar *Business Operational and Strategy*:

A: How's the progress of implementing our **business plan**?

B: It's underway. We've started focusing on exclusive, specific **market demand**.

A: Good, how do we ensure **customer success**?

B: We've developed a strategy to increase customer satisfaction and maintain their **loyalty**.

A: Yes, what **innovations** are we preparing to increase our competitive advantage?

B: We're developing new, more **innovative products** that meet **market needs**.

A: Hmm, good idea.

*A: Bagaimana progress implementasi **business plan** kita?*

*B: Sedang berjalan, kita sudah mulai fokus pada exclusive **demand pasar** yang spesifik.*

*A: Bagus, bagaimana kita memastikan **customer success**?*

*B: Kita sudah buat strategi untuk meningkatkan kepuasan pelanggan dan mempertahankan **loyalitas** mereka.*

*A: Benar, inovasi apa yang kita siapkan untuk meningkatkan **keunggulan kompetitif**?*

*B: Kita sedang mengembangkan **produk baru yang lebih inovatif** dan sesuai dengan **kebutuhan pasar**.*

A: Hmm, ide bagus.

In pairs' assignment:

Make a conversation with your peer: your colleagues are planning another more effective business strategy that focusing on the customers' needs.

Use those business and operational vocabulary in your conversation!

Kesimpulan

Penggunaan kosakata khusus dalam *Business English* sangat penting untuk mendukung kemampuan komunikasi yang baik, jelas, profesional, dan efisien terutama dalam Bahasa Inggris. Ini memungkinkan para profesional untuk menyampaikan ide yang kompleks dengan tepat, menghindari kesalahpahaman, dan berinteraksi secara efektif dalam berbagai situasi seperti negosiasi, presentasi, dan laporan bisnis.

Seperti dapat dilihat dalam beberapa contoh percakapan bahwa tidak semua kosakata dalam Bahasa Inggris, tidak dapat diterjemahkan atau dijelaskan secara leksikal ke dalam Bahasa Indonesia. Hal ini, disebut sebagai *untranslatability* atau ketidakterjemahan, yang terjadi karena konsep yang terkandung di dalamnya bersifat unik budaya dan tidak memiliki padanan langsung dalam bahasa Indonesia. Ketidakterjemahan dapat menciptakan kesenjangan leksikal, sehingga membutuhkan penjelasan deskriptif untuk menyampaikan maknanya. Kadangkala merubah kosakata tersebut dalam Bahasa Indonesia justru menyebabkan audiens gagal memahami konteks spesifiknya, dan menimbulkan ambiguitas dari penggunaan kata-kata tersebut.

BAB 3
**GRAMMAR FOR
BUSINESS COMMUNICATION**

Grammar plays a central role in how professionals communicate information, negotiate meaning, and maintain clarity in the workplace. In business contexts, messages must be precise, concise, and unambiguous. Poor grammar can cause misunderstandings, inaccurate reporting, damaged credibility, and even financial loss. As Murphy (2019) notes, grammar is not merely the “rules of language” but the system that enables speakers to express relationships between ideas accurately.

In English for business, grammatical choices become even more critical. As highlighted by Brieger and Sweeney (2011), business professionals require language forms that allow them to describe processes, express obligations, negotiate politely, and sequence actions clearly. Business communication involves providing updates, making decisions, presenting data, and explaining procedures—activities that depend heavily on accurate tense usage, modality, voice, cohesion, and tone.

This chapter focuses on three major components of grammar that support effective communication in professional environments: (1) essential grammatical structures frequently used in business settings; (2) grammar choices that shape tone, politeness, and formality; and (3) cohesion devices that contribute to clarity and logical flow. The goal is to equip learners with the grammatical tools required to communicate confidently and professionally across diverse business situations.

A. Essential Grammatical Structures

Essential grammatical structures form the foundation of business communication. Professionals frequently rely on well-chosen tenses, modal verbs, passive voice, conditionals, and reported speech to communicate with precision. As Gutjahr and Mohny (2009) emphasize, accurate grammatical forms are not optional in business—they determine whether negotiations, purchasing decisions, and sales interactions succeed.

Below are the most relevant structures for business contexts.

1. Verb Tenses in Business Contexts

According to Strutt (2010), tense mastery is one of the strongest predictors of clear business communication. Different tenses encode different business functions such as describing routines, giving updates, reporting events, or making forecasts.

a. Present Simple: Describing Routines and Facts

The present simple is used in business to describe routines, fixed schedules, ongoing processes, company policies, and general facts about an organization. It highlights information that is stable and regularly occurs. Commonly used for:

- Schedules – The meeting starts at 9 AM.
- Processes – The system backs up data every night.
- Company policies – The company provides annual training.
- General truths – Our branch operates in several regions.

More examples:

- The Finance Department reviews budgets monthly.
- Our company exports agricultural products.
- The HR team manages employee onboarding.

b. Present Continuous: Ongoing Processes or Temporary Situations

The present continuous describes actions happening now, temporary changes, or ongoing projects. It is commonly used when giving progress updates or explaining short-term activities:

- Tasks happening now – We are reviewing the data now.
- Temporary changes – The company is offering a discount this month.
- Ongoing projects – The team is developing a new app.
- More Examples:
 - We are analysing customer feedback this week.
 - The team is working on the updated design.

c. Past Simple: Completed Actions or Incident Reporting

Past simple is used to describe actions that were completed at a specific time in the past. In business, it is essential for reporting events, summarizing meetings, or documenting milestones. Commonly used for:

- Project milestones – We completed Phase 1 last month.
- Past events – The CEO visited the site in 2022.
- Briefings – The system failed during testing.

More Examples:

- The manager approved the proposal yesterday.
- We encountered technical issues during the test.
- The supplier delivered the order late.

d. Future Forms: Plans and Intentions

Different future forms express different business intentions.

- Will is used for decisions made at the moment or predictions.
- Going to expresses plans prepared earlier.
- Present continuous (future) indicates scheduled events.

More Examples:

- We will review the contract tomorrow.
- We are going to expand distribution next year.
- Our team is meeting the new client on Friday.
- The company will announce the results this afternoon.

e. Present Perfect: Status Updates

Ellman (2014) notes that the present perfect is crucial in project management and economics because it links past performance to present conditions. It is widely used in business for progress updates, reporting recent changes, and describing achievements. Used for:

- Progress updates – We have completed the initial assessment.
- Achievements – The company has won three awards.
- Recent changes – Customer satisfaction has improved.

More Examples:

- Sales have increased significantly this quarter.
- The IT team has fixed the main issues.
- Our market share has grown over the past year.

2. Modal Verbs for Professional Purposes

Modal verbs signal obligation, recommendation, permission, and possibility. As Hughes and McLarty (2017) observe, modals also heavily influence tone, especially in multicultural environments where directness must be softened.

a. Obligation

Modal verbs such as **must**, **have to**, and **need to** express strong necessity or requirements. In business communication, they are often used for rules, procedures, deadlines, and responsibilities.

For example:

- Employees must follow all safety procedures.
- Staff have to submit reports before Friday.
- You need to complete the training module this week.

b. Recommendation

Should and **ought to** are used to give advice or suggest the most appropriate or beneficial action. They are softer than obligation modals and are commonly used in meetings, planning discussions, or strategy reviews. For example:

- We should reassess our pricing strategy.
- The team should consider alternative suppliers.
- We ought to improve our customer support process.

c. Possibility

Might, **may**, and **could** express uncertainty, prediction, or potential outcomes. These modals help communicate risk, forecast results, or suggest a range of possible developments.

For example:

- *The delay could impact delivery schedules.*
- *Sales may decrease next quarter.*
- *The issue might cause further complications.*

d. Polite Requests

In business interactions, **could** and **would** are preferred for asking others to do something in a courteous and professional manner. They help maintain a respectful tone, especially when speaking to clients, colleagues, or superiors. For example:

- *Could you clarify the figures?*
- *Would you share the updated file?*
- *Could you join the meeting at 10 AM?*
- *Would you mind checking the final draft?*

3. Passive Voice in Professional Communication

Passive voice is commonly used in business documents, procedures, and operations to focus on the action rather than the actor. As noted in Oxford's Business Results series (Hughes & McLarty, 2017), passive voice is essential for neutrality and objectivity. This makes it especially suitable for reports, procedures, and operational documents where clarity and professionalism are important. It also helps avoid assigning blame and keeps attention on processes, which is why it appears frequently in SOPs, quality control statements, and formal briefings. For example:

- The issue was identified during inspection.
- A new policy will be introduced next month.
- The goods have been dispatched.

Micro-Practice: Active → Passive

- a. The technician repaired the system.
→ The system was repaired by the technician
- b. The team will complete the audit tomorrow.
→ The audit will be completed by the team tomorrow.
- c. Management approved the proposal.
→ The proposal was approved by management.

4. Conditionals for Decision-Making and Forecasting

Conditionals are essential in business communication because they help professionals talk about possible outcomes, evaluate risks,

make projections, and consider alternative strategies. They allow speakers to describe what will happen, what could happen, or what would have happened under different circumstances. As Brieger and Sweeney (2011) point out, conditional structures support clear problem-solving and strategic thinking, making them indispensable in meetings, forecasting discussions, and project evaluations.

First Conditional: Realistic and Possible Situations

The first conditional is used to discuss outcomes that are likely or possible in the future. It helps express real predictions or consequences based on current actions. For example, *If we reduce prices, sales will increase.*

Second Conditional: Hypothetical or Strategic Scenarios

The second conditional describes imaginary or unlikely situations. This form is often used in planning, brainstorming, or discussing long-term strategic options that are not currently in place. For example, *If we expanded internationally, we could reach new markets.*

Third Conditional: Evaluating Past Decisions

The third conditional is used to reflect on past situations and consider how different actions might have changed the outcome. It is common in project reviews, incident analysis, or lessons-learned discussions. For example, *If we had acted sooner, we would have avoided delays.*

Tabel 3.1 Conditionals in Context

In our monthly review meeting, the team discussed several possible outcomes for the next quarter. <i>If demand increases, we will need to boost production immediately.</i>	→ a first conditional that reflects a realistic possibility.
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<p>The manager also explored a more strategic scenario, noting that <i>if we expanded our marketing efforts to new regions, we could attract a larger customer base.</i></p>	<p>→ the second conditional for hypothetical strategies</p>
<p>Looking back at past challenges, the operations officer added that <i>if we had addressed last month's supply issue earlier, we would have prevented the shipping backlog.</i></p>	<p>→ This third conditional helped the team reflect on missed opportunities and plan better procedures for the future.</p>

Together, these conditional structures allowed the team to analyse real prospects, explore hypothetical strategies, and learn from past decisions.

B. Grammar for Professional Tone and Formality

Tone is the interpersonal layer of business communication. As Murphy (2019) and Brieger & Sweeney (2011) emphasise, grammar—not vocabulary alone—determines whether a message feels polite, formal, diplomatic, or direct.

One key distinction lies between **formal and informal grammar choices**. Formal contexts—such as presentations, meetings with senior managers, or cross-cultural interactions—generally require more explicit and complete forms. For example:

- “*We are reviewing the proposal*” is more formal and appropriate in official settings, whereas
- “*We’re reviewing the proposal*” is suitable for more casual or internal conversations.

The degree of formality can also be signaled through grammatical structure. A phrase such as *“It is recommended that we...”* creates a more formal and authoritative tone, while *“We should...”* sounds more neutral and conversational.

Effective communicators consider these differences and adapt their tone to match the expectations of their audience and the professional context.

Politeness is another important aspect shaped by grammar. Business professionals frequently rely on **politeness strategies** to maintain positive relationships, especially in situations that involve requesting information, seeking clarification, or asking someone to take action. For example:

- Indirect request forms: *“Could you explain the variance?”* or *“Would you mind sharing the report?”*, soften the demand and convey respect.
- Hedging expressions: *“It seems there may be a delay”* or *“We might need extra time”* reduce directness and help prevent conflict.
- Impersonal structures: *“There appears to be an issue”* or *“It is expected that the shipment will arrive on Monday”*—also help maintain neutrality and avoid assigning blame.

These grammatical choices are especially valuable in multicultural teams where differing communication expectations must be navigated carefully.

In addition to politeness, grammar is essential for expressing **diplomatic disagreement**. As Gutjahr and Mohney (2009) note, diplomacy is central to effective communication in sales, purchasing, and negotiation contexts. Rather than rejecting an idea directly, professionals often use softening patterns such as:

- *“I see your point; however...”*,
- *“Perhaps we could consider another option,”*
- *“I’m afraid that timeline may not be realistic.”*

These expressions help maintain a collaborative atmosphere while still allowing for honest discussion.

Grammar also plays a role in signaling **hierarchy and authority** within an organization. Certain structures naturally convey leadership and decisiveness, as in *“We will proceed...”*, while others encourage collaboration, such as *“We could try...”*. Modal verbs can express caution—*“There may be a delay”*—or assertiveness—*“This must be finalized.”* Understanding how these grammatical choices reflect different levels of authority helps professionals communicate appropriately with supervisors, colleagues, and external stakeholders.

Hence, these grammatical features support clarity, respect, and professionalism in business communication, enabling speakers to navigate diverse workplace situations with confidence.

C. Cohesion and Flow in Business Communication

Cohesion is essential in business communication because it helps listeners and readers follow explanations, updates, and presentations with ease. As Ellman (2014) notes, cohesive devices play an important role in economic and business discourse, where professionals often describe sequences, cause–effect relationships, or comparisons. Effective use of cohesion ensures that ideas are linked clearly and logically, allowing information to flow smoothly from one point to the next.

One important aspect of cohesion involves the use of **logical connectors**, which signal how ideas relate to each other. For example:

- Addition markers (furthermore, in addition, moreover)
→ introduce supporting information
- Contrast markers (however, on the other hand, nevertheless)
→ highlight differences or opposing viewpoints.

- Cause-effect connectors (therefore, consequently, because of—, due to, as a result, thus)
 - help explain reasons or results, making them especially useful in financial reporting, project updates, or decision-making discussions.

When used appropriately, these connectors guide the audience through the speaker's reasoning and create a clearer argumentative structure.

Another key component of cohesion is **sequencing**, especially when describing procedures, workflows, or steps in a process. Terms such as *first, then, next, and finally* establish a logical order that is crucial in SOPs, operational briefings, and presentations. For example, a manager explaining a quality control process might say, "*First, we collect the data. Next, the team analyses the results.*" This structure helps the audience visualize the progression of tasks and understand how each stage contributes to the overall workflow.

Cohesive communication also depends on the ability to **clarify** and **summarise information**. Phrases like *in other words, to put it simply, or overall, we can conclude that...* help the speaker simplify complex points, restate key ideas, or transition toward conclusions. These expressions are particularly useful when presenting technical data or explaining unfamiliar concepts to a mixed audience.

Finally, internal cohesion through **reference** is an essential tool for maintaining clarity. The use of reference words such as *this, that, these, and those* connects current statements to previously mentioned ideas, preventing unnecessary repetition. For example, "*The shipment was delayed. This affected the entire production timeline,*" shows how a reference word links cause and consequence clearly. Proper use of reference markers helps avoid ambiguity and ensures that listeners understand exactly which idea is being discussed.

Cohesion ensures that explanations, updates, and presentations are easy to follow. As Ellman (2014) explains, cohesive devices play an

important role in economic and business discourse because professionals frequently present sequences, cause-effect chains, and comparisons.

Summary

This chapter emphasized grammar as a central component of effective business communication. Essential grammatical structures help professionals describe events accurately, express obligations, give updates, explain processes, and make decisions. Grammar choices related to tone and formality help maintain professionalism, diplomacy, and clarity in interaction. Cohesive devices support logical flow in presentations, processes, and oral explanations.

By mastering these grammatical elements, professionals gain the linguistic precision and confidence required to communicate effectively in modern business environments.

BAB 4
BUSINESS CORRESPONDENCE

Dalam dunia komunikasi profesional, bahasa Inggris semakin mendominasi sebagai bahasa resmi dalam berbagai industri. Namun, kemampuan dalam *Business English* tidak hanya terbatas pada berbicara atau memahami dialog. Salah satu keterampilan yang paling vital dan sering digunakan adalah kemampuan dalam menyusun korespondensi bisnis. Melalui tulisan inilah para pelaku bisnis berkomunikasi, menyampaikan informasi, bernegosiasi, dan menjalin hubungan jangka panjang dengan mitra serta pelanggan.

Korespondensi bisnis memerlukan perhatian yang lebih mendalam dibandingkan dengan komunikasi verbal. Setiap kata memiliki arti penting, setiap kalimat menyimpan makna, dan setiap nada dalam bahasa dapat memengaruhi penerimaan pesan. Susunan yang jelas, penggunaan bahasa yang seragam, dan penyampaian yang akurat menjadi hal utama agar tujuan komunikasi dapat tercapai tanpa terjadinya salah paham. Alasan inilah yang menyebabkan korespondensi bisnis sering kali dianggap sebagai representasi tertulis dari profesionalisme suatu perusahaan.

Dengan kemajuan teknologi, bentuk korespondensi telah berubah. Jika sebelumnya surat resmi adalah metode utama, saat ini email, memo, dan bentuk pesan elektronik lainnya telah mengambil alih peran yang lebih signifikan. Meskipun begitu, prinsip dasar penulisan korespondensi tetap tidak berubah: menyampaikan pesan dengan tepat, efisien, dan sesuai dengan aturan etika bisnis. Perubahan dalam media tidak menghapus kebutuhan untuk tetap bersikap profesional dalam setiap pesan tertulis.

Karena itu, pemahaman tentang jenis-jenis korespondensi, struktur yang benar, pilihan bahasa yang tepat, serta contoh penerapannya dalam situasi nyata sangatlah krusial bagi siapa pun yang ingin meraih keberhasilan di dunia kerja. Bab ini akan membahas terkait aspek dasar dari *Business Correspondence* mulai dari definisi, tujuan, fungsi, peran, unsur-unsur korespondensi, jenis-jenis *Business Correspondence* serta latihan dan studi kasus untuk memberikan pemahaman yang nyata.

A. Pengantar *Business Correspondence*

1. Pengertian *Business Correspondence*

Business Correspondence (korespondensi bisnis) adalah bentuk komunikasi tertulis yang digunakan dalam situasi profesional untuk menyampaikan pesan, informasi, atau instruksi antara orang lain dan organisasi. Komunikasi tertulis ini mencakup berbagai jenis media, termasuk surat, memo, email, serta pesan forma lainnya yang dirancang untuk mencapai kejelasan, akurasi, dan menjaga profesionalisme (Boove & Thill, 2024). Di Era bisnis yang modern, korespondensi berfungsi sekaligus membangun citra profesional suatu perusahaan.

Selain berperan sebagai alat komunikasi, korespondensi bisnis juga berfungsi sebagai bukti tertulis yang memiliki nilai administratif dan hukum. Banyak keputusan bisnis, transaksi, dan perjanjian formal dicatat melalui struktur dan standar tertentu (Cardon, 2021). Oleh karena itu, pemahaman tentang cara menyusun korespondensi yang efektif sangat penting agar pesan yang disampaikan tidak menimbulkan kebingungan atau salah interpretasi.

Selanjutnya, korespondensi bisnis tidak hanya berkaitan dengan penyampaian informasi, tetapi juga menunjukkan kemampuan bahasa dan etika komunikasi profesional individu. Pemilihan kata, nada bahasa, serta kejelasan dalam menyampaikan pesan merupakan bagian dari kemampuan komunikasi yang seharusnya dimiliki praktisi bisnis, akademisi, maupun mahasiswa yang akan memasuki dunia kerja (Guffey & Loewy, 2022). Jadi, memahami definisi, ruang lingkup, dan maksud dari korespondensi bisnis merupakan langkah awal yang krusial untuk menguasai keterampilan ini.

2. Tujuan dan Fungsi *Business Correspondence*

Tujuan utama dari korespondensi bisnis adalah untuk menyampaikan informasi dengan jelas, efisien, dan terekam. Komunikasi tertulis memungkinkan suatu perusahaan/instansi untuk menyimpan catatan yang dapat berfungsi sebagai acuan atau bukti di masa yang akan

datang, terutama terkait transaksi bisnis, perjanjian, dan arahan resmi (Lehman & Dufrene, 2022). Dengan adanya dokumentasi, suatu perusahaan dapat mengurangi kemungkinan terjadinya miskomunikasi yang dapat merugikan baik pihak internal maupun eksternal.

Disamping fungsi administratif tersebut, korespondensi juga berperan dalam memperkuat hubungan profesional antara organisasi dan pihak-pihak terkait. Melalui penulisan korespondensi yang terstruktur dengan baik, suatu perusahaan/instansi dapat menampilkan citra profesional, etiket, dan kredibilitas di mata para klien, mitra, dan pelanggan (Suratno, 2020).

Fungsi lain dari korespondensi adalah mendukung peningkatan efektivitas dalam proses bisnis. Korespondensi digunakan untuk menyampaikan arahan, permintaan informasi, klarifikasi, negosiasi, serta penyelesaian masalah dengan cara yang lebih efisien. Dalam konteks globalisasi, korespondensi juga menjadi alat untuk komunikasi antar budaya dan antar negara, memfasilitasi interaksi bisnis tanpa batas wilayah (Gimenez, 2014). Dengan demikian, korespondensi bisnis memiliki dimensi yang tidak hanya administratif, tetapi juga strategis.

3. Prinsip Penulisan *Business Correspondence* yang Efektif

Penulisan surat bisnis yang efisien memerlukan penerapan aspek kejelasan. Pesan perlu disampaikan dengan cara yang langsung, tidak bertele-tele, dan mudah dipahami oleh orang yang menerima. Kejelasan dapat diperoleh melalui pemilihan kata yang sesuai, penyusunan kalimat yang logis, dan pengaturan paragraf yang terstruktur dengan baik.

Aspek lain yang tak kalah penting adalah ketepatan (*accuracy*). Informasi yang diberikan harus akurat, komprehensif, dan tidak menimbulkan kebingungan. Ketepatan sangat krusial dalam hal instruksi, transaksi, dan perjanjian bisnis karena kesalahan informasi bisa merugikan banyak pihak. Maka dari itu, memeriksa ulang sebelum mengirim adalah langkah yang tidak bisa diabaikan.

Selain itu, korespondensi juga harus menjaga aspek kesopanan dan nada profesional. Bahasa yang digunakan harus mencerminkan rasa hormat kepada penerima, bahkan dalam situasi dimana pesan tersebut berkaitan dengan keluhan atau penolakan. Menggunakan nada yang netral namun tetap tegas sangat dianjurkan untuk mempertahankan relasi bisnis yang baik.

4. Unsur-Unsur Korespondensi

Setiap jenis korespondensi bisnis umumnya memiliki unsur-unsur pokok seperti heading, date, inside address, salutation, body message, complimentary close, dan signature (Cardon, 2021). Struktur ini membantu penulis menyusun pesan secara sistematis sehingga memudahkan pembaca memahami isi surat. Pada media digital seperti email, beberapa unsur akan disesuaikan, tetapi prinsip penyusunannya tetap sama.

Unsur terpenting dalam korespondensi adalah isi pesan (*body message*), yang harus ditulis dengan jelas dan fokus pada tujuan. Paragraf pertama biasanya menyampaikan maksud utama, paragraf berikutnya memberikan detail pendukung, dan bagian terakhir berisi penegasan atau permintaan tindak lanjut (GVSU, 2020). Struktur seperti ini membantu pembaca menerima pesan tanpa kebingungan.

Selain struktur, format visual seperti penggunaan paragraf blok, spasi, dan tata letak juga berpengaruh terhadap keterbacaan. Surat atau email yang tertata dengan baik mencerminkan profesionalisme dan memudahkan pembaca dalam menavigasi isi pesan (Suratno, 2020). Karena itu, unsur-unsur ini harus diperhatikan dalam setiap korespondensi bisnis.

5. Etika dan Profesionalisme dalam *Business Correspondence*

Etika sangat penting dalam korespondensi bisnis karena pesan yang tidak sopan, ambigu, atau terlalu informal dapat merusak hubungan profesional. Penggunaan bahasa yang santun, pilihan kata yang tepat, dan nada yang profesional merupakan aspek fundamental yang harus

dijaga (Diri, 2024). Bahkan dalam situasi komplain sekalipun, penulis harus tetap menggunakan nada yang menghargai penerima.

Profesionalisme juga tercermin dari konsistensi format, akurasi data, dan ketaatan pada standar organisasi. Banyak perusahaan memiliki pedoman penulisan korespondensi yang menetapkan gaya bahasa, standar penulisan, hingga kebijakan penggunaan email (Bovee & Thill, 2024). Mematuhi pedoman tersebut menunjukkan kompetensi dan integritas penulis.

Selain itu, korespondensi harus mematuhi prinsip kerahasiaan dan keamanan data. Informasi sensitif tidak boleh disebarkan sembarangan, terutama melalui media digital yang rentan terhadap penyalahgunaan (Cardon, 2021). Dengan demikian, pemahaman mengenai etika dan keamanan informasi menjadi bagian penting dari profesionalisme dalam *business correspondence*.

B. Klasifikasi *Business Correspondence*

1. Berdasarkan Arah Komunikasi

a. Korespondensi Internal (*Internal Correspondence*)

Definisi:

Korespondensi internal adalah komunikasi yang terjadi di dalam perusahaan, antara karyawan, tim, atau departemen. Tujuannya menyampaikan informasi operasional, instruksi, atau laporan internal. Komunikasi ini biasanya ringkas, jelas, dan efisien, namun tetap profesional (Bovee & Thill, 2024).

Struktur:

- Header (To, From, Date, Subject)
- Opening (Sapaan, Maksud memo/email)
- Body (Informasi Utama)
- Closing (Instruksi Tambahan atau Penutup)

Gaya Bahasa:

- Ringkas, jelas, profesional
- Nada netral-informal sesuai konteks

- Hindari jargon yang tidak perlu

Contoh Internal Correspondence:

1) Internal Memo

Memo

To: All Staff

From: HR Department

Date: 5 December 2025

Subject: Updated Work Schedule

Dear Team,

Starting next Monday, the working hours will change from 9 AM – 5 PM to 8 AM – 4 PM. Please adjust your tasks accordingly.

Best regards,

HR Department

2) Internal Email

Subject: Project Update

Dear Team,

The marketing project report is due on 10 December 2025. Kindly submit your sections to the shared drive before the deadline.

Thanks,

Project Manager

3) Circular Internal

To: All Departments

Date: 1 December 2025

Subject: Safety Procedures Reminder

All employees are reminded to follow the updated office safety protocols effective immediately.

b. Korespondensi Eksternal (*External Correspondence*)

Definisi:

Korespondensi eksternal adalah komunikasi dengan pihak di luar perusahaan, seperti klien, pemasok, atau mitra bisnis. Nada surat

biasanya lebih formal, karena mewakili citra profesional perusahaan (Cardon, 2021).

Struktur:

- Letterhead/heading
- Date
- Recipient (Name & Address)
- Salutation
- Body (Opening, Main Info, Closing)
- Complimentary Close & Signature

Gaya Bahasa:

- Formal, sopan, profesional
- Nada jelas dan persuasif jika dibutuhkan (misal penawaran)

Contoh External Correspondence:

1) Business Letter (Order Confirmation)

15 November 2025

Mrs. Joan Duffy

XYZ Corporation

Subject: Order Confirmation

Dear Mrs. Duffy,

We are pleased to confirm your order of 50 units of product ABC.

Delivery will be on 20 November 2025.

Sincerely,

Jane Doe

Sales Manager

2) External Email (Inquiry)

Subject: Product Inquiry

Dear Sir/Madam,

We are interested in your new office chairs and would like to inquire about pricing, stock availability, and delivery options. We look forward to your prompt reply.

*Sincerely,
Marketing Department*

3) External Circular/Announcement

Subject: Upcoming Product Launch

Dear Valued Clients,

We are excited to announce our new product line, launching on 10 January 2026. Please find the attached brochure for details.

2. Berdasarkan Media dan Tingkat Formalitas

a. Surat Bisnis (*Business Letters*)

Definisi:

Surat formal yang digunakan untuk komunikasi resmi, baik internal maupun eksternal, seperti pemesanan, konfirmasi, penawaran, atau pemberitahuan resmi (Guffey & Loewy, 2022).

Struktur:

- Letterhead/heading
- Date
- Recipient (Name & Address)
- Salutation
- Body (Opening, Main Info, Closing)
- Complimentary Close & Signature

Gaya Bahasa:

- Formal, sopan, profesional
- Nada jelas, ringkas, dan langsung ke tujuan

Contoh:

22 November 2025

Mr. Alan Thompson

ABC Supplies Ltd.

Subject: Order Confirmation

Dear Mr. Thompson,

We are pleased to confirm your order of 100 units of product XYZ.

Shipment will be on 28 November 2025.

Thank you for your business.

Sincerely,

Lisa Carter

Sales Manager

b. Memo

Definisi:

Dokumen internal yang ringkas, digunakan untuk menyampaikan informasi, pengumuman, atau instruksi antar departemen atau karyawan (Bovee & Thill, 2024).

Struktur:

- To / From / Date / Subject
- Body (langsung ke pokok masalah)

Gaya Bahasa:

- Ringkas, jelas, netral-formal
- Mudah dibaca dan dipahami

Contoh:

To: All Staff

From: HR Department

Date: 25 November 2025

Subject: Office Renovation Schedule

Dear Team,

The office renovation will start on 1 December 2025 and continue for two weeks. Please ensure all personal items are cleared from your desks.

c. Email Bisnis (*Business Emails*)

Definisi:

Media elektronik untuk komunikasi cepat, bisa internal maupun eksternal, efektif untuk permintaan informasi, konfirmasi, undangan, atau pengumuman (An Intermediate Guidance for Business Correspondences, 2020).

Struktur:

- Subject
- Salutation
- Body (Opening, Main Info, Closing)
- Complimentary Close

Gaya Bahasa:

- Formal atau semi-formal tergantung penerima
- Ringkas dan jelas, mudah dibaca

Contoh:

Subject: Inquiry About Software License

Dear Sir/Madam,

We would like to inquire about the pricing and licensing terms of your latest project management software. Kindly provide details at your earliest convenience.

Best regards,

IT Department

d. Faksimilie (Fax)

Definisi:

Dokumen yang dikirim menggunakan mesin faks, biasanya untuk tujuan resmi atau bukti pengiriman dokumen legal

Struktur:

- To / From / Date / Pages / Subject
- Body (Informasi Utama)

Gaya Bahasa:

- Formal dan Ringkas
- Tidak perlu terlalu panjang

Contoh:

To: Legal Department, XYZ Corp.

From: Contract Management, ABC Ltd.

Date: 26 November 2025

Pages: 3

Subject: Signed Contract Agreement

Attached is the signed contract agreement for your records. Please confirm receipt via fax or email.

e. Surat Edaran (Circulars)

Definisi:

Dokumen resmi yang digunakan untuk menyampaikan informasi penting kepada banyak pihak, internal atau eksternal

Struktur:

- Heading / Title
- Date
- Recipients
- Body (informasi Utama)
- Closing

Gaya Bahasa:

- Formal, jelas, profesional
- Informasi harus mudah dipahami dan ringkas

Contoh:

Subject: Updated Work-from-Home Policy

All employees are hereby informed that starting 1 January 2026, employees may work remotely up to 3 days per week. Full guidelines are available on the HR portal.

3. Berdasarkan Tujuan Komunikasi

a. Korespondensi Penjualan (Sales Correspondence)

Definisi:

Digunakan untuk memasarkan produk atau layanan kepada calon pelanggan atau klien. Tujuan utamanya meningkatkan penjualan dan membangun hubungan bisnis (Gimenez, 2014).

Struktur:

- Header / Letterhead
- Date
- Recipient

- Salutation
- Body (Opening, Product/Service Info, Call to Action)
- Closing & Signature

Gaya Bahasa:

- Persuasif, profesional, menakutkan
- Nada formal atau semi-formal
- Fokus pada manfaat produk

Contoh:

22 November 2025

Ms. Sarah Lee

XYZ Enterprises

Subject: Introducing Our New Eco-Friendly Office Chairs

Dear Ms. Lee,

We are excited to present our latest eco-friendly office chairs. Designed for comfort and sustainability, they are perfect for modern workplaces. For orders placed before 30 November, we offer a 10% discount.

Sincerely,

Michael Adams

Sales Manager

b. Korespondensi Permintaan Informasi (Inquiry Correspondence)

Definisi:

Digunakan untuk meminta informasi lebih lanjut sebelum melakukan transaksi atau kerjasama. Bisa berupa pertanyaan tentang harga, stok, atau layanan (Diri, 2024).

Struktur:

- Date
- Recipient
- Salutation
- Body (Opening, Questions, Request for Response)
- Closing & Signature

Gaya Bahasa:

- Sopan, jelas, profesional
- Ringkas dan langsung ke pokok pertanyaan

Contoh:

Subject: Inquiry About Bulk Order Pricing

Dear Sir/Madam,

We are interested in purchasing 500 units of product ABC. Could you please provide pricing details, delivery schedule, and payment terms?

Thank you for your prompt response.

Best regards,

Procurement Department

c. **Korespondensi Undangan (Invitation Correspondence)**

Definisi:

Digunakan untuk mengundang pihak lain ke acara bisnis, seminar, atau pertemuan resmi.

Struktur:

- Header / Date / Recipient
- Salutation
- Body (Opening, Event Details, RSVP)
- Closing & Signature

Gaya Bahasa:

- Formal, sopan, dan jelas
- Informasi penting seperti tanggal, waktu, tempat harus tercantum

Contoh:

15 November 2025

Mr. John Roberts

ABC Corporation

Dear Mr. Roberts,

We are pleased to invite you to the Annual Business Networking Event on 10 December 2025 at Grand Ballroom, Hotel XYZ, starting at 10 AM. Kindly confirm your attendance by 5 December 2025.

*Sincerely,
Event Coordinator*

d. Korespondensi Pesanan (Order & Confirmation Correspondence)

Definisi:

Digunakan untuk melakukan pemesanan barang atau jasa dan mengkonfirmasi penerimaan pesanan.

Struktur:

- Date / Recipient
- Salutation
- Body (Order Details / Confirmation)
- Closing & Signature

Gaya Bahasa:

- Formal, jelas, rinci
- Hindari ambigu dalam jumlah, harga, atau tanggal

Contoh – Order Letter:

*20 November 2025
Sales Department
XYZ Supplies Ltd.*

Dear Sir/Madam,

We would like to place an order for 200 units of product ABC. Please confirm receipt and provide expected delivery date.

*Sincerely,
Procurement Officer*

Contoh – Confirmation Letter:

*22 November 2025
Mr. Alan Thompson
ABC Supplies Ltd.*

Dear Mr. Thompson,
We confirm receipt of your order of 200 units of product ABC.
Delivery will be on 28 November 2025.

Sincerely,

Lisa Carter
Sales Manager

e. Korespondensi Rutin (*Routine Correspondence*)

Definisi:

Digunakan untuk komunikasi yang bersifat rutin, seperti balasan surat, konfirmasi informasi, atau update status.

Struktur:

- Date / Recipient
- Salutation
- Body (Opening, Routine Info, Closing)
- Signature

Gaya Bahasa:

- Netral, jelas, singkat
- Tidak terlalu panjang atau berlebihan

Contoh:

Subject: Status Update on Shipment

Dear Mr. Roberts,
We would like to inform you that your shipment of product XYZ is scheduled for delivery on 25 November 2025. No issues have been reported.

Best regards,
Logistics Department

f. Korespondensi Keluhan & Tanggapan (*Complaint & Adjustment Letters*)

Definisi:

Digunakan untuk menyampaikan keluhan atau menanggapi keluhan pelanggan/mitra.

Struktur:

- Date / Recipient
- Salutation
- Body (Statement of Issue, Request/Resolution, Closing)
- Signature

Gaya Bahasa:

- Profesional, sopan, konstruktif
- Hindari nada emosional

Contoh – Complaint Letter:

15 November 2025

Customer Service

XYZ Corporation

Dear Sir/Madam,

I received my order of product ABC today, but 2 units are damaged.

Please advise how this can be resolved promptly.

Sincerely,

Jane Lee

Contoh – Adjustment Letter:

17 November 2025

Ms. Jane Lee

Customer

Dear Ms. Lee,

We apologize for the damaged items in your order. Replacement

units will be shipped immediately, and we will cover any additional

shipping costs.

Sincerely,

Customer Service Manager

g. Korespondensi Persetujuan, Penolakan, dan Negosiasi (Approval, Declination, and Negotiation Letters)

Definisi:

Digunakan untuk memberikan persetujuan, menolak, atau melakukan negosiasi dalam bisnis.

Struktur:

- Date / Recipient
- Salutation
- Body (Decision / Terms / Proposal)
- Closing & Signature

Gaya Bahasa:

- Formal, jelas, profesional
- Sopan, khususnya saat menolak atau menegosiasi

Contoh – Approval letter:

20 November 2025

Mr. Alan Thompson

ABC Supplies Ltd.

Dear Mr. Thompson,

We are pleased to approve your proposal for supply of product XYZ starting January 2026.

Sincerely,

Procurement Director

Contoh – Declination Letter:

22 November 2025

Ms. Sarah Lee

XYZ Enterprises

Dear Ms. Lee,

We regret to inform you that your proposal cannot be accepted at this time due to budget constraints.

Sincerely,

Project Manager

Contoh – Negotiation Letter:

25 November 2025

Mr. John Roberts

ABC Corporation

*Dear Mr. Roberts,
Regarding the pricing proposal, we suggest a 5% discount for orders exceeding 500 units. We hope this meets your expectations.*

*Sincerely,
Sales Manager*

C. Latihan Dan Studi Kasus

1. Writing Practice: Business Letters

Write the following business correspondence using proper format, tone, and structure. Gunakan format, nada, dan struktur yang sudah dipelajari pada Bab 2.

- a. *Write an Inquiry Letter*
Ask a company about pricing, stock, and delivery for their newest office equipment.
- b. *Write a Complaint Letter*
Complain to a supplier regarding a delayed shipment that disrupted your operations.
- c. *Write an Order Letter*
Place an order for 100 units of office supplies, specifying delivery and payment terms.
- d. *Write a Confirmation Letter*
Confirm the agreed scheduled of a business meeting with a client.
- e. *Write an Internal Memo*
Inform all staff about the change in working hours for next week.

2. Vocabulary Application

Choose the most appropriate word from the word box to complete each sentence.

delay - inquire - resolve - shipment - clarification - immediately

- a. *I am writing to ____ further information regarding your latest software updates.*
- b. *We would like to express our concern about the ____ delay in shipping our order.*
- c. *Please let us know if the issue can be ____ immediately.*
- d. *We need your ____ regarding the proposed meeting agenda.*
- e. *The client expects the problem to be handled ____.*

3. Sentence Construction

Rearrange the words into a correct business sentence.

- a. *soon / response / appreciate / your / we / will*
- b. *meeting / the / confirm / please / tomorrow / schedule*
- c. *report / send / updated / kindly / the / us*

4. Latihan Mengubah Nada Surat (Tone Adjustment)

Analyze the following business correspondence. Identify issues with tone, clarity, or structure, then rewrite professionally.

- a. *“Your team clearly failed to meet the deadline, and this is unacceptable.”*
- b. *“Please send the report today. Failure to comply will be noted.”*
- c. *“We would like to invite you to our meeting.”*

BAB 5
**BUSINESS REPORTS
AND PROPOSALS**

Written communication plays a significant role in business world as this form of communication provides a permanent record, ensures clarity and accountability, and enhances professional and credibility. Two common yet distinct written communication in business are business reports and proposals. These two written documents are crucial in organizational communication, serving as primary vehicles for conveying information, supporting decision-making, and persuading stakeholders (Bové & Thill, 2021). The forms of these documents range from brief informal reports to comprehensive formal proposals that can determine the success or the failure of business endeavour.

Business reports primarily contain factual records regarding the description, analysis, and evaluation of business organization. These records can assist organization to find out what has happened, why it has happened, and how to take necessary action in relation with the situations happened (Cardon, 2020). Meanwhile, business proposals mainly aim to convince and persuade potential clients or stakeholders to make approvals on the proposed ideas, solutions, funds, and projects (Locker & Kaczmarek, 2014).

This chapter discusses the nature of business reports and proposals, the types of these two documents, how to structure them, and how to write in a systematic way.

A. Business Reports in A Nutshell

Business reports are formal written documents that provide information and analysis to help business to meet the set goals and make informed decision. Business reports are structured and organized in such a way to present factual information regarding the the research results or the investigation to meet specific request of the business stakeholders (Guffey & Loewy, 2021). The main function of business reports are to document activities, support decision-making,

demonstrate accountability, and facilitate organizational learning (Bhatia, 2018).

Business reports may vary in topics including performance evaluation, financial analysis, market research, and management project (Guffey & Loewy, 2021). The typical characteristics of business report are presented in a clear and concise manner containing factual, objective, and informative data and analysis. The business reports, whether analytical or regular, are useful for stakeholders to make sound decisions. In an era of data-driven work cultures, the ability to synthesize information thoughtfully and communicate it effectively through well-crafted reports has become increasingly critical (Newman & Ober, 2013).

B. Types of Business Reports

Types of business reports are classified based on purposes, formality, length, and function (Raman & Sharma, 2019).

1. Informational Reports

The aim of informational reports is primarily to inform. These types of reports merely provide data and facts without any analysis or recommendations. Examples of these reports include progress reports, trip reports, and meeting minutes. These reports answer questions about what, when, where, and who, presenting information objectively without interpretation (Bové & Thill, 2020).

2. Analytical Reports

Analytical reports presents information along with in-depth data to help stakeholders for decision-making. These reports contains charts, graphs, and recommendations based on thorough analysis. Analytical reports encompass business steps such as investing a new project, evaluate company marketing efforts, or diagnose challenges within the company. Writing these reports requires critical thinking and problem solving skills as they can be used for

achieving better growth and development of the company (Locker & Kienzler, 2019).

3. Research Reports

As the name implies, these in-depth studies delve into certain themes or difficulties concerning the organization. Research reports are useful for exploring new markets, developing new products, or conducting a thorough examination of corporate operations. These reports serve as a guide for making critical decisions that will have a substantial impact on your company's direction and performance.

4. Progress Reports

Progress reports are used to keep track of each stage of the company projects to ensure that everything goes smoothly. These reports monitor the progress, setbacks, and future plans of ongoing initiatives. These are vital for keeping everyone informed, from employees to investors.

5. Marketing Reports

The primary goal of a marketing report is to assess the effectiveness of the marketing initiatives executed by your team. As a result, the report collects and analyzes all of your marketing channels' key performance indicators to assess their success. The marketing report provides a comprehensive summary of which techniques are effective and which may be replaced or enhanced by examining variables such as SEO, social media, consumer involvement, and others. Use the business report template.

6. Annual Reports

This sort of report is mostly used by publicly traded firms or nonprofit organizations to demonstrate shareholders the business's or organization's activity and financial health during the fiscal year. The first portion of an annual report usually provides a summary of the company's operations for the year, including a

detailed analysis of its financial performance and strategic initiatives. The second portion focuses on the company's financial statements. It consists of several financial reports and graphs that show the costs of operations, turnover, profit margin, etc.

C. Structure of Formal Business Reports

Business reports have a defined, hierarchical format that improves clarity and readability. A well-structured report allows readers to swiftly find information and understand the logical evolution of ideas.

1. Prefatory Elements

- **Title Page:** Contains the report title, author name(s), recipient name(s), and date. The title should be specific and descriptive, clearly indicating the report's content and scope (Guffey & Loewy, 2021).
- **Letter of Transmittal:** A brief letter or memo that formally conveys the report to the recipient, provides context, and may highlight key findings or recommendations (Locker & Kienzler, 2019).
- **Table of Contents:** Lists all major sections and subsections with corresponding page numbers, enabling readers to navigate the document efficiently (Bové & Thill, 2020).
- **Executive Summary:** A concise overview that presents the report's purpose, key findings, conclusions, and recommendations, typically not exceeding one to two pages. This element is crucial as many executives read only the executive summary (Lesikar et al., 2019).

2. Main Body Elements

- **Introduction:** Establishes the context by presenting the background, problem statement, purpose, scope, limitations, and methodology. The introduction orients readers and establishes the report's framework (Bhatia, 2018).

- **Findings/Discussion:** Presents the data, analysis, and interpretation organized according to the chosen pattern. This section forms the report's substantive core and should use headings, subheadings, and visual aids effectively (Guffey & Loewy, 2021).
- **Conclusions:** Summarizes the key insights derived from the findings without introducing new information. Conclusions answer the research questions or address the problem statement directly (Raman & Sharma, 2019).
- **Recommendations:** Proposes specific actions based on the conclusions, presented in order of importance or implementation sequence. Effective recommendations are specific, feasible, and supported by the analysis (Bové & Thill, 2020).

3. Supplementary Elements

- **References/Bibliography:** Lists all sources cited in the report using a consistent citation style such as APA, MLA, or Chicago (Locker & Kienzler, 2019).
- **Appendices:** Contains supplementary material such as detailed data tables, questionnaires, or technical specifications that support but do not belong in the main text (Lesikar et al., 2019).

D. Writing Style and Tone

Effective report writing follows a systematic process that ensures clarity, accuracy, and persuasiveness (Lesikar et al., 2019).

1. **Planning and Research:** This initial phase involves defining the problem or purpose, analyzing the audience, determining the scope, and gathering relevant information through primary and secondary research methods (Bové & Thill, 2020). Clear objectives guide the entire process and prevent scope creep.
2. **Organizing and Outlining:** Information must be organized logically using appropriate patterns such as chronological, spatial,

topical, or problem-solution structures (Locker & Kienzler, 2019). Creating a detailed outline ensures coherent flow and complete coverage of essential points.

- 3. Drafting:** The drafting phase translates the outline into complete prose, focusing initially on content rather than perfection. Writers should maintain objectivity, use clear language, and support claims with credible evidence (Guffey & Loewy, 2021).
- 4. Revising and Editing:** This critical phase involves reviewing for organization, clarity, accuracy, and tone. Multiple revision passes should address different aspects including structure, paragraph development, sentence construction, and word choice (Raman & Sharma, 2019).
- 5. Proofreading and Formatting:** Final checks ensure error-free documents with consistent formatting, proper citations, and professional appearance (Bovée & Thill, 2020).

E. A Brief Overview of Business Proposal

Business proposals as defined by Bovée and Thill (2020) refer to compelling documents that offer to complete projects, provide services, or address specific problems. Proposals, as opposed to reports, are forward-looking documents intended to win permission, funding, or contracts. These documents offer visions for the future, remedies, or opportunities to be achieved. Proposals bridge the gap between identifying a need and creating a detailed action plan to fulfill it. Proposals must persuade readers that the proposed solution is realistic, desirable, and superior than alternatives (Sant 2012).

F. Types of Business Proposals

A proposal is more than just a formal request. Consider how it is fashioned and the contexts that define its substance.

1. Solicited Proposals

These types of proposals respond to formal requests for proposals (RFPs) issued by organizations seeking solutions to specific problems. These proposals must address all requirements specified in the RFP and follow prescribed formats (Guffey & Loewy, 2021).

2. Unsolicited Proposals

These proposals are initiated by the proposer to suggest solutions or opportunities not specifically requested. These proposals require stronger persuasive elements as they must first convince readers that a problem or opportunity exists (Locker & Kienzler, 2019).

3. Internal Proposals

These types of proposals are submitted within an organization to request resources, propose projects, or recommend changes. They often focus on cost-benefit analysis and organizational alignment (Raman & Sharma, 2019).

4. External Proposals

These types of proposals are submitted to outside organizations, typically in competitive situations. These proposals emphasize the proposer's qualifications, competitive advantages, and value proposition (Bovée & Thill, 2020).

G. Structure of Formal Business Proposals

Professional business proposals often adhere to a set framework for clarity and coherence, while they may vary depending on organizational needs. This section discusses the common structure of formal business proposals.

- **Introduction:** Captures attention, establishes credibility, and previews the proposal's content. For solicited proposals, the introduction references the RFP; for unsolicited proposals, it establishes the problem or opportunity (Sant, 2012).

- **Background/Problem Statement:** Demonstrates understanding of the situation by describing the current context, identifying needs or problems, and establishing the significance of addressing them (Guffey & Loewy, 2021).
- **Proposed Solution:** Details the proposed approach, methodology, timeline, and deliverables. This section must be specific enough to demonstrate feasibility while remaining persuasive (Locker & Kienzler, 2019).
- **Qualifications:** Establishes credibility by presenting relevant experience, expertise, resources, and past successes. This section differentiates the proposer from competitors (Bovée & Thill, 2020).
- **Budget/Costs:** Provides a detailed breakdown of costs, demonstrating transparency and value. Effective cost sections connect expenses to benefits and outcomes (Sant, 2012).
- **Conclusion:** Reinforces key benefits, expresses confidence, and includes a call to action with clear next steps (Raman & Sharma, 2019).

H. Writing Style and Tone

1. Principles of Professional Writings

Business reports and proposals require clear, concise, and professional writing that facilitates understanding and builds credibility (Bovée & Thill, 2020). Key principles include:

- **Clarity:** Use simple, direct language and avoid jargon unless writing for technical audiences. Define terms when necessary and structure sentences for easy comprehension (Guffey & Loewy, 2021).
- **Conciseness:** Eliminate redundancy and unnecessary words while retaining necessary detail. Every sentence should serve a purpose (Locker & Kienzler, 2019).

- **Objectivity:** Present information fairly, acknowledge limitations, and avoid emotional language in reports. Proposals may be more persuasive but must maintain credibility through honest representation (Lesikar et al., 2019).
- **Active Voice:** Prefer active voice for directness and vigor, though passive voice may be appropriate when emphasizing actions over actors or in formal contexts (Raman & Sharma, 2019).

2. Audience Analysis

Understanding the audience is fundamental to effective business communication (Bové & Thill, 2020). Writers must consider:

- **Knowledge level:** Technical expertise and familiarity with the subject
- **Organizational position:** Authority, responsibilities, and priorities
- **Attitudes and expectations:** Potential biases, concerns, and preferred communication styles
- **Information needs:** What readers need to know versus want to know

Effective documents address multiple audiences through layered writing, using executive summaries for busy executives and detailed sections for technical reviewers (Locker & Kienzler, 2019).

I. Key Takeaways

Mastery of business reports and proposals is important for professional success in today's organizations. These documents are key instruments for information sharing, decision support, and persuasion. Effective reports and proposals are the outcome of methodical processes that prioritize clear purpose, extensive research, logical arrangement, appropriate language, and ethical communication.

As corporate environments become more complex and competitive, the ability to write engaging, credible, and professional reports and

proposals becomes increasingly important. Continuous progress through practice, feedback, and adherence to evolving communication standards guarantees that business communicators can face organizational and professional difficulties.

BAB 6

MEETINGS AND DISCUSSIONS

A. Introduction

Business management involves harmonizing the views and missions of numerous individuals. Consequently, interpersonal communication is a crucial element in attaining collective objectives inside a company. Conducting meetings is one of the most effective methods to enhance communication. Through meetings, individuals can share information, express opinions, offer ideas, and even make important decisions. Allen and Willenbrock (2022) describe meetings as essential part in managing organization, it can accomplish coordination, collaboration, sense-making, and organizational strategy. Meetings make business operations more efficient because employees can coordinate more easily and gain a clearer understanding of their responsibilities.

Recent research also supports this view. According to Kauffeld and Willenbrock (2012), a business meeting is a Problem-focused communication which is directly related to understanding the issue, finding appropriate solutions, and evaluating those solutions. So, meetings not only enhance communication, but also essential mechanisms for organizational coordination and problem-solving.

Meeting is purposeful event where the employees can interact each other and synchronize the target of their works. Evans & Green (2020) show that meeting refers to the social and professional activity of gathering participants to align goals, clarify tasks, and monitor collective performance. None of organization in this modern era will miss the opportunity to conduct a meeting in every step of the business operation. So, it leads these discussion into a conclusion that meeting is crucial in running a business.

Learning and practicing meeting is a part of Business English. ESP students are not only learning grammar and vocabulary, but also using English in real business situations. Students practicing business meeting means they are expected to improve their speaking and communication performance. This expectation is in line with what Nguyen and Sato (2023) emphasize. Successful meetings depend not

only on grammar and vocabulary, but also on interactional competence, such as the ability to take turns, clarify meaning, interrupt politely, and build on others' ideas.

B. Importance of Business Meeting

Meeting takes important role in organizing a successful business. Meeting will help individuals in business to:

1. Improve coordination

Meeting is a well-structured coordination that helps the organization's members to understand project goals, timelines, and responsibilities (Evans & Green: 2020).

2. Solve problems

People will find solutions of business problems easier through a collaborative discussion in a meeting than individual decision making.

3. Maintain professional relations

Joining a meeting means building social bonds among the individuals in business. Companies usually conduct everyday morning briefings for team members, weekly meetings for each department and monthly meetings for a unit to make sure everyone is on the right track and doing their job appropriately. It is also to maintain communication and collaboration between employees.

4. Support decision making

According to Handford (2010), meeting is a valuable activity done by organization's members that leads to collective decision making. Teams discuss ideas, compare strategies, and conclude solutions of business problems. For example: A marketing team meets to decide which advertising strategy should be prioritized based on customer data.

C. Parties involved in Business Meeting

1. Chairperson / Facilitator

Chairperson is the leader in a meeting. Chairperson is responsible to:

- a) Open and close the meeting
- b) Guide discussion
- c) Manage time and agenda
- d) Ensure equal participation

2. Participants

Participants' responsibilities are:

- a) Share ideas, questions, and opinions
- b) Agree and disagree politely
- c) Contribute to solutions
- d) Respect turn-taking rules

3. Minute-Taker / Secretary

Minutes of Meeting (MOM) is the written record of meeting result.

Secretary/Minute taker should:

- a) Provide attendance list for meeting participants
- b) Prepare meeting documents and materials
- c) Records decisions, important points, and deadlines
- d) Distributes the minutes after the meeting

4. Presenter

Presenter in a business meeting is participant who will present the data or report relates to meeting objectives. As a presenter in business meeting you should:

- a) Presents data from report, proposals, or updates
- b) Describe the materials of presentation very clearly
- c) Answers questions from the other participants
- d) Ask other participants' opinion about the provided materials

D. DO'S AND DONT'S IN BUSINESS MEETINGS

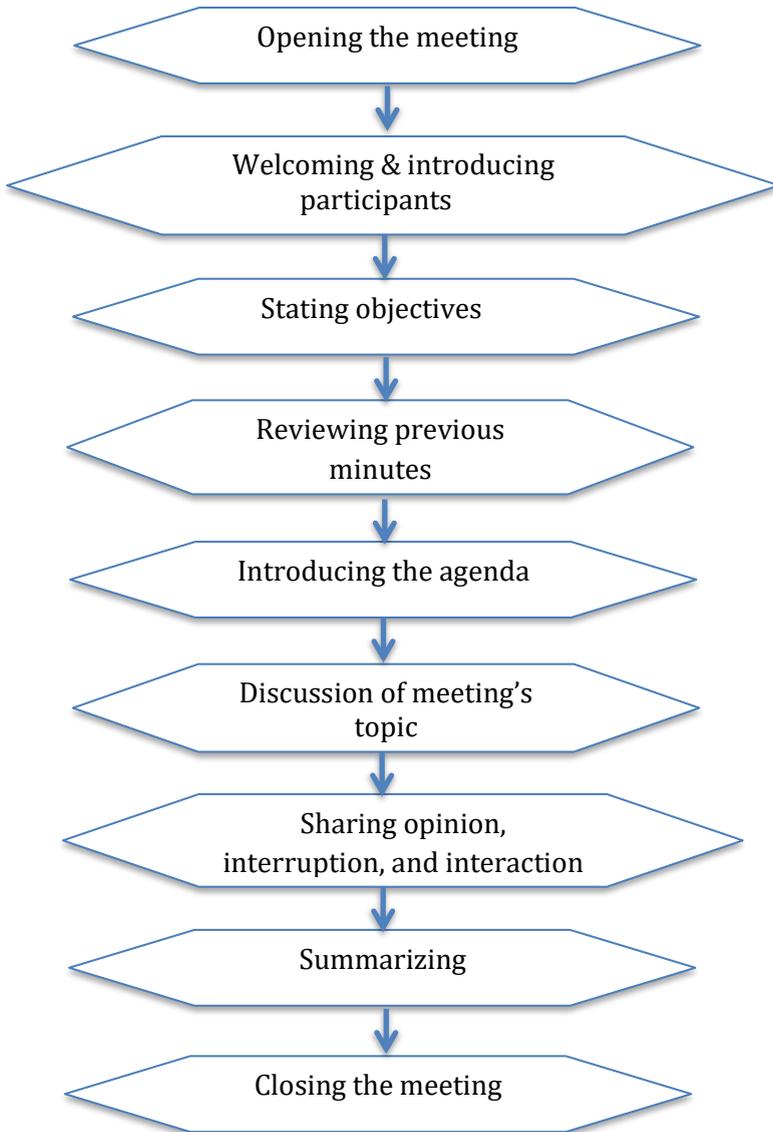
DO's:

1. Read the agenda before the meeting
2. Come to the meeting on-time
3. Listen carefully
4. Don't hesitate to give opinion
5. Respect different opinions
6. Take notes
7. Use polite expressions

DON'Ts

1. Come late
2. Interrupt rudely
3. Speak too long
4. Disagree aggressively
5. Use slang or much terms of informal language
6. Only focus on cell phone and gadget

E. Stages of Business Meeting



F. Vocabularies in business meeting

Table 6.1 Vocabularies in Business Meeting

No	English Term	Bahasa Indonesia
1.	agenda	agenda / susunan acara
2.	minutes	notulen
3.	chairperson	pimpinan rapat
4.	facilitator	fasilitator
5.	participants	peserta rapat
6.	action items	tindak lanjut
7.	proposal	usulan / proposal
8.	update	pembaruan
9.	budget	anggaran
10.	deficit	defisit
11.	revenue	pendapatan
12.	cost reduction	pengurangan biaya
13.	negotiation	negosiasi
14.	clarification	klarifikasi
15.	interruption	interupsi / menyela
16.	summary	rangkuman
17.	decision	keputusan
18.	consensus	keepakatan bersama
19.	schedule	jadwal
20.	hybrid meeting	rapat hybrid
21.	virtual meeting	rapat virtual
22.	agree	setuju
23.	disagree	tidak setuju
24.	report	laporan
25.	vote	pemungutan suara
26.	conference	konferensi
27.	contributions	kontribusi
28.	coordination	koordinasi
29.	deadlines	tenggat waktu
30.	feedback	umpan balik

G. Grammar Used In Business Meeting

1. *Modal Verbs for Politeness*
 - a) Could you explain...?
 - b) Would you mind...?
 - c) We might consider...
2. *Modal Verbs for Suggestions*
 - a) We should...
 - b) We could...
 - c) Why don't we...?
3. *Passive Voice for Formality*
 - a) The report was submitted yesterday.
 - b) Item 3 will be discussed next.
4. *Indirect Questions (more polite)*
 - a) Could you tell me when the project will start?
 - b) I wonder if you could clarify that point.
5. *Future Forms for Decisions*
 - a) We will continue this next week.
 - b) The team is going to prepare the report.

H. Useful Expressions in Business Meeting

Table 6.2 Useful Expressions in Business Meeting

Stage of Business Meeting	Useful Expressions	Translation
Opening the meeting	<ol style="list-style-type: none"> a) Good morning/afternoon, everyone. b) Let's begin the meeting. c) Thank you for coming today. d) If we are all here, let's start. e) Let's get started. 	<ol style="list-style-type: none"> a) Selamat pagi/siang semuanya. b) Mari kita mulai rapatnya. c) Terima kasih telah hadir hari ini. d) Jika semua sudah hadir, mari kita mulai. e) Mari kita mulai.

Stage of Business Meeting	Useful Expressions	Translation
Welcoming and introducing participants	<ul style="list-style-type: none"> a) I'd like to welcome everyone to today's meeting. b) Please join me in welcoming c) We're pleased to welcome d) I'd like to introduce e) It's a pleasure to have you here. 	<ul style="list-style-type: none"> a) Saya ingin menyambut semua peserta rapat hari ini. b) Mari bersama saya menyambut c) Kami merasa senang untuk menyambut d) Saya ingin memperkenalkan e) Senang bertemu Anda di sini.
Stating the meeting objective	<ul style="list-style-type: none"> a) The objective of today's meeting is to... b) We are here today to discuss... c) Our main goal is to... d) I've called this meeting to... e) By the end of this meeting, we should be able to... 	<ul style="list-style-type: none"> a) Tujuan rapat hari ini adalah untuk... b) Kita di sini hari ini untuk membahas... c) Tujuan utama kita adalah... d) Saya mengadakan rapat ini untuk... e) Pada akhir rapat, kita harus dapat...
Reviewing previous minutes	<ul style="list-style-type: none"> a) Let's review the minutes from our last meeting. b) Any comments on the previous minutes? c) Let's check last meeting's action items. d) Does anyone want to add something? e) Everything correct so far? 	<ul style="list-style-type: none"> a) Mari kita tinjau notulen rapat sebelumnya. b) Ada komentar terkait notulen sebelumnya? c) Mari kita cek tindak lanjut rapat sebelumnya. d) Apakah ada yang ingin menambahkan sesuatu? e) Apakah semuanya sudah benar?
Introducing the agenda	<ul style="list-style-type: none"> a) Have you received the agenda? b) There are three items on today's agenda. 	<ul style="list-style-type: none"> a) Apakah Anda sudah menerima agenda? b) Ada tiga topik dalam agenda hari ini.

Stage of Business Meeting	Useful Expressions	Translation
	<ul style="list-style-type: none"> c) Let's begin with item one. d) Shall we proceed in this order? e) If you don't mind, I'd like to start with... 	<ul style="list-style-type: none"> c) Mari mulai dengan topik pertama. d) Bisakah kita melanjutkan sesuai urutan ini? e) Jika tidak keberatan, saya ingin mulai dengan...
Moving between agenda items	<ul style="list-style-type: none"> a) Let's move on to the next item. b) If there are no more comments, let's continue. c) Shall we proceed to point number two? d) Now, let's discuss... e) Moving forward, the next issue is... 	<ul style="list-style-type: none"> a) Mari lanjut ke topik berikutnya. b) Jika tidak ada komentar lagi, mari lanjut. c) Bisakah kita lanjut ke poin kedua? d) Sekarang, mari kita bahas... e) Selanjutnya, masalah berikutnya adalah...
Giving opinions	<ul style="list-style-type: none"> a) In my opinion... b) I believe that... c) From my point of view... d) I feel that... e) The way I see it... 	<ul style="list-style-type: none"> a) Menurut pendapat saya... b) Saya percaya bahwa... c) Dari sudut pandang saya... d) Saya merasa bahwa... e) Menurut saya...
Asking for opinions	<ul style="list-style-type: none"> a) What do you think about this? b) Do you agree with this idea? c) Could we get your input? d) How do you feel about...? e) Would anyone like to comment? 	<ul style="list-style-type: none"> a) Apa pendapat Anda tentang ini? b) Apakah Anda setuju dengan ide ini? c) Bisakah kami mendapatkan masukan Anda? d) Bagaimana pendapat Anda tentang...? e) Apakah ada yang ingin berkomentar?
Agreeing	<ul style="list-style-type: none"> a) I completely agree. b) That's a good point. c) I think you're right. d) Absolutely. e) I support your idea. 	<ul style="list-style-type: none"> a) Saya sangat setuju. b) Itu poin yang bagus. c) Saya pikir Anda benar. d) Tentu saja. e) Saya mendukung ide Anda.
Disagreeing Politely	<ul style="list-style-type: none"> a) I see your point, but... 	<ul style="list-style-type: none"> a) Saya mengerti maksud Anda, tetapi...

Stage of Business Meeting	Useful Expressions	Translation
	b) I'm not entirely convinced. c) I'm afraid I disagree. d) That's one way to look at it, but... e) Could we consider another option?	b) Saya tidak sepenuhnya yakin. c) Saya rasa saya tidak setuju. d) Itu salah satu pandangan, tetapi... e) Bisakah kita mempertimbangkan opsi lain?
Interrupting	a) Sorry to interrupt, but... b) If I may add something... c) Just a moment, may I say something? d) Excuse me, can I jump in here? e) Sorry, may I clarify something?	a) Maaf untuk menyela, tetapi... b) Jika saya boleh menambahkan sesuatu... c) Sebentar, bolehkah saya menyampaikan sesuatu? d) Permisi, bolehkah saya masuk sebentar? e) Maaf, bolehkah saya memperjelas sesuatu?
Handling interruption	a) Please allow me to finish my point. b) I'll come back to your question shortly. c) Let me finish this idea first. d) Thank you, now continuing what I was saying... e) I'll address that after I finish.	a) Tolong izinkan saya menyelesaikan poin saya. b) Saya akan kembali ke pertanyaan Anda sebentar lagi. c) Izinkan saya menyelesaikan ide ini terlebih dahulu. d) Terima kasih, sekarang saya lanjutkan apa yang tadi saya sampaikan... e) Saya akan menanggapi itu setelah saya selesai.
Asking for clarification	a) Could you clarify what you mean? b) Do you mean that...? c) Could you explain that again?	a) Bisakah Anda memperjelas maksud Anda? b) Apakah maksud Anda bahwa...? c) Bisakah Anda menjelaskan itu sekali lagi?
Giving clarification	a) What I mean is... b) To clarify my point...	a) Maksud saya adalah... b) Untuk memperjelas poin saya...

Stage of Business Meeting	Useful Expressions	Translation
	c) What I'm trying to say is...	c) Yang saya coba katakan adalah...
Suggestion	a) I suggest that we... b) Why don't we...? c) How about we try...? d) We could consider... e) Maybe it would be better to...	a) Saya menyarankan agar kita... b) Bagaimana kalau kita...? c) Bagaimana kalau kita mencoba...? d) Kita bisa mempertimbangkan... e) Mungkin akan lebih baik jika...
Making a deal	a) Can we reach a compromise here? b) What if we do it this way...? c) Let's try to agree on one option. d) I think we can all agree that...	a) Bisakah kita mencapai kompromi di sini? b) Bagaimana jika kita melakukannya seperti ini...? c) Mari kita coba menyetujui satu pilihan. d) Saya pikir kita semua bisa sepakat bahwa...
Summarizing	a) To summarize, we have agreed to... b) Let me recap the main points discussed today. c) The key decisions made in this meeting are... d) In summary, our next steps will be... e) So far, we have agreed that...	a) Untuk merangkum, kita telah menyetujui untuk... b) Izinkan saya merangkum poin-poin utama yang dibahas hari ini. c) Keputusan-keputusan utama yang dibuat dalam rapat ini adalah... d) Singkatnya, langkah selanjutnya yang akan kita ambil adalah... e) Sejauh ini, kita telah sepakat bahwa...
Closing	a) If there is no other business, let's close the meeting. b) Thank you all for your contributions today.	a) Jika tidak ada hal lain, mari kita tutup rapat ini. b) Terima kasih atas kontribusi Anda hari ini. c) Rapat ditutup. Rapat berikutnya akan diadakan pada..... (hari/tanggal).

Stage of Business Meeting	Useful Expressions	Translation
	c) The meeting is adjourned. d) Our next meeting will be on (day/date). e) That's all for today. Thank you, everyone.	d) Itu saja untuk hari ini. Terima kasih semuanya.

I. Scenarios of business meeting

Chairperson (Nadia) : Good morning, everyone. If we are all here, let's begin today's meeting.

Participants : Good morning.

Nadia :The objective of today's meeting is to discuss the company's current fiscal challenges. Our latest quarterly report shows a 12% increase in operational costs, while sales have dropped by 8%. We need to review the causes and decide on cost-reduction strategies.

Nadia : Before we start, any apologies for absence?

Donny : Yes, Ms. Clara from Legal cannot join us. She's reviewing the supplier contract renewal.

Nadia : Thank you. Now, let's quickly go over the minutes from last month's financial review meeting. Any comments?

Reno : Everything seems accurate.

Mira : I agree.

Nadia : Good. Let's move on to the first agenda item: increased operational costs. Mira, could you share your analysis?

Mira : Yes. The biggest increase factors are from logistics and external vendor fees. Transportation costs rose by 15%, and raw materials increased significantly due to supply chain disruptions.

Reno : I think we also need to consider the drop in sales performance. Customer demand has slowed, especially in the retail sector.

Nadia : So, we have two major issues: higher operational costs and lower sales. Let's discuss possible solutions.

Reno : For sales, we could introduce mid-year promotions to encourage more orders.

Mira : For operations, I suggest renegotiating contracts with two major suppliers.

Nadia : Those are good suggestions. But before we proceed, Mira, could you clarify how much we can save from renegotiating the supplier contracts?

Mira : Based on our estimates, around 5–7% reduction in material cost.

Donny : If I may add, we can also reduce travel expenses by switching more meetings to online format.

Nadia : That's a strong point. What if we combine all these strategies:

- ✓ Renegotiate supplier contracts
- ✓ Launch short-term promotional campaigns
- ✓ Reduce travel & non-essential expenses
- ✓ Freeze new hiring for one quarter

Reno : I agree. The plan is realistic.

Mira : Yes, I support it too.

Nadia : Alright, let me summarize our decisions:

- ✓ Mira will renegotiate with suppliers and report next week
- ✓ Reno will design a mid-year promotion plan
- ✓ Donny will issue a memo about travel expense reduction
- ✓ Hiring will be paused until October

Nadia : If there's no other business, I declare the meeting closed. Thank you for your contributions.

Participants : Thank you.

J. Exercises:

1. *Decide whether the statements are True (T) or False (F).*

No	Statements	True or False
1.	Nadia is leader of the meeting.	
2.	Donny suggests renegotiating contracts with two major suppliers.	
3.	For operations, they could introduce mid-year promotions to encourage more orders.	
4.	Nadia concludes the decisions in the end of meeting.	
5.	The first agenda is about increased operational costs.	

2. *Answer the following questions based on the dialogue.*

- 1) What is the main objective of the meeting?
- 2) Which sentences can represent chairperson responsibility?
- 3) What two major issues does Nadia identify?
- 4) What solution does Reno propose to improve sales?
- 5) What should Mira do based on the meeting result?

3. *Match column A (English) to column B (Bahasa Indonesia).*

No	English	Bahasa Indonesia
1.	"I agree. The plan is realistic?"	Jika saya boleh menambahkan...

No	English	Bahasa Indonesia
2.	“Any comments on the minutes?”	Perkenankan saya merangkum keputusan kita.
3.	“Before we start, any apologies for absence?”	Apakah ada komentar mengenai notulen?
4.	“If I may add...”	Sebelum kita mulai, adakah permohonan maaf untuk ketidakhadiran?
5.	“Let me summarize our decisions.”	Saya setuju. Rencananya realistis.

4. Meeting Practice

Instructions:

- a) Make a group of four people.
- b) Choose roles; Chairperson, and participants.
- c) Chairperson must open, guide, summarize, and close the meeting.
- d) Each participant must speak at least one line (agree/disagree, ask questions, suggest ideas).
- e) Conduct a 5-minutes meeting about one of the following topics:
 - Marketing strategies for new product
 - Increasing sales for a product
 - Best Employee of the year award
 - Operations cost reduction
- f) Deadlines: One week after the day this assignment released.

BAB 7

NEGOTIATION SKILLS

In the contemporary landscape of global commerce, the ability to negotiate effectively is not merely a desirable soft skill but a fundamental competency for business professionals. Whether finalizing a merger between multinational corporations, determining the terms of a supply chain contract, or resolving internal team conflicts, negotiation permeates every stratum of professional life. For students and practitioners of Business English, mastering the linguistic and strategic nuances of negotiation is paramount to achieving organizational objectives and fostering long-term professional relationships. This chapter provides an exhaustive analysis of negotiation skills, blending theoretical rigor with practical linguistic strategies essential for the modern business environment.



Picture 7.1 The concept of Negotiation Skills

A. The Nature of Business Negotiation

1. Defining Negotiation in a Business Context

Negotiation is defined as a strategic dialogue between two or more parties aimed at resolving differences, reaching a mutual agreement, or crafting outcomes that satisfy the interests of those involved. Unlike a mere conversation or a debate where the goal might be to win an argument, negotiation is inherently transactional and goal-oriented. It presupposes that the parties involved have both shared interests (e.g.,

they both want a deal to happen) and conflicting interests (e.g., they disagree on the price or delivery date) (Catherine Cote, 2023).

In the context of Business English, negotiation serves as a bridge between divergent needs. It is the mechanism through which value is claimed and created. It is a process of voluntary exchange where parties with different preferences and utilities attempt to agree on the terms of exchange. As noted by (Ghauri & Usunier, 2003), business negotiations are often significant events involving substantial financial resources, time, and effort, distinguishing them from casual interpersonal interactions.

2. The Strategic Importance of Negotiation

The significance of negotiation extends beyond the boardroom. It is a critical component of several business functions:

- **Conflict Resolution:** Resolving disputes between departments, management and labor, or business partners without resorting to litigation. Negotiation allows for the preservation of relationships which might otherwise be severed by adversarial legal battles (Flynn, 2014).
- **Resource Allocation:** Determining budgets, salaries, and project timelines. In an environment of scarce resources, negotiation is the primary mechanism for distribution.
- **Relationship Management:** Building trust and long-term partnerships. A successful negotiation leaves all parties feeling satisfied, which is essential for recurring business (London School of English, 2024)
- **Strategic Growth:** Facilitating mergers, acquisitions, and entry into new markets. The ability to navigate complex international deals is often the deciding factor in a company's global expansion (Ghauri & Usunier, 2003).

3. Types of Negotiation: Distributive vs Integrative

Scholars and practitioners typically distinguish between two primary orientations in negotiation, which dictate both the strategy and the language used:

- a. Distributive Negotiation (Win-Lose)** Also known as "zero-sum" or positional bargaining, this approach views resources as fixed (the "pie"). In this scenario, one party's gain is perceived as the other party's loss. It is competitive and often adversarial (Wertheim, 2002).
- *Characteristics:* Focus on claiming value, withholding information, high demands, and low trust.
 - *Language:* Often utilizes firm modals ("must," "have to"), direct refusals, and conditional threats.
 - *Example:* Buying a used car where the buyer wants the lowest price and the seller wants the highest price, with no expectation of a future relationship.
- b. Integrative Negotiation (Win-Win)** Also known as collaborative or interest-based negotiation, this approach assumes that the "pie" can be expanded through creative problem-solving. Parties collaborate to find solutions that satisfy the underlying interests of both sides (Fisher & Ury, 2018)
- *Characteristics:* Focus on creating value, sharing information, exploring options, and building long-term relationships.
 - *Language:* Uses exploratory language ("What if," "How about"), open-ended questions, and collaborative pronouns ("we," "us").
 - *Example:* A supplier and a retailer negotiating a contract where the supplier lowers the price in exchange for the retailer providing prominent shelf space and faster payment terms. Both parties gain value that was not originally on the table.

B. Theoretical Frameworks and Strategies

To negotiate effectively, one must understand the underlying theories that govern interaction and decision-making. The most influential framework in modern business negotiation is **Principled Negotiation**, developed by the Harvard Negotiation Project.

1. Principled Negotiation (The Harvard Method)

Roger Fisher and William Ury, in their seminal work *Getting to Yes*, introduced the concept of Principled Negotiation to move away from the inefficiencies of positional bargaining (Fisher & Ury, 2018). Positional bargaining involves parties digging into extreme positions and slowly making concessions, often damaging relationships and resulting in suboptimal agreements (Fisher et al., 2011).

Principled Negotiation focuses on four key pillars:

a. Separate the People from the Problem Negotiators are human beings with emotions, deeply held values, and different backgrounds. Effective negotiators attack the problem, not each other. This involves active listening, empathy, and ensuring that personal relationships are not sacrificed for the sake of the deal (Shonk, 2020).

- *Application:* Instead of saying "You are being unreasonable," a principled negotiator might say, "We seem to have a different understanding of the contract terms. Let's look at the data."

b. Focus on Interests, Not Positions A position is what a negotiator decides they want (e.g., "I will not pay more than \$5,000"). An interest is the underlying reason *why* they want it (e.g., "I need to stay within budget to ensure my department's profitability"). By focusing on interests, parties can often find alternative solutions that satisfy both sides (LeBaron, 2003).

- *Application:* Asking "Why is that delivery date important to you?" rather than simply rejecting it.

c. Invent Options for Mutual Gain Before trying to reach an agreement, parties should brainstorm a wide range of possibilities. This prevents the "fixed-pie" bias and allows for creativity in creating value (Shonk, 2020).

- *Application:* "Before we decide on the price, let's explore other factors like warranty, training, and installation support."

d. Insist on Using Objective Criteria Results should be based on some objective standard (e.g., market value, legal precedent, expert opinion) rather than the stubborn will of the parties. This makes the agreement fair and easier to defend (Fisher & Ury, 2018).

- *Application:* "Let's base the price adjustment on the current Consumer Price Index (CPI) rather than an arbitrary percentage."

2. Key Concepts in Negotiation Planning

Two critical concepts derived from negotiation theory are essential for preparation:

a. BATNA (Best Alternative to a Negotiated Agreement) This is the measure of the balance of power in a negotiation. It represents what a party will do if no agreement is reached. A strong BATNA gives a negotiator leverage and the confidence to walk away from a bad deal. Conversely, a weak BATNA creates dependence on the other party (DocuSign, 2025).

- *Strategic Implication:* You should never accept a deal that is worse than your BATNA. Conversely, you should always strive to improve your BATNA before entering negotiations.

b. ZOPA (Zone of Possible Agreement) This is the range where the interests of both parties overlap. It exists between the buyer's reservation price (the maximum they are willing to pay) and the seller's reservation price (the minimum they are willing to accept). If there is no overlap, a positive ZOPA does not exist, and agreement is unlikely unless terms change (Catherine Cote, 2023).

Table 7.1 Comparison of Positional vs. Principled Negotiation

Feature	Positional Bargaining	Principled Negotiation
Goal	Victory (Win-Lose)	Wise Outcome (Win-Win)
Attitude	Adversarial	Collaborative
Focus	Positions (What I want)	Interests (Why I want it)
Approach	Make threats, mislead	Explore interests, be open
Outcome	Often deadlocks or damages relationship	Efficient, amicable agreement
Criteria	Willpower	Objective Standards

(Source: Adapted from Fisher, Ury and Patton, 1991)

3. Psychological Aspects: Anchoring and Framing

Negotiation is deeply rooted in psychology. Two phenomena are particularly relevant:

- **Anchoring:** The tendency to rely heavily on the first piece of information offered (the "anchor"). In negotiation, the first offer often sets the anchor for the rest of the discussion. If a seller asks for \$100, the final price is likely to be closer to \$100 than if they had started at \$80 (Catherine Cote, 2023)
- **Framing:** How a proposal is presented affects how it is perceived. Framing a concession as a "gain" for the other party ("We are giving you an exclusive license") is more effective than framing it as a "loss" for yourself ("We are losing our right to sell to others") (Shonk, 2020).

C. The Negotiation Process: A Staged Approach

A structured approach to negotiation ensures that all critical aspects are addressed. While models vary, the process is generally divided into five distinct stages: Preparation, Opening, Clarification, Bargaining, and Closing (DocuSign, 2025).

Stage 1: Preparation and Planning

Success in negotiation is often determined before the parties even meet. Preparation involves information gathering, strategic planning, and setting goals.

- **Self-Assessment:** What do you want? What is your "stretch goal" (ideal outcome)? What is your "walkaway" point? What is your BATNA? (Catherine Cote, 2023).
- **Assessment of the Other Party:** Who are they? What are their likely interests and constraints? What is their BATNA? Researching the counterpart helps in anticipating their moves and preparing counter-arguments (Investopedia, 2024).
- **Logistics:** Where will the negotiation take place? Who will attend? What is the agenda? Defining ground rules early can prevent confusion later (Lumen Learning, 2024).

Stage 2: The Opening (Exchanging Information)

This stage sets the tone for the entire interaction. It involves building rapport and establishing the scope of the discussion.

- **Building Rapport:** Small talk is not a waste of time; it establishes a human connection and trust, which are vital for problem-solving. In many cultures, jumping straight to business is considered rude (London School of English, 2024).
- **Setting the Agenda:** Confirming what will be discussed ensures both parties are "on the same page."
- **Opening Statements:** Parties present their initial positions. This is not the time for hard bargaining but for clarifying what each side

hopes to achieve. It is crucial to listen actively and ask clarifying questions to understand the other party's perspective (Investopedia, 2024).

Stage 3: Clarification and Justification

Once initial positions have been exchanged, parties must explain and justify their demands. This is where "interests" are uncovered.

- **Questioning:** Using open-ended questions (Who, What, Where, When, Why, How) to gather information. "Why is this price point critical for your budget?"
- **Active Listening:** Paraphrasing and summarizing to ensure understanding. "So, if I understand correctly, your main concern is the delivery timeline, not the cost?" (Wertheim, 2014).

Stage 4: Bargaining and Problem Solving

This is the core execution phase where the "dance" of negotiation occurs.

- **Exchange of Concessions:** Most negotiations involve give-and-take. If you give a concession (e.g., a lower price), you should ask for something in return (e.g., faster payment or a larger volume order) (Investopedia, 2024). This is often phrased as, "If you..., then we..."
- **Overcoming Impasses:** When parties get stuck, they must brainstorm options. Techniques include "expanding the pie" (adding more elements to the deal) or "logrolling" (trading across issues of different value to each party) (Lumen Learning, 2024).
- **Handling Hardball Tactics:** Negotiators must be wary of tactics like "Good Cop/Bad Cop," extreme demands, or "Take-it-or-leave-it" offers. The principled response is to ignore the pressure, refuse to react emotionally, and steer the conversation back to objective criteria.

Stage 5: Closing and Implementation

The final stage involves solidifying the agreement and ensuring it is actionable.

- **Reaching Agreement:** Confirming that all points have been covered and both sides are satisfied.
- **Formalization:** Putting the agreement in writing. This reduces the risk of future misunderstandings (Oxford House, 2023).
- **Implementation:** A deal is only as good as its execution. Parties should discuss how the agreement will be monitored and what happens if terms are not met (Oxford House, 2023).

D. Linguistic Competence in Negotiation

For Business English learners, the linguistic challenge lies in being polite yet firm, and direct yet diplomatic. Proficiency in specific grammatical structures and functional phrases is essential for managing the delicacy of negotiation.

1. Politeness Strategies and Diplomacy

Direct disagreement or refusal can cause loss of face and damage rapport. Business English employs "hedging" and indirect language to soften the impact of difficult messages (Kuzhevskaya, 2019).

a. Modal Verbs Using *would*, *could*, *might*, and *may* makes statements less dogmatic and allows for maneuvering room.

- *Direct (Potentially Impolite):* "I want a discount."
- *Polite/Diplomatic:* "We **would** like to discuss the possibility of a discount." (wrightenglish, 2022).
- *Direct:* "You must change the date."
- *Polite/Diplomatic:* "You **might** need to consider adjusting the date."

b. Softening Phrases (Hedging) Phrases that introduce negative information gently are crucial for maintaining the relationship while delivering hard truths.

- "I'm afraid that..." (to introduce bad news).
 - "With all due respect..." (to disagree with a superior or client).
 - "To be honest..." (to state a hard truth or limitation).
 - "It seems that..." (to make an observation less accusatory).
- c. **Negative Question Forms** These are often used to make suggestions or persuade without sounding authoritative.
- "**Wouldn't** it be better if we split the shipping costs?" instead of "We should split the shipping costs."
 - "**Don't** you think that this timeline is a bit tight?" instead of "This timeline is too tight."

2. The Grammar of Bargaining: Conditionals

The First and Second Conditionals are the workhorses of negotiation grammar. They link concessions to conditions, ensuring that nothing is given away for free.

- a. **First Conditional (Real Possibility)** Used for firm offers and when the negotiator is ready to commit.
- *Structure:* If + Present Simple,... will + Infinitive.
 - *Example:* "If you **order** 5,000 units, we **will give** you a 5% discount." (wrightenglish, 2022).
 - *Function:* Demonstrates seriousness and a concrete proposal.
- b. **Second Conditional (Hypothetical/Exploratory)** Used to test the waters, explore options, or make proposals without making a binding commitment. This is safer in the early stages of bargaining.
- *Structure:* If + Past Simple,... would + Infinitive.
 - *Example:* "If we **agreed** to a longer contract, **would you be able** to lower the price?" (BLCC, 2023).
 - *Function:* Allows for "what if" scenarios without the risk of a firm offer.

3. Functional Key Phrases

A robust vocabulary of functional phrases allows negotiators to navigate different stages of the process fluently.

Table 7.2 Essential Business English Negotiation Phrases

Function	Key Phrases
Opening & Agenda	"Thank you for meeting with us today." "Let's begin by outlining the key points we need to cover." "Our goal today is to reach a mutually beneficial agreement."
Clarifying	"Could you please clarify your position on...?" "Just to ensure we are on the same page..." "What exactly do you mean by...?"
Proposing	"We propose that..." "How about if we consider an alternative approach?" "We suggest a compromise where..."
Bargaining	"We could offer X, if you agree to Y." "We might be able to move on price if you increase the volume." "That would be difficult for us because of our current stock levels."
Agreeing	"That sounds acceptable to us." "I think we have a deal." "We are in complete agreement on that point."
Disagreeing (Politely)	"I'm afraid I can't agree with you there." "I see your point, but we have to consider..." "That is unfortunately out of the question at this stage."

Function	Key Phrases
Checking Understanding	"So, if I understand correctly, you are saying..." "Does that cover everything we discussed?"
Closing	"Let's summarize what we've agreed on." "I think we should get this in writing." "It's been a pleasure doing business with you."

(Sources: Adapted from London School of English , BLCC , and Oxford House)

E. Cross-Cultural Negotiation Dynamics

In the globalized business environment, negotiations often occur between people from vastly different cultural backgrounds. Cultural insensitivity can lead to misunderstandings, offense, and deal failure. Understanding these dynamics is critical for the Business English practitioner (Peter Ruggle, 2025).

1. Hofstede's Cultural Dimensions

Geert Hofstede's framework provides a comprehensive lens through which to understand these differences (Hofstede, 2001).

a. Power Distance (PDI) The extent to which less powerful members accept unequal distribution of power.

- *High PDI (e.g., Indonesia, China, Arab nations):* Negotiators may defer to senior leaders; hierarchy is strict. Decision-making is centralized. You must show high respect to titles and seniority.
- *Low PDI (e.g., USA, Sweden, Netherlands):* Egalitarian; junior members may speak up and make decisions. The atmosphere is more informal (Hofstede, 2009)

b. Individualism vs. Collectivism (IDV)

- *Individualist (e.g., USA, UK, Australia):* Focus on individual goals, personal achievement, and "winning." Communication is direct.

- *Collectivist (e.g., Japan, China, Latin America)*: Focus on group harmony, relationships, and "saving face." Communication is often indirect to avoid embarrassment (Chai, 2023).
- c. Uncertainty Avoidance (UAI)** Tolerance for ambiguity and the unknown.
- *High UAI (e.g., Germany, Japan)*: Preference for detailed contracts, strict rules, and structured agendas. They are risk-averse and need data.
 - *Low UAI (e.g., USA, UK, Singapore)*: Comfortable with ambiguity, flexible contracts, and risk-taking. They value innovation over strict adherence to protocol (Hofstede, 2011).
- d. Masculinity vs. Femininity (MAS)**
- *Masculine (e.g., Japan, USA)*: Valuing assertiveness, competition, and material success. Negotiation is seen as a contest.
 - *Feminine (e.g., Sweden, Netherlands)*: Valuing cooperation, modesty, and quality of life. Negotiation is seen as a way to find consensus (Hofstede, 2009).
- e. Long-Term vs. Short-Term Orientation (LTO)**
- *Long-Term (e.g., China, Japan, South Korea)*: Focus on future rewards, persistence, and building relationships for the long haul (Guanxi). Deals take a long time to close.
 - *Short-Term (e.g., USA, Nigeria)*: Focus on quick results, quarterly profits, and "closing the deal" now (Hofstede, 2011).

2. High-Context vs. Low-Context Communication

Edward T. Hall's distinction is also crucial in negotiation (LeBaron, 2003).

- **High-Context Cultures (e.g., Arab, Asian, Mediterranean)**: Meaning is conveyed through context, body language, and silence. "Yes" might mean "I hear you," not "I agree." Relationships precede business. Trust is personal.

- **Low-Context Cultures (e.g., North American, German, Scandinavian):** Meaning is explicit and verbal. "Yes" means "Yes." Business is often prioritized over relationships. Contracts are definitive.

Implications for Business English: When negotiating across cultures, one must adapt their language style. With high-context partners, use more phatic communion (small talk) and indirect polite forms. With low-context partners, be clear, concise, and explicit about terms (Tarihi et al., 2025).

F. Managing Conflict and Deadlocks

Conflict is an inevitable part of negotiation. It arises from opposing interests, scarce resources, or misperceptions. Effective conflict management turns potential disputes into opportunities for problem-solving (Wertheim, 2002).

1. The Thomas-Kilmann Conflict Mode Instrument (TKI)

This model identifies five styles of handling conflict based on assertiveness (satisfying own needs) and cooperativeness (satisfying others' needs); (Flynn, 2014; Thomas, 2008)

- Competing (Assertive, Uncooperative):** Pursuing one's own concerns at the other's expense. Useful for emergencies or when decisive action is needed, but harms relationships.
- Accommodating (Unassertive, Cooperative):** Neglecting own concerns to satisfy others. Useful when the issue is more important to the other party or to build social capital.
- Avoiding (Unassertive, Uncooperative):** Sidestepping the conflict. Useful for trivial issues or to let people cool down.
- Collaborating (Assertive, Cooperative):** Working together to find a solution that fully satisfies both. The ideal "Win-Win" but time-consuming.

- e. **Compromising (Intermediate):** Splitting the difference. Both give up something. Useful for temporary settlements or when collaboration fails.

2. Strategies for De-escalation

When conflict heats up, specific linguistic strategies can lower the temperature and bring the negotiation back on track.

- **"I" Statements:** Use "I feel..." or "I am concerned..." instead of accusatory "You" statements (e.g., "You are being unreasonable"). This reduces defensiveness (Energetic English, 2023)
- **Go to the Balcony:** A metaphor by William Ury meaning to step back mentally and view the situation objectively, detaching from emotions (Shonk, 2020).
- **Reframing:** Changing the way a problem is presented. Instead of "We can't do that," say "What if we looked at it this way...?" or "How can we overcome this obstacle together?" (Energetic English, 2023).
- **Use of Silence:** Silence can be a powerful tool to let the other party reflect or to diffuse anger. In some cultures (e.g., Japan), silence is a respectful processing time, not a deadlock (LeBaron, 2003).

Table 7.3: Conflict Resolution Phrases

Strategy	Phrases
De-escalating	"Let's take a step back and review the situation." "Let's try not to get personal here; let's stick to the facts."
Showing Empathy	"I understand your perspective." "I can see why that is important to you."

Strategy	Phrases
Seeking Solutions	"How can we solve this together?" "Let's focus on finding a mutually agreeable solution." "Let's brainstorm some possible solutions."
Mediation	"I think it would be helpful to involve a neutral third party to mediate."

(Source: Energetic English and Pollack Peacebuilding)

G. Digital Negotiation and E-Communication

In the post-pandemic era, much of business negotiation has moved to digital channels; email, video conferencing (*Zoom, Gmeet*), and instant messaging. This presents new challenges and requires specific skills (Gates, 2022)

1. Challenges of Virtual Negotiation

- **Loss of Non-Verbal Cues:** In email or voice calls, you cannot see facial expressions or body language, making it harder to gauge reaction or sincerity.
- **Trust Building:** It is harder to build rapport digitally. The "schmoozing" effect of a shared meal or handshake is missing.
- **Misinterpretation:** Written text can easily be misinterpreted as cold or aggressive without the softening effect of tone of voice.

2. Strategies for E-Negotiation

- **Explicit Clarity:** Be over-explicit in your writing to avoid ambiguity. Use bullet points and summaries.
- **Emotional Labeling:** Since they can't see your face, state your intent. "I am very happy with this progress," or "I am a bit concerned about..."

- **Hybrid Approach:** Use video calls for complex bargaining to allow for visual cues, and use email for confirmation and details (Catherine Cote, 2023).
- **Netiquette:** Maintain high professionalism. Avoid typing in all caps (shouting), use appropriate salutations, and respond in a timely manner.

Conclusion

Negotiation is a multifaceted skill that blends psychology, strategy, and linguistic precision. For the Business English learner, it requires not only mastering vocabulary and grammar but also understanding the cultural and theoretical contexts in which business transactions occur. By preparing thoroughly, understanding the principles of mutual gain, employing polite and effective language, and navigating cultural differences with sensitivity, professionals can transform negotiation from a battleground into a platform for collaboration and value creation.

The journey to becoming a skilled negotiator is continuous. As Rizki Fauzi notes, it involves moving from unconscious incompetence to conscious competence, where the strategies and phrases discussed in this chapter become second nature (Gates, 2022). Whether dealing with a supplier, a client, or a colleague, the principles of preparation, respect, and clear communication remain the bedrock of success.

BAB 8

PRESENTATION SKILLS

A. Introduction

In today's business world, being able to present in English is very important. Good presentation skills help individuals explain ideas clearly to people from different countries. When the individuals speak confidently and simply, others can understand their message better. Having good presentation skills also help the individuals build professionalism and open more opportunities at work.

Learning presentation skills in English teaches us how to organize ideas in a clear and simple way. This is useful for explaining data, plans, or proposals during meetings and discussions. When a presenter knows how to present well, they feel more confident and can communicate more effectively in international business situations.

Good English presentation skills can also support our career growth. Companies appreciate people who can speak clearly and effectively to different audiences. With regular practice, we can improve our communication style and become more prepared for global work challenges. These skills help us compete better in the job market.

B. The Importance Presentation Skills

Presentation skills refer to the ability to effectively communicate information to an audience. These skills are not just about speaking clearly; they also involve structuring your message, engaging with the audience, and using various tools such as visual aids to enhance understanding and interest. Successful presentations require a mix of verbal communication, body language, and appropriate use of technology to ensure the message is impactful and memorable.

Anderson (2020) emphasizes that understanding your audience and tailoring your message to meet their needs constitutes effective presentation skills. This entails customizing your material and mode

of presentation based on the identity of the audience, regardless of whether they are leaders, scholars, or the general public.

Strong English presentation skills are an important tool for personal and professional growth, allowing you to communicate effectively and connect with others in a global world. English presentation skills are essential for several reasons:

1. Clear Communication

Being able to present ideas clearly in English helps the audience understand the message, especially in global situations where many people use English.

2. Career Growth

Many job opportunities, especially in international companies or research fields, require the ability to present in English. Having these skills can set individuals apart and open up career opportunities.

3. Professional Success

Good English presentation skills are vital for success in many professional settings. Whether you are pitching an idea or leading a meeting, your ability to present clearly can make a big difference.

4. Knowledge Sharing

Effective English presentation skills allow you to share your knowledge and ideas with a wider audience, promoting learning and understanding.

5. Language Improvement

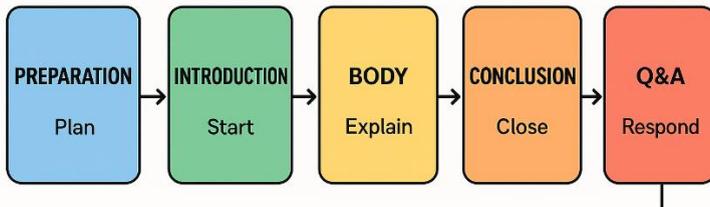
Giving presentations in English regularly helps improve your skills and makes you more confident and fluent.

C. Stages of an English Presentation

To be able to do a presentation effectively in English, you will need to learn some skills and the appropriate expressions. The skills in English presentation cover your ability to open and close the presentation,

signal the different parts of the talk, use presentation aids, and handle questions effectively. The main stages of English presentation can illustrate below:

Stages of English Presentation



Gambar 8.1 The Main Stages of English Presentation

The main stage the presentation into three parts: the introduction, body, and conclusion. The introduction provides background information and sets up the main points. The body presents the key ideas, supported by evidence and visuals to help explain them. The conclusion summarizes the main points and offers recommendations or actions.

1. Planning and Opening

Preparing for a presentation starts with planning and organizing the material. First, define the topic and purpose of the presentation to ensure it matches the audience's interests. Second, identify your target audience, they are students, lecturers, or researchers. Third, organize the main structure of presentation. Fourth, set the time allocation for each section. The last, prepare supporting visuals like charts; graphs, or images.

Opening with an English presentation is important for engaging audience. Begin by introducing yourself and stating the purpose of your presentation. Capture the audience's attention with an interesting fact or question to spark their interest. Next, give a brief overview of the main points you will cover, so the audience knows what to expect. This helps the audience follow along more easily.

Speak clearly and confidently, as the introduction sets the tone for the rest of the presentation. A strong start helps make the presentation more effective.

The following table shows examples of useful expressions in parts of English presentation in Opening

Table 8.1 Useful Expressions in Opening

Function	Useful Expressions
1. Greeting	<ul style="list-style-type: none"> • Assalamualaikum.wr.wb. • Good morning
2. Addressing	<ul style="list-style-type: none"> • Ladies and gentlemen, • Everyone, • Dear Professor, • My dear classmate,
3. Introducing self (affiliation/ profession/position)	<ul style="list-style-type: none"> • Let me introduce my self, my name's ... • My name's ..., I'm a ... in ... • I'm ..., from ...
4. Opening remarks	<ul style="list-style-type: none"> • It's a great to be here today ... • I'm glad to be here today ... • I'm honoured to be here
5. Starting	<ul style="list-style-type: none"> • I'd like to give you an overview of ... • I'd like to discuss today about ... • The title of my presentation is ...
a. Starting with a question/ problem	<ul style="list-style-type: none"> • Did you know that ...? • Do you ever ...?
b. Starting with a story/ joke	<ul style="list-style-type: none"> • Let me start by telling you a story / joke ...
c. Starting with facts /opinion	<ul style="list-style-type: none"> • Did you know that ...? • According to the latest research ...
6. Planning	<ul style="list-style-type: none"> • I have divided my presentation into (two) parts... • My first point of my talk is ... • My talk will take about ten minutes.
7. Policy a question/discussion	<ul style="list-style-type: none"> • Please interrupt if you have any questions.

	<ul style="list-style-type: none"> • After my presentation there'll be time for a discussion and any question.
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2. Using Signaling

Using signaling in an English presentation helps organize your presentation and keeps the audience on track. It shows the audience when you are moving to a new point or idea. Signaling also emphasizes key information, making it easier to understand. It helps keep the audience engaged and focused on your message. Overall, signaling makes the presentation clearer and more effective. The following table shows examples of useful expressions when the presenter using signaling.

Table 8.2 Useful Expressions of Using Signaling

Function	Useful Expressions
8. Sequencing ideas	<ul style="list-style-type: none"> • Firstly/Secondly/Thirdly/next ...
9. Opening a new section	<ul style="list-style-type: none"> • Let's now look at the ... • Let's move on ... • The next point is ...
10. Exploring a list of things	<ul style="list-style-type: none"> • Concerning ... • In relation to ...
11. Adding ideas	<ul style="list-style-type: none"> • Moreover ... • Therefore ... / so ... • In addition to this ...
12. Highlighting and emphasizing	<ul style="list-style-type: none"> • I'd like to focus on ... • I'd like to emphasize ... • It is important.

3. Closing a Presentation

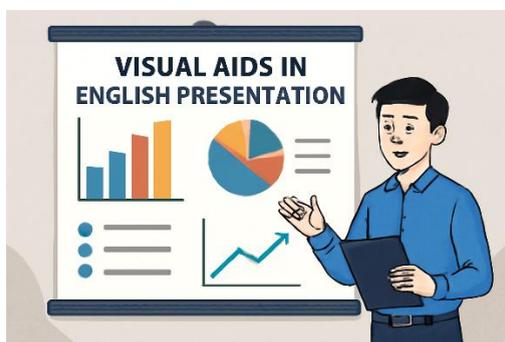
Closing an English presentation is important for leaving a strong impression. Start by summarizing the main points to remind the audience of the material. A clear conclusion helps the audience remember what the presenter have shared. The presenter can also give recommendations or invite further discussion. Be sure to thank the audience for their time and attention. Ending with a final statement gives the presentation a sense of closure. A good

conclusion makes the presentation more memorable and impactful. The following table shows examples of useful expressions when the presenter closes the English presentation.

Table 8.3 Useful Expressions of Closing Presentation

Function	Useful Expressions
13. Signalling the end	<ul style="list-style-type: none"> • That's all I want to say for now on ... • This is the end of my presentation. • So, that's all I have to say ...
14. Summarizing	<ul style="list-style-type: none"> • I'd like to end by emphasising the main point(s). • To sum up, ... • If I can briefly summarize ...
15. Concluding	<ul style="list-style-type: none"> • There are two conclusions/ recommendations. • To conclude, I'd like to say ... • In conclusion ...
16. Closing	<ul style="list-style-type: none"> • Thank you for your attention.
17. Inviting Questions	<ul style="list-style-type: none"> • Right. Now, any questions or comments? • I'd be glad to answer any questions.

D. Using Visual Aids



Gambar 8.2 Illustration of Visual Aids

Visual aids in an English presentation are useful tools that help make the message clearer and more interesting. They show information in a visual way, which makes it easier for the audience to understand and remember. Using visuals, like pictures, charts, or slides, the presenter can explain complex ideas in a simpler and more effective way.

Visual aids also help keep the audience focused and engaged. People pay more attention when they can see something, not just listen. They also help the presenter stay organized by showing key points on the screen. In the end, visual aids make presentations easier to follow, more enjoyable, and more memorable for everyone.

During a presentation, when you want to use your visual aids, there are several expressions that you can use.

Table 8.4 Useful Expressions of Using Visual Aids

Function	Useful Expressions
18. Introducing visuals	<ul style="list-style-type: none"> • I'd like to show you ... • Here, I have a slide that ... • As you can see here ... • Let's take a look at ...
19. Locating a point on a slide	<ul style="list-style-type: none"> • At the top ... • On the right here ... • On the left side ...
20. Checking with audience	<ul style="list-style-type: none"> • Can everybody see that? • Is this clear enough for everyone?
21. Meaning of the visuals	<ul style="list-style-type: none"> • This (graph/ picture/ diagram/chart) show that ... • It's clearly seen (here) that ...
22. Comparisons	<ul style="list-style-type: none"> • This compares x dan y • Let's compare the ... • Here you see a comparison between ...

E. Handling Questions

After a presentation session, there is usually a discussion session. In this session, the audience can ask questions about the materials. Being

able to answer and handle these questions well is an important part of presentation skills. Some of the expressions you can use can be seen in the table below:

Table 8.5 Useful Expressions of Handling Questions

Function	Useful Expressions
23. Answering directly	<ul style="list-style-type: none"> • Ok, I think I can answer that quite simply ... • Well, as I understand it ...
24. Playing for time	<ul style="list-style-type: none"> • Let me see.... Well, I suppose I'd say ... • That's an interesting / very good question. Well ...
25. Handling complex questions	<ul style="list-style-type: none"> • Let me try to answer your questions one by one. • Your first question/point was about ...
26. Dealing with awkward questions	<ul style="list-style-type: none"> • I really had no idea / I'm not quite sure. • I'm not so sure, can anyone help?

F. Vocabularies in Presentation Skills

Table 8.6 Vocabularies in English Presentation

No	English Terms	Phonetic	Meaning
1.	Address (Verb)	/ə'dres/	Menyapa
2.	Aid (Noun)	/eid/	Bantuan
3.	Attention (Noun)	/ə'tenʃn/	Perhatian
4.	Audience (Noun)	/'ɔ:diəns/	Audiens
5.	Clear (Adjective)	/klɪə(r)/	Jelas
6.	Close (Verb)	/kləʊz/	Menutup
7.	Communicate (Verb)	/kə'mju:nikeɪt/	Mengkomunikasikan
8.	Conclusion (Noun)	/kən'klu:ʒn/	Kesimpulan
9.	Confidently (Adverb)	/'kɒnfɪdəntli/	Dengan percaya diri
10.	Effective (Adjective)	/ɪ'fektɪv/	Efektif
11.	Explain (Verb)	/ɪk'spleɪn/	Menjelaskan

12.	Gesture (Noun)	/'dʒestʃə(r)/	Gerakan tubuh
13.	Important (Adjective)	/ɪm'pɔ:tnt/	Penting
14.	Impressive (Adjective)	/ɪm'presɪv/	Mengesankan
15.	Inform (Verb)	/ɪn'fɔ:m/	Memberi Informasi
16.	Information (Noun)	/,ɪnfə'meɪʃn/	Informasi
17.	Introduce (Verb)	/,ɪntrə'dju:s/	Memperkenalkan
18.	Invite (Verb)	/ɪn'vaɪt/	Mengundang
19.	Open (Verb)	/'əʊpən/	Membuka
20.	Organize (Verb)	/'ɔ:gənaɪz/	Mengatur
21.	Outline (Noun)	/'aʊtlaɪn/	Garis besar
22.	Practice (Verb)	/'præktɪs/	Berlatih
23.	Presentation (Noun)	/,prezn'teɪʃn/	Presensi
24.	Provide (Verb)	/prə'vaɪd/	Menyediakan
25.	Question (Noun)	/'kwestʃən/	Pertanyaan
26.	Simply (Adverb)	/'sɪmpli/	Dengan sederhana
27.	Skill (Noun)	/skɪl/	Keterampilan
28.	Structure (Noun)	/'strʌktʃə(r)/	Struktur
29.	Summarize (Verb)	/'sʌməraɪz/	Meringkas
30.	Understand (Verb)	/,ʌndə'stænd/	Memahami

G. Scenario of An English Presentation

Title: "Introducing Our New Smartwatch"

1. Opening / Getting Started

a. Greeting

Good morning, everyone!

Thank you for joining us today. We are excited to share our new product with you.

b. Introducing Self

I am Lisa, I am sales marketing at Smart Watch Company. It is a pleasure to be here with you.

c. Opening Remarks

Today, we are launching a smartwatch that combines the best of technology and style. It is designed to make your life easier and more connected.

d. Starting with a Question

How many of you have found it hard to manage all your devices like fitness trackers, phones, and reminders? Wouldn't it be great if one device could do it all?

2. Main Parts (Body Parts)

a. Product Introduction

Let's talk about what makes this smartwatch special. It's not just a watch, but a device that helps you stay healthy, connected, and organized. Here's how:

First, Health Monitoring. It tracks your heart rate, sleep, and stress

Second, Fitness Tracking. It counts your steps, calories, and workouts.

Third, Smart Notification. Get calls, messages, and app alerts right on your wrist.

Fourth, Customizable Design. Choose your favorite band and watch face.

b. Key Benefits

Many features make the smartwatch easy to use and practical for daily life. Here are the main benefits;

First, it works with your phone. Stay connected even when you are on the go.

Second, it is long battery life. Get up to 48 hours of use from one charge.

Third, it is waterproof. Wear it while swimming or in the rain.

Fourth, voice control. Use your voice to set reminders and control applications.

c. Customer Feedback

We have tested the smartwatch with users. The feedback was great. 95% users said that syncing with their phone was easy and 85% users said that love tracking their health and fitness.

d. Pricing and Availability

You can pre-order the smartwatch today! It will be officially released next month. The first 100 customers get a 15% discount. We also have special bundles to make the experience even better.

3. Closing

a. Closing Remarks

To conclude, I'd like to say this smartwatch is more than just a timepiece. It is a tool to stay connected, stay healthy, and make life easier.

Thank you for your attention. We can't wait for you to try the smartwatch.

b. Inviting Questions

Right. Now, any questions or comments? I am happy to answer any questions you have.

H. Exercises

1. Reading Comprehension

Answer the following questions based on the texts above!

- 1)** What is the main purpose of the new smartwatch introduced in the presentation?
- 2)** What is one feature that makes the smartwatch different from other watches?
- 3)** What percentage of testers said they found syncing the smartwatch with their phone easy?
- 4)** What is a key benefit of the smartwatch that makes it practical for everyday life?
- 5)** What offer is available for the first 100 customers who pre-order the smartwatch?

2. True (T) or False (F) Questions

Decide whether the statements are True (T) or False (F) based on the texts above!

No	Statements	True or False
1.	The smartwatch is designed to make life easier and more connected.	
2.	The smartwatch only tracks fitness activities like steps and calories.	
3.	You can get calls, messages, and notifications on the smartwatch.	
4.	The smartwatch has voice control to set reminders and control apps.	
5.	Pre-ordering the smartwatch comes with a special gift.	

3. An English Presentation Practice

Instructions :

Divide into groups of four. Each individual should prepare, in about three to five minutes, part of a short presentation on any topic related to the business scope presentation.

Describe just one or two aspects of the topic in some detail for about five to seven minutes. Then end what you say with a brief summary and/or conclusion. Finally, move to questions/ comments or discussion.

BAB 9
**TELEPHONING AND
ONLINE COMMUNICATION**

Dalam dunia bisnis modern, komunikasi menjadi fondasi yang sangat penting untuk membangun hubungan profesional, menyampaikan informasi, dan mendukung penyelesaian pekerjaan secara efektif. Dua bentuk komunikasi yang paling sering digunakan dalam konteks profesional adalah telepon dan komunikasi secara daring (online). Sebagai bentuk komunikasi langsung, telepon memungkinkan pengirim dan penerima berinteraksi secara real time, menyampaikan informasi dengan jelas, dan mengurangi risiko kesalahpahaman. Keunggulan komunikasi melalui telepon terletak pada kemampuannya menghadirkan nuansa suara, intonasi, dan ekspresi yang sering kali sulit ditangkap melalui komunikasi tertulis. Oleh karena itu, telepon tetap menjadi alat yang relevan, terutama untuk komunikasi yang membutuhkan respons cepat atau diskusi bersifat sensitif.

Namun, dengan kemajuan teknologi informasi, dunia bisnis telah mengalami transformasi signifikan dalam cara berkomunikasi. Munculnya email, konferensi video, platform percakapan (chat), dan media sosial bisnis memungkinkan orang-orang berkomunikasi multi-platform yang lebih fleksibel, efisien, dan terdokumentasi. Komunikasi online menawarkan keunggulan dalam menyampaikan pesan secara simultan kepada banyak pihak, menyimpan riwayat percakapan, serta menjangkau individu atau kelompok di berbagai lokasi geografis. Selain itu, teknologi komunikasi digital memungkinkan integrasi dengan berbagai sistem manajemen informasi, sehingga mendukung produktivitas dan efektivitas organisasi secara keseluruhan.

Kombinasi antara telepon dan komunikasi online memberikan fleksibilitas besar bagi organisasi dalam menghadapi tantangan bisnis global. Dalam konteks profesional, pemilihan media komunikasi yang tepat sangat penting untuk keberhasilan penyampaian pesan. Seperti yang disebutkan oleh Guffey & Loewy (2018), efektivitas komunikasi bisnis ditentukan oleh tiga faktor utama: kejelasan pesan, pemilihan media komunikasi yang tepat, dan keterampilan interpersonal komunikator. Kejelasan pesan mencakup struktur, konten, dan akurasi informasi yang disampaikan.

Bab ini membahas landasan konseptual telepon dan komunikasi online, mengeksplorasi perannya dalam komunikasi bisnis modern, menganalisis keterampilan yang dibutuhkan untuk masing-masing mode, dan memberikan panduan penggunaannya secara efektif. Bab ini juga membahas bagaimana budaya organisasi, adopsi teknologi, dan etika digital membentuk praktik komunikasi di tempat kerja masa kini.

A. Telepon dalam Komunikasi Bisnis

Telepon mengacu pada komunikasi berbasis suara secara real time yang dilakukan melalui berbagai jaringan telepon, termasuk telepon kabel tradisional, sistem komunikasi seluler, dan platform Voice over Internet Protocol (VoIP) modern yang mengandalkan teknologi digital dan internet. Sebagai salah satu mode interaksi bisnis yang paling bertahan lama dan banyak digunakan, telepon memungkinkan individu untuk berkomunikasi secara instan di berbagai lokasi dan zona waktu, menjadikannya alat yang penting untuk menjaga kelancaran operasional organisasi modern.

Dalam konteks bisnis, telepon sering digunakan untuk berbagai aktivitas seperti pemecahan masalah, layanan pelanggan, penjualan, negosiasi, verifikasi informasi, serta koordinasi antar tim internal atau dengan pemangku kepentingan eksternal. Sifat sinkron komunikasi telepon memungkinkan pesan disampaikan, ditafsirkan, dan diklarifikasi secara langsung, sehingga mendukung aliran kerja yang efisien dan meminimalkan keterlambatan pengambilan keputusan. Selain itu, sifat langsung dari komunikasi via telepon mengurangi ambiguitas dan mendukung penyelesaian masalah secara cepat—yang sangat penting dalam lingkungan bisnis dengan tekanan tinggi dan waktu yang sensitif (Morey, 2019).

Salah satu kekuatan utama telepon terletak pada karakteristik komunikatifnya. Beberapa keunggulan telepon antara lain:

1. Umpan balik langsung

Komunikator dapat mengajukan pertanyaan, mengklarifikasi poin penting, dan menyesuaikan pesan berdasarkan reaksi pendengar. Hal ini sangat bermanfaat untuk pengambilan keputusan cepat, penyelesaian permasalahan, atau layanan pelanggan.

2. Koneksi humanis melalui isyarat suara

Nada, intonasi, kecepatan bicara, dan jeda menyampaikan emosi dan sikap yang memperkaya interaksi. Unsur vokal ini memegang peran penting dalam membangun kepercayaan dan hubungan profesional.

3. Media yang lebih kaya (media richness)

Penggunaan telepon sangat cocok untuk diskusi atau instruksi yang kompleks. Penelitian terbaru juga menegaskan bahwa komunikasi berbasis suara tetap memainkan peran penting dalam kepemimpinan, layanan pelanggan, dan komunikasi krisis (Park & Lee, 2021).

Meski memiliki banyak kelebihan, telepon juga memiliki beberapa keterbatasan, seperti:

a. Negosiasi

Ketiadaan isyarat visual seperti ekspresi wajah membuat interpretasi menjadi lebih sulit, sehingga negosiasi melalui telepon lebih menantang.

b. Layanan pelanggan

Ketika konsumen sangat emosional atau masalah membutuhkan bantuan visual, telepon menjadi kurang efektif.

c. Penjadwalan dan koordinasi

Mengatur panggilan telepon lintas zona waktu dapat menyulitkan.

d. Penanganan keluhan

Telepon kurang ideal untuk evaluasi kinerja atau keluhan resmi yang membutuhkan dokumentasi. Kendala ini menunjukkan bahwa telepon tetap perlu dilengkapi dengan media komunikasi lainnya sesuai kebutuhan tugas.

Komunikasi telepon yang efektif memerlukan etiket profesional, seperti salam yang jelas, identifikasi diri, penyampaian tujuan, mendengarkan aktif, pengaturan nada bicara, serta penutupan dengan rangkuman untuk memastikan kesepahaman. Para ahli komunikasi menyatakan bahwa nada suara memainkan peran penting dalam membentuk persepsi pendengar mengenai profesionalisme dan kredibilitas (Knapp et al., 2020).

Berikut adalah Pedoman Praktis Menelepon yang Efektif:

- 1) Siapkan garis besar pesan.
Persiapan ini membantu penelepon tetap fokus, menghindari penyimpangan yang tidak perlu, dan memastikan semua poin penting tercakup secara efisien.
- 2) Gunakan salam profesional dan nyatakan tujuan di awal.
Penting untuk menggunakan salam profesional dan segera sebutkan nama, afiliasi organisasi, dan tujuan panggilan. Memberikan informasi ini di awal akan membangun kredibilitas dan menciptakan suasana positif dalam percakapan, sehingga penerima dapat memahami konteks dan merespons secara efektif.
- 3) Bicara dengan jelas dan tempo yang stabil.
Menggabungkan kejelasan dengan nada percaya diri dan ramah meningkatkan profesionalisme dan membangun hubungan baik, yang sangat berharga dalam peran yang berorientasi pada layanan atau berhadapan langsung dengan klien.
- 4) Gunakan teknik mendengarkan aktif.
Penggunaan teknik mendengarkan aktif memainkan peran penting dalam komunikasi telepon. Anggukan verbal seperti "Saya mengerti," "Baik," atau "Mengerti" menandakan keterlibatan, menunjukkan empati, dan mendorong lawan bicara untuk terus berbicara. Praktik ini mengimbangi ketiadaan isyarat visual yang biasanya tersedia dalam interaksi tatap muka.
- 5) Hindari multitasking.
Untuk menjaga perhatian penuh dan menghindari kesalahan, para profesional sebaiknya menghindari multitasking selama panggilan.

Membagi perhatian antara percakapan dan tugas lain dapat menyebabkan miskomunikasi, kehilangan informasi penting, atau respons yang tidak tepat. Tetap fokus meningkatkan akurasi dan memastikan saling pengertian, yang sangat penting selama diskusi kompleks atau proses pengambilan keputusan.

6) Rangkum poin penting sebelum menutup panggilan.

Merangkum poin-poin penting membantu memperkuat pemahaman bersama dan memastikan kedua belah pihak meninggalkan percakapan dengan ekspektasi yang jelas. Ringkasan ini dapat mencakup tindakan, jadwal, tanggung jawab, atau langkah selanjutnya yang telah disepakati.

7) Kirim email tindak lanjut bila diperlukan sebagai dokumentasi.

Disarankan untuk menindaklanjuti dengan email atau ringkasan tertulis jika dokumentasi diperlukan. Langkah ini menyediakan catatan formal percakapan, mengurangi ambiguitas, dan mendukung akuntabilitas, terutama di lingkungan profesional yang memerlukan pelacakan keputusan dan kesepakatan yang akurat.

Berikut adalah ekspresi dalam bahasa Inggris yang biasa digunakan dalam percakapan melalui telepon:

Receiving telephone calls:

- Hello, Good morning. Who's speaking?

Initiating Calls:

- Hello. This is (your name)
- Hello. It's (your name)

Asking for speaking to someone:

- Can/could you get me?
- Could you put me through to?
- I would like to speak to?

Asking for the caller identity:

- Who's speaking?
- Who shall I say is calling, Sir/Madam? (if the call is not for you)
- May I have your name, please?
- Could I have your name, Sir/Madam?
- I would like to speak to?

If you do not wish to give out your name, you may use one of the following expressions

- It's a person call
- It's a confidential call

Leaving a message:

- May I leave a message, please?
- Could you take a message?
- Could you give him/her a message ?

Offering to leave a message:

- Can I take a message?
- Would you like to leave a message?

Asking to hold:

- One moment, please Sir/Madam (formal)
- Hold on, please (informal)
- Just a minute, please (informal)
- Hang on, please (informal)
- Wait a minute, please (informal)

Transferring a call:

- Just a minute, please. I'll put you through
- Just a minute, please. I'll transfer your call to Mr./Mrs.

Contoh percakapan melalui telpon dengan menggunakan Bahasa Inggris:

Situation:

A sales representative (Ms. Taylor) calls a client (Mr. Johnson) to follow up on a product inquiry.

Receptionist: Good morning, BrightTech Solutions. How may I direct your call?

Ms. Taylor: Good morning. This is Anna Taylor from NovaSupplies. I'd like to speak with Mr. David Johnson regarding his product inquiry last week.

Receptionist: Certainly, Ms. Taylor. Please hold while I connect you.

(A few seconds later)

Mr. Johnson: Hello, this is David Johnson speaking.

Ms. Taylor: Good morning, Mr. Johnson. This is Anna Taylor from NovaSupplies. I'm calling to follow up on your inquiry about our office equipment package. Is this a good time to talk?

Mr. Johnson: Yes, I have a few minutes. Please go ahead.

Ms. Taylor: Great, thank you. I wanted to confirm whether you received the quotation we sent on Monday and to see if you had any questions about the pricing or product specifications.

Mr. Johnson: Yes, I received it. I just needed some clarification on the warranty coverage for the printers.

Ms. Taylor: Of course. All printers in the package come with a two-year warranty, which includes free maintenance and parts replacement. We also offer an optional extended warranty for an additional fee.

Mr. Johnson: That sounds good. Could you send the details of the extended warranty to my email?

Ms. Taylor: Absolutely. I'll send the complete information within the next 30 minutes. Is there anything else I can assist you with today?

Mr. Johnson: No, that should be all for now. Thank you for the follow-up.

Ms. Taylor: My pleasure, Mr. Johnson. Thank you for your time. Have a great day.

Mr. Johnson: You too. Goodbye.

B. Komunikasi Daring (Online)

Komunikasi daring dalam bisnis mengacu pada penggunaan platform digital dan berbasis internet yang memungkinkan individu dan organisasi untuk bertukar informasi, berkolaborasi, dan mengoordinasikan tugas lintas batas spasial dan temporal. Bentuk komunikasi ini mencakup beragam saluran, termasuk surel, aplikasi pesan instan, perangkat konferensi video, ruang kerja kolaboratif, jejaring sosial perusahaan, dan sistem manajemen proyek berbasis cloud. Seiring dengan semakin terglobalisasinya dan terintegrasinya teknologi dalam organisasi, komunikasi daring telah mendominasi interaksi profesional, mendukung pertukaran sinkron maupun asinkron yang memfasilitasi kerja jarak jauh, kerja tim virtual, dan kolaborasi lintas batas. Perkembangan pesat teknologi digital telah

menjadikan komunikasi daring sangat penting dalam lingkungan organisasi modern, memungkinkan karyawan untuk terlibat dalam diskusi langsung atau menyampaikan informasi bahkan ketika tidak hadir secara fisik. Para ahli berpendapat bahwa pergeseran menuju platform digital telah mengubah norma komunikasi di tempat kerja secara signifikan, menjadikan fleksibilitas, aksesibilitas, dan kedekatan sebagai komponen penting dalam praktik komunikasi bisnis saat ini (Leonardi, 2021).

Komunikasi daring mencakup kanal-kanal digital berbasis internet, termasuk surel, pesan instan, konferensi video, platform kolaboratif, dan media sosial. Teknologi-teknologi ini memungkinkan komunikasi sinkron (waktu nyata) dan asinkron, yang memungkinkan lingkungan kerja terdistribusi dan jarak jauh. Seiring dengan semakin globalnya organisasi dan adopsi model kerja hibrida, komunikasi daring telah menjadi pusat operasional bisnis (Leonardi, 2021).

Terdapat beberapa jenis Komunikasi Daring dalam Bisnis. Jenis-jenis tersebut adalah:

1. Email

Email tetap menjadi media yang paling banyak digunakan untuk komunikasi formal karena kemampuannya menyediakan dokumentasi terperinci, pesan terstruktur, dan catatan yang dapat dilacak yang mendukung akuntabilitas dan transparansi.

2. Pesan Instan (IM)

Alat pesan instan seperti Slack, WhatsApp Business, Microsoft Teams, dan Telegram memfasilitasi komunikasi informal yang cepat yang memungkinkan pengambilan keputusan cepat, penyelesaian masalah secara real-time, dan koordinasi tugas-tugas rutin yang efisien.

3. Konferensi Video

Platform konferensi video—termasuk Zoom, Google Meet, dan Microsoft Teams—menawarkan pengalaman komunikasi yang lebih kaya dengan mengintegrasikan isyarat visual dan audio, yang

memungkinkan rapat, presentasi, dan sesi pelatihan virtual yang lebih menarik dan efektif.

4. Platform Kolaboratif

Platform kolaboratif seperti Trello, Asana, Notion, dan Google Workspace memungkinkan tim yang tersebar untuk mengelola proyek secara kolektif, melacak kemajuan, dan berbagi dokumen dengan lancar.

Berbagai macam alat digital ini menawarkan kemampuan bagi bisnis untuk menyesuaikan strategi komunikasi berdasarkan kebutuhan situasional dan budaya organisasi, meningkatkan efisiensi dan mendorong berbagi pengetahuan di seluruh perusahaan (Carlson dkk., 2021).

Adapun kelebihan berkomunikasi menggunakan Komunikasi Daring adalah sebagai berikut:

a. Fleksibilitas dan aksesibilitas lintas zona waktu

Platform digital menawarkan fleksibilitas yang memungkinkan komunikasi terjadi tanpa memandang lokasi geografis atau perbedaan waktu. Fleksibilitas ini sangat penting dalam organisasi multinasional di mana karyawan bekerja dalam tim global dan harus mengoordinasikan tugas lintas benua.

b. Dokumentasi dan pencatatan, terutama di platform email dan obrolan

Komunikasi daring mendukung dokumentasi yang luas, terutama dalam email dan sistem berbasis cloud, yang memungkinkan organisasi untuk mengarsipkan pesan, melacak proses pengambilan keputusan, dan memelihara catatan terperinci untuk kepatuhan atau evaluasi manajerial.

c. Skalabilitas

Saluran digital memungkinkan organisasi berkomunikasi dengan individu, tim kecil, atau audiens besar secara bersamaan.

d. Integrasi multimedia, memungkinkan berbagi dokumen, gambar, dan video

Komunikasi daring memungkinkan integrasi berbagai format media—seperti teks, rekaman audio, video, gambar, dan hyperlink—yang memperkaya kejelasan pesan dan mendukung penyebaran informasi yang efektif. Studi menunjukkan bahwa karyawan semakin bergantung pada alat komunikasi digital karena alat tersebut menyederhanakan alur kerja, meningkatkan aksesibilitas, dan mendukung pertukaran informasi yang cepat, sehingga menjadikannya sangat berharga dalam pengaturan kerja hibrida dan jarak jauh (Park & Lee, 2021).

Terlepas dari keunggulan-keunggulan ini, komunikasi daring bukannya tanpa batasan. Salah satu tantangan signifikan adalah meningkatnya risiko kesalahpahaman akibat ketiadaan isyarat nonverbal yang biasanya menyertai komunikasi tatap muka atau suara. Tanpa nada bicara, ekspresi wajah, atau gestur, pesan tertulis—terutama email atau pesan instan—dapat disalahartikan, yang mengakibatkan kebingungan atau konflik. Komunikasi digital juga berkontribusi pada kelebihan informasi, karena karyawan menerima banyak email, notifikasi, dan pesan di berbagai platform, yang dapat menghambat produktivitas dan menyebabkan stres. Kekhawatiran lainnya adalah munculnya kelelahan digital. Yakni sejenis kelelahan kognitif akibat interaksi berbasis layar yang berkepanjangan, terutama dalam lingkungan konferensi video. Risiko keamanan siber semakin mempersulit praktik komunikasi daring, dengan organisasi menghadapi ancaman seperti pelanggaran data, phishing, dan akses tidak sah ke berkas rahasia. Saluran komunikasi asinkron juga dapat menunda kolaborasi ketika respons segera dibutuhkan, terutama jika anggota tim berada di zona waktu yang berbeda atau memiliki jadwal yang bentrok. Keterbatasan ini menggarisbawahi pentingnya pemilihan platform yang strategis dan pedoman komunikasi digital yang jelas dalam lingkungan organisasi untuk memastikan interaksi daring tetap efektif, aman, dan berkelanjutan (Morey, 2019).

Komunikasi daring yang efektif membutuhkan pengembangan kompetensi khusus dan etiket digital untuk memastikan kejelasan, profesionalisme, dan efisiensi. Penulisan yang jelas dan ringkas sangat

penting, terutama dalam komunikasi surel, di mana pesan harus terstruktur secara logis dan diartikulasikan dengan tepat untuk menghindari ambiguitas. Karyawan juga harus menunjukkan kesadaran akan etika, termasuk penggunaan bahasa yang sopan, waktu respons yang tepat, dan kepatuhan terhadap norma organisasi terkait formalitas dan nada. Literasi digital sama pentingnya, karena kemahiran dalam menggunakan alat komunikasi secara langsung memengaruhi produktivitas dan kualitas kolaborasi. Memahami protokol privasi dan keamanan data sangat penting untuk melindungi informasi organisasi dan memastikan kepatuhan terhadap peraturan industri. Selain itu, para profesional harus mampu menyesuaikan gaya komunikasi di berbagai platform—misalnya, menggunakan bahasa formal dalam email sambil mengadopsi nada yang lebih komunikatif dalam perangkat pesan instan. Kompetensi konferensi video, seperti mengoperasikan pengaturan audio, mengelola berbagi layar, dan mematuhi etiket rapat virtual, menjadi semakin penting dalam lingkungan kerja hibrida dan jarak jauh. Para akademisi menekankan bahwa pengembangan keterampilan ini sangat penting untuk menavigasi kompleksitas tempat kerja digital dan menjaga komunikasi yang efektif di berbagai tim (Knapp dkk., 2020).

Berikut Panduan singkat untuk Komunikasi Daring yang Efektif:

a. Email

- Gunakan baris subjek yang jelas.
- Pastikan pesan singkat dan terstruktur dengan judul atau poin-poin penting.
- Gunakan nada formal kecuali jika diperlukan.
- Hindari balasan yang tidak perlu

b. Pesan Instan

- Gunakan untuk percakapan singkat dan informal.
- Hindari mengirim pesan di luar jam kerja kecuali jika diizinkan oleh norma organisasi.
- Gunakan emoji dengan hati-hati dan profesional.

c. Konferensi Video

- Periksa audio dan kamera sebelum bergabung.
- Gunakan latar belakang dan pencahayaan profesional.
- Perhatikan giliran bicara untuk menghindari interupsi.
- Matikan suara saat tidak berbicara.

Berikut adalah contoh email bisnis dalam bahasa Inggris untuk situasi formal dengan menggunakan struktur profesional: **subject – greeting – body – closing – signature**.

Subject: Inquiry About Product Availability and Pricing

Dear Sir/Madam,

I hope this message finds you well. I am writing to inquire about the availability and pricing of your latest office equipment package. Our company is currently reviewing suppliers for our upcoming procurement cycle, and we would appreciate receiving detailed information on the specifications, warranty options, and bulk order discounts.

Please let me know if you require any additional details from our side. I look forward to your response.

Thank you for your time and assistance.

Kind regards,

Marie Taylor

Purchasing Officer

NovaSupplies Ltd.

anna.taylor@novasupplies.com

C. Telepon vs Komunikasi Daring

Komunikasi telepon dan daring merupakan dua model komunikasi yang berbeda namun saling melengkapi dalam lingkungan bisnis

modern. Efektivitas keduanya bergantung pada faktor situasional seperti kompleksitas tugas, urgensi, tujuan relasional, dan infrastruktur teknologi. Berdasarkan perspektif terkini, platform digital baru menawarkan kemudahan unik yang membentuk kembali dinamika komunikasi, menunjukkan bahwa pemilihan saluran harus peka terhadap konteks, alih-alih hierarkis (Carlson dkk., 2021).

Komunikasi telepon unggul dalam tugas-tugas yang membutuhkan umpan balik langsung, kejelasan emosi, dan kehangatan hubungan. Sifatnya yang sinkron menjadikannya ideal untuk negosiasi, diskusi sensitif, resolusi layanan pelanggan, dan koordinasi yang mendesak. Di sisi lain, komunikasi daring memberikan keuntungan yang jelas dalam hal dokumentasi, fleksibilitas, skalabilitas, dan integrasi multimedia. Email ideal untuk pesan formal, instruksi terperinci, dan komunikasi yang membutuhkan catatan permanen. Pesan instan mendukung pertukaran informasi yang cepat dan informal, sementara konferensi video sangat efektif dalam mereplikasi isyarat interpersonal dan melakukan rapat dari jarak jauh.

Namun, kedua saluran tersebut memiliki keterbatasan. Telepon tidak memiliki petunjuk visual dan dokumentasi tertulis, yang dapat menghambat tugas-tugas yang kompleks atau terperinci. Komunikasi daring berisiko menimbulkan kesalahpahaman, beban berlebih, kelelahan digital, dan kerentanan keamanan siber. Kunci komunikasi bisnis yang efektif terletak pada pemilihan saluran yang strategis—memilih alat yang tepat untuk tugas yang tepat. Misalnya, klarifikasi yang mendesak mungkin paling baik ditangani melalui panggilan telepon, sementara pembaruan proyek jangka panjang atau perjanjian formal harus didokumentasikan melalui email. Demikian pula, diskusi yang sangat bergantung pada alat bantu visual dapat lebih bermanfaat melalui konferensi video daripada interaksi melalui telepon atau teks.

Berdasarkan pemaparan di atas, Komunikasi telepon dan daring masing-masing memainkan peran penting dalam lingkungan bisnis kontemporer. Komunikasi telepon menawarkan kedekatan, kekayaan emosi, dan kedalaman hubungan, sementara komunikasi daring

memberikan fleksibilitas, dokumentasi, skalabilitas, dan integrasi teknologi. Alih-alih saling menggantikan, kedua bentuk komunikasi ini berfungsi sebagai alat pelengkap yang mendukung berbagai kebutuhan organisasi. Penguasaan kedua saluran—dikombinasikan dengan pemilihan saluran strategis dan kompetensi digital—memungkinkan para profesional untuk berkomunikasi secara efektif, meningkatkan kerja sama tim, dan berkontribusi pada kesuksesan organisasi di dunia yang semakin digital.

BAB 10

**WRITING BUSINESS
EMAILS AND LETTERS**

A. Business Communication: Email and Letter

Business emails and letters remain essential for professional communication, providing formal channels to share information, maintain relationships, and document transactions. Their main purpose is to ensure clarity, accuracy, and professionalism in interactions among organizations, clients, and stakeholders (Robles, 2020).

Despite the rise of instant messaging and collaboration tools, email continues to dominate high-trust communication because of its reliability, auditability, and permanence for legal and operational records. Business letters, though less common, are still preferred for formal situations—such as job applications, complaint resolutions, and official notices—where tone and structure convey respect and seriousness.

Both formats uphold organizational credibility through conciseness, clarity, and appropriate tone. Emails offer speed and global reach, enabling timely responses and cross-border transactions, while letters provide authority and permanence in sensitive matters. These tools support negotiations, relationship management, and compliance, while also serving persuasive purposes in proposals, fundraising, and recruitment.

Structured formats—clear openings, detailed bodies, and courteous closings—enhance readability and reduce ambiguity. Beyond functionality, emails and letters reflect organizational values and professionalism, influencing brand perception. While automation and AI improve efficiency and security, human elements such as empathy and cultural sensitivity remain vital for trust-building. Ultimately, these mediums are not just communication tools but strategic assets that sustain decision-making, accountability, and organizational integrity in a rapidly evolving digital landscape

Ringkasan

Email dan surat bisnis tetap menjadi sarana penting dalam komunikasi profesional, menyediakan jalur formal untuk berbagi informasi, menjaga hubungan, dan mendokumentasikan transaksi. Email lebih sering digunakan karena kecepatan, jangkauan global, serta keandalannya sebagai catatan hukum, sementara surat masih dipilih untuk situasi formal dan sensitif yang memerlukan sifat-sifat yang lebih terstruktur yang menunjukkan rasa hormat. Kedua format ini menjaga kredibilitas organisasi melalui kejelasan, keringkasan, dan profesionalisme. Meskipun penggunaan AI mulai sering digunakan, tetapi unsur manusia seperti empati dan sensitivitas budaya tetap sangat penting. Pada akhirnya, email dan surat ini bukan sekadar alat komunikasi, melainkan cara berkomunikasi yang efektif yang mendukung kepercayaan, akuntabilitas, dan integritas organisasi di dunia digital yang terus berkembang

B. Principles of Business Communication

Effective business communication is the cornerstone of organizational success, enabling the exchange of ideas, information, and decisions across multiple levels of an enterprise. The first principle is clarity, which ensures that messages are easily understood and free from ambiguity, reducing the risk of misinterpretation and errors (Robles, 2020).

The second principle is completeness where messages provide all necessary information for informed decision-making and action (Musheke & Phiri, 2021).

The third principle is courtesy. It is equally important, as respectful and empathetic communication fosters positive relationships and minimizes conflict (Eke, 2020).

The fourth principle is consideration. It involves tailoring messages to the audience's needs and cultural context, enhances engagement and reduces resistance (Musheke & Phiri, 2021).

The fifth principle is adaptability. It has emerged as a principle, requiring communicators to adjust tone and format for diverse platforms such as email, video conferencing, and social media (Robles, 2020).

The sixth principle is feedback integration. It is another critical principle, as it confirms message reception and understanding, creating a two-way communication loop that strengthens collaboration (Eke, 2020). Research highlights that effective communication processes—encoding, channel selection, decoding, and feedback—are essential for organizational efficiency and employee performance (Musheke & Phiri, 2021).

The seventh principle is transparency. It ensures openness and honesty, which builds trust and supports ethical practices in business dealings (Robles, 2020).

The eighth principle is timeliness. It is crucial, as delayed communication can hinder decision-making and disrupt workflows (Eke, 2020).

The ninth principle is conciseness follows closely, emphasizing brevity without sacrificing essential details, which is critical in fast-paced business environments (Eke, 2020).

Ringkasan

No	Prinsip	Keterangan
1	Clarity	Memastikan pesan mudah dipahami dan bebas dari ambiguitas sehingga mengurangi salah interpretasi.

2	Completeness	Memberikan semua informasi yang diperlukan untuk keputusan dan tindakan kedepan.
3	Courtesy	Menggunakan bahasa yang penuh rasa hormat dan empati untuk membina hubungan yang positif dan meminimalkan konflik.
4	Consideration	Menyesuaikan pesan dengan kebutuhan pembaca dan konteks budaya untuk meningkatkan keterlibatan
5	Adaptability	Menyesuaikan format untuk berbagai platform yang berbeda.
6	Feedback Intergration	Mengonfirmasi pemahaman pesan sehingga menciptakan lingkaran komunikasi dua arah.
7	Transparency	Medukung Upaya meningkatkan keterbukaan dan kejujuran untuk membangun kepercayaan.
8	Timeliness	Memastikan komunikasi yang cepat untuk menghindari penundaan dalam pengambilan Keputusan.
9	Conciseness	Meningkatkan keringkasn komunikasi tertulis tanpa menghilangkan detail informasi yang penting.

C. Structure of Business Email and Letter

A well-structured email ensures that the recipient understands the purpose quickly and responds appropriately. The key components include:

- **Subject line:** Clear and specific, summarizing the purpose (e.g., “Meeting Confirmation for March 15”).
- **Salutation:** Professional greeting using appropriate titles (e.g., “Dear Mr. Smith”).
- **Opening sentence:** States the purpose concisely.
- **Body:** Organized into short paragraphs, presenting details logically.

- **Closing statement:** Courteous and action-oriented (e.g., “Please let me know if you need further details.”).
- **Signature block:** Includes full name, position, and contact information.

Example:

Subject Line:

Meeting Confirmation for March 15

Salutation:

Dear Mr. Smith,

Opening Sentence:

I am writing to confirm our scheduled meeting on Friday, March 15, at 10:00 AM.

Body:

The meeting will take place at our downtown office, located at 123 Business Avenue, Conference Room B. The agenda will include a review of the quarterly sales report, discussion of upcoming marketing strategies, and planning for the new product launch. Please let me know if you would like any additional topics added to the agenda.

Closing Statement:

Should you need further details or have any questions, please feel free to contact me. I look forward to our discussion.

Signature Block:

Best regards,

John Anderson

Sales Manager

ABC Corporation

Phone: +1 (555) 123-4567

Email: john.anderson@abccorp.com

Structure of Business Letters

Business letters follow a more formal structure than emails. Standard elements include:

- **Sender's address and date:** Placed at the top.
- **Recipient's address:** Below the sender's details.
- **Salutation:** Formal greeting (e.g., "Dear Dr. Johnson").
- **Subject line (optional):** Indicates the topic.
- **Body:** Three-part structure:
 - **Introduction:** States the purpose.
 - **Details:** Provides supporting information.
 - **Conclusion:** Summarizes and indicates next steps.
- **Complimentary close:** Polite ending (e.g., "Sincerely").
- **Signature:** Handwritten or digital, followed by typed name and title

Example

[Sender's Address]

PT Nusantara Consulting
Jl. Merdeka No. 45
Jakarta, Indonesia 10110
March 15, 2025

[Recipient's Address]

Mr. David Johnson
Human Resources Manager
GlobalTech Solutions
123 Innovation Avenue
Singapore 56789

Subject: Request for Partnership Meeting

Dear Mr. Johnson,

I am writing to express our interest in exploring a strategic partnership between PT Nusantara Consulting and GlobalTech Solutions. Our organization specializes in providing advanced

business solutions that align with your company's vision for innovation and growth.

We propose scheduling a meeting to discuss potential collaboration opportunities, including joint projects in digital transformation and workforce development. Our team is available during the week of March 25, and we would be happy to accommodate your preferred date and time. Please find a brief company profile attached for your review.

We look forward to your response and hope to establish a mutually beneficial relationship. Should you require further information, please do not hesitate to contact me at +62-812-3456-7890 or via email at andi.wirantaka@nusantaraconsulting.com.

Sincerely,

[Handwritten Signature]

Andi Wirantaka

Managing Director
PT Nusantara Consulting

D. Etiquette in Business Email and Letter

Etiquette in business emails and letters is a cornerstone of professional communication, ensuring messages are clear, respectful, and aligned with organizational standards. The first principle of etiquette is using appropriate salutations and closings, which convey professionalism and set the tone for the interaction (Meier, 2020). Correctly addressing recipients by name and title demonstrates respect and cultural awareness, which is essential in global business contexts (Langford, 2016). Another critical aspect is clarity and conciseness, as overly long or ambiguous messages can lead to confusion and inefficiency (Post et al., 2014). Business email etiquette emphasizes precise subject lines, enabling recipients to prioritize and understand the purpose of the message quickly (Meier, 2020). Maintaining a formal yet courteous tone is vital, especially in letters,

where language reflects authority and seriousness (Langford, 2016). Proper etiquette includes avoiding slang, jargon, and emoticons, which may appear unprofessional and undermine credibility (Post et al., 2014). Proofreading for grammar and spelling accuracy is another essential practice, as errors can damage the sender's reputation and the organization's image (Meier, 2020). Timeliness is a core etiquette principle; responding promptly to emails and letters signals respect for the recipient's time and fosters trust (Langford, 2016). Structuring messages logically—with clear openings, detailed bodies, and courteous closings—enhances readability and professionalism (Post et al., 2014). Business letters require adherence to standardized formats, including sender and recipient details, date, and subject line, which reinforce formality and clarity (Meier, 2020). Email etiquette also involves managing CC and BCC fields responsibly, ensuring privacy and relevance for all recipients (Langford, 2016). Attachments should be labeled clearly and referenced in the body of the message to avoid confusion (Post et al., 2014). Cultural sensitivity is increasingly important in etiquette, as global communication demands awareness of norms regarding tone, formality, and response expectations (Meier, 2020). Avoiding excessive capitalization or exclamation marks is recommended, as these can be perceived as aggressive or unprofessional (Langford, 2016). Etiquette also includes using professional signatures with contact details, which provide transparency and facilitate follow-up (Post et al., 2014). Confidentiality must be respected by refraining from forwarding sensitive information without permission (Meier, 2020). In letters, handwritten signatures remain a mark of authenticity and professionalism, even in digital formats (Langford, 2016). Research and practice underscore that adherence to etiquette improves organizational reputation, strengthens relationships, and reduces communication breakdowns (Post et al., 2014). Ultimately, etiquette in business emails and letters is not merely about politeness but about strategic communication that supports trust, efficiency, and professionalism in a competitive global environment (Meier, 2020; Langford, 2016; Post et al., 2014)

Ringkasan

No	Etiket	Keterangan
1	Purpose of Etiquette	Menjamin kejelasan, rasa hormat, dan kesesuaian dengan standar organisasi dalam komunikasi bisnis.
2	Salutations & Closings	Gunakan sapaan dan penutup yang tepat untuk menunjukkan profesionalisme dan membangun kesan awal yang baik.
3	Correct Addressing:	Cantumkan nama dan gelar penerima secara tepat untuk menunjukkan rasa hormat dan kesadaran budaya.
4	Clarity & Conciseness	Hindari pesan yang terlalu panjang atau ambigu agar tidak menimbulkan kebingungan.
5	Subject Lines	Gunakan subjek yang jelas dan spesifik agar penerima cepat memahami tujuan pesan
6	Tone	Pertahankan nada formal namun sopan; hindari penggunaan slang, jargon, atau emotikon
7	Proofreading	Periksa tata bahasa dan ejaan untuk menjaga kredibilitas dan reputasi.
8	Standardized Formats	Ikuti struktur surat resmi (detail pengirim/penerima, tanggal, dan subjek)
9	Email Fields	Gunakan CC dan BCC secara bijak untuk menjaga privasi dan relevansi.
10	Attachments	Beri label yang jelas dan sebutkan dalam isi pesan agar tidak membingungkan
11	Avoid Excessive Symbols	Batasi penggunaan huruf kapital dan tanda seru agar tidak terkesan agresif.
12	Confidentiality	Jangan meneruskan informasi sensitif tanpa izin.

BAB 11
ENGLISH FOR
MARKETING AND SALES

Kemampuan berbahasa Inggris telah menjadi hal yang sangat penting dalam lingkungan bisnis global, khususnya dalam pekerjaan profesional dan bidang penjualan. Seiring dengan berkembangnya perusahaan dan platform digital yang menghubungkan audiens internasional, para pemasar dan tenaga penjualan dituntut untuk menggunakan bahasa Inggris agar dapat mencapai keberhasilan bisnis, seperti dalam periklanan, negosiasi, branding, dan hubungan pelanggan (Parment et al., 2021). Kemampuan berbahasa Inggris juga dibutuhkan sebagai media utama untuk konten pemasaran, promosi produk, dan keterlibatan pelanggan. Memiliki kemampuan komunikasi yang baik dalam bahasa Inggris sangat bermanfaat bagi para pemasar dan tenaga penjual. Pemasar harus mampu menjelaskan produk dengan jelas, menyampaikan ide secara persuasif, memahami kebutuhan pelanggan, dan membuat pesan yang menarik. Selain itu, tenaga penjualan harus mampu membangun hubungan dengan klien, menjelaskan penawaran dengan jelas, bernegosiasi dengan percaya diri, dan menutup transaksi secara efektif (Bly, 2020). Oleh karena itu, kemahiran berbahasa Inggris sangat menguntungkan dalam bidang ini.

English for Marketing and Sales, bertujuan membantu pembaca atau pembelajar meningkatkan keterampilan bahasa yang dibutuhkan dalam lingkungan bisnis. Bagian ini menggabungkan konsep pemasaran dengan penggunaan bahasa Inggris praktis, menyediakan kosakata, ungkapan, dan dialog. Dengan mempelajari topik ini, pembaca akan mengembangkan kemampuan dalam menulis pesan pemasaran, mempresentasikan produk, bernegosiasi dengan pelanggan, menangani keluhan, dan melakukan berbagai tugas penting lainnya. Selain itu, pembaca juga dapat memperoleh pemahaman tentang komunikasi pemasaran dan penjualan sekaligus meningkatkan rasa percaya diri dalam menggunakan bahasa Inggris secara efektif dalam situasi tempat kerja. Melalui keterampilan ini, pembaca akan lebih siap untuk berpartisipasi dalam bisnis global, berkontribusi pada proyek pemasaran, dan berinteraksi dengan pelanggan serta klien secara lebih sukses.

A. The role of English in Marketing and Sales

Sebagai bahasa internasional, bahasa Inggris berfungsi sebagai medium komunikasi, promosi, negosiasi, serta pembangunan relasi dengan beragam konsumen di seluruh dunia. Penguasaan bahasa Inggris berkontribusi pada peningkatan kapasitas perusahaan dalam bersaing di pasar global dan mendorong produktivitas di bidang pemasaran maupun penjualan. Mengingat perannya yang signifikan dalam lingkungan bisnis, bahasa Inggris memungkinkan para pemasar dan tenaga penjualan untuk bekerja sama dengan tim multinasional serta mengakses berbagai sumber informasi global (David Crystal, 2012). Dalam konteks profesional, bahasa Inggris menjadi bahasa dominan dalam rapat, presentasi, dan negosiasi, yang memungkinkan para profesional mengomunikasikan gagasan secara jelas dan meminimalisasi potensi kesalahpahaman akibat perbedaan budaya.

Dalam ranah pemasaran digital, bahasa Inggris memiliki kedudukan yang sangat penting karena sebagian besar konten daring diproduksi dalam bahasa tersebut, termasuk unggahan media sosial, kampanye surat elektronik, dan iklan digital yang ditujukan kepada audiens global. Bahasa Inggris juga mendukung praktik optimasi mesin pencari, mengingat banyak kata kunci, tren, dan pola pencarian global menggunakan terminologi berbahasa Inggris. Hal ini membantu merek meningkatkan visibilitas dan daya saingnya secara digital. Lebih lanjut, bahasa Inggris digunakan secara luas dalam branding dan periklanan karena keterkaitannya dengan modernitas, prestise, serta identitas global. Pada era kontemporer, banyak perusahaan mengadopsi nama, tagline, dan slogan berbahasa Inggris untuk membentuk citra merek universal yang mudah dikenali oleh konsumen lintas negara.

Dalam sektor penjualan, kompetensi berbahasa Inggris menjadi aspek esensial untuk membangun hubungan dengan klien internasional, menyampaikan informasi produk, merespons kebutuhan pelanggan, dan melakukan negosiasi kontrak. Kemampuan berkomunikasi secara efektif dalam bahasa Inggris dapat memperkuat kepercayaan,

meningkatkan profesionalisme, serta mendukung terciptanya kepuasan pelanggan (Bargiela-Chiappini, F., & Nickerson, 2014). Selain itu, bahasa Inggris banyak digunakan dalam penyusunan dokumentasi bisnis, seperti rencana kerja, proposal, laporan, dan panduan produk. Profesional yang mampu menulis secara jelas dan akurat dalam bahasa Inggris lebih siap menghasilkan dokumen yang sesuai dengan standar internasional.

Selain fungsinya dalam komunikasi, bahasa Inggris juga menjadi sarana untuk mengakses pengetahuan global, termasuk kajian perilaku konsumen, analisis pasar, dan teori pemasaran internasional. Kemampuan ini memungkinkan pemasar memahami tren konsumen global, merumuskan strategi yang relevan, serta menyesuaikan pendekatan branding dengan karakteristik pasar yang beragam. Seiring dengan ekspansi pasar global, peran bahasa Inggris dalam pemasaran dan penjualan semakin vital karena menopang komunikasi efektif, pengembangan merek, keterlibatan digital, hubungan pelanggan, serta akuisisi pengetahuan. Dengan demikian, bahasa Inggris menjadi kompetensi fundamental bagi individu yang ingin berpartisipasi dalam dunia bisnis yang multibahasa dan saling terhubung.

B. Types of Marketing

Pemasaran dapat dilakukan melalui berbagai cara. Setiap pendekatan memiliki keunggulan tersendiri, bergantung pada karakteristik pelanggan, pesan yang disampaikan, serta perangkat yang digunakan. Seiring meningkatnya persaingan pasar dan pesatnya perkembangan teknologi modern, perusahaan dituntut untuk lebih kreatif dalam memilih metode pemasaran yang mendukung tujuan bisnis serta memperkuat hubungan dengan pelanggan. Bagian berikut menguraikan beberapa jenis pemasaran yang digunakan dalam bisnis modern.

1. Digital Marketing

Pemasaran digital merujuk pada kegiatan promosi yang dilakukan melalui platform berbasis internet, seperti media sosial, situs web

perusahaan, surat elektronik, dan mesin pencari. Jenis pemasaran ini memungkinkan perusahaan menjangkau pelanggan dengan cepat serta mengevaluasi kinerja kampanye melalui analitik waktu nyata, sehingga respons terhadap perubahan dapat dilakukan secara lebih efektif. Keunggulan utama dari pendekatan ini adalah kemampuannya dalam melacak perilaku pengguna secara langsung, sehingga memungkinkan perusahaan menyesuaikan strategi pemasaran secara lebih tepat dan efisien.

2. Traditional Marketing

Dalam pengembangan bisnis, pemasaran tradisional tetap menggunakan saluran offline dan konvensional untuk mempromosikan produk atau layanan. Strategi ini mencakup iklan cetak, siaran televisi dan radio, poster, baliho, serta surat langsung. Meskipun pemasaran digital lebih dominan pada era saat ini, pemasaran tradisional tetap memiliki nilai strategis, terutama dalam menjangkau audiens luas yang mungkin tidak aktif di dunia digital. Dampaknya sering kali berasal dari visual yang kuat dan pesan emosional yang disampaikan melalui format media yang familiar.

3. Branding Marketing

Jenis pemasaran ini berfokus pada pembangunan identitas yang kuat bagi perusahaan atau produk. Branding mencakup elemen visual seperti logo dan warna, serta nilai, karakter, dan pesan utama yang ingin diasosiasikan perusahaan kepada pelanggan. Branding yang efektif membantu membedakan perusahaan dari para pesaingnya dan memengaruhi cara pelanggan memersepsikan sebuah merek.

C. Key Sales Concepts

Memahami konsep-konsep penjualan merupakan hal yang sangat penting dalam lingkungan bisnis. Pemahaman ini membantu perusahaan mengetahui bagaimana calon pelanggan bergerak melalui proses penjualan. Di sisi lain, konsep tersebut juga berfungsi untuk

menerjemahkan upaya pemasaran menjadi kemajuan yang terukur, sehingga perusahaan dapat mengidentifikasi siapa yang menunjukkan minat dan bagaimana setiap individu berkembang menuju status sebagai pelanggan loyal. Dengan demikian, aktivitas pemasaran dan strategi penjualan bekerja secara terintegrasi untuk menciptakan alur yang koheren mulai dari tahap kesadaran hingga keterikatan jangka panjang. Beberapa konsep kunci yang perlu dikuasai oleh perusahaan dijelaskan sebagai berikut:

1. Leads

Lead merujuk pada individu yang menunjukkan ketertarikan terhadap suatu produk atau layanan melalui tindakan tertentu, seperti mengunjungi situs web atau mengisi formulir kontak. Leads merupakan tahap paling awal dalam sales pipeline, ketika niat mereka masih belum pasti dan memerlukan proses nurturing agar berkembang menjadi calon pembeli potensial. Manajemen lead membantu perusahaan mengidentifikasi individu yang memiliki kemungkinan terbesar untuk melanjutkan ke tahap pembelian berikutnya (Kotler & Keller, 2016).

2. Prospects

Prospek adalah lead yang telah dievaluasi dan dinilai memiliki kemungkinan lebih kuat untuk melakukan pembelian karena mereka sesuai dengan target pasar perusahaan serta menunjukkan kebutuhan yang lebih jelas. Proses mengubah prospek menjadi pelanggan sangat bergantung pada upaya membangun kepercayaan serta menunjukkan bagaimana produk dapat mendukung tujuan dan mengatasi tantangan yang mereka hadapi (Dixon & Adamson, 2011).

3. Customer Journey

Customer journey menggambarkan rangkaian tahap yang dialami pelanggan mulai dari saat mereka mengenal suatu produk hingga pada pengalaman pascapembelian. Konsep ini mencakup tahap kesadaran (awareness), pertimbangan (consideration), pengambilan keputusan (decision), pembelian (purchase), dan retensi (retention). Dengan memahami konsep ini, perusahaan

dapat menyesuaikan strategi agar mampu memenuhi harapan pelanggan pada setiap tahap interaksi.

D. Key Language Skills for Marketing and Sales

1. Basic Marketing and Sales Vocabulary

Penguasaan terminologi mendasar dalam pemasaran dan penjualan menjadi semakin penting bagi mereka yang terlibat dalam pembelajaran atau praktik bisnis masa kini. Terminologi ini mencakup berbagai istilah yang menjelaskan mekanisme penawaran produk, kategorisasi kebutuhan pelanggan, pembangunan relasi, penciptaan nilai, serta dinamika persaingan pasar (Kotler & Armstrong, 2010). Tanpa pemahaman atas istilah-istilah tersebut, sulit bagi individu untuk menguasai konsep dan praktik strategis seperti promosi, penguatan merek, sistem distribusi, dan manajemen hubungan pelanggan (Eagle et al., 2020). Dengan menelaah kosakata berikut, pembaca dapat memahami bahasa profesional yang lazim digunakan dalam kegiatan pemasaran dan penjualan.

Vocabulary	Meaning
Market	A place that is used to sell or purchase something
Target Market	Specific customers that a business focuses on when promoting something
Product	Anything offered to satisfy customer needs.
Price	The amount of money to obtain a product
Promotion	The activity to persuade the customers to buy the product
Place	It involves how a product reaches its customers
Branding	The process of creating a unique identity for a product through names, symbols, or design
Customer needs	The desire or problems that customers want to solve

Vocabulary	Meaning
Customer satisfaction	The customer's feeling of pleasure or disappointment after comparing a product's performance with their expectation
Market research	The system of information about customers, competitors, and market trends to support decision-making
Sale	The process of helping customers buy a product
Sales pitch	A persuasive communication or presentation designed to convince a customer to buy a product
Lead	A potential customer who shows interest in a product or has provided contact information
Conversion	Turning potential customers into actual paying customers
Customer Relationship Management	Systems and strategies used to manage and analyze
Value Proposition	A statement that explains the unique value that a product offers compared to competitors
Competitive advantage	An advantage that allows a company to outperform competitors, such as better prices, higher quality or stronger branding
Advertising	Paid communication aimed at informing customers about products through mass media
Distribution channel	The pathway a product takes from manufacturer to consumer
After-Sales Service	Support provided after the purchase, including warranties, maintenance, or customer service

2. Written Communication Skills

Keterampilan komunikasi tertulis juga memainkan peran penting dalam penyampaian pesan. Penulisan yang efektif memastikan adanya informasi yang jelas mengenai produk, layanan, dan strategi promosi.

Selain itu, komunikasi tertulis yang baik memungkinkan penyampaian pesan secara akurat melalui berbagai platform, seperti email, brosur, situs web, iklan, dan media sosial. Menurut Bovée, C. L., Thill, J. V., dan Raina, R. L. (2016), keterampilan menulis yang baik meningkatkan profesionalisme, memperkuat kepercayaan pelanggan, dan mendukung keberhasilan pemasaran, terutama pada era digital ketika konten tertulis mendominasi interaksi dengan pelanggan dan kemampuan menulis secara persuasif menjadi sangat penting.

a. Types of Written Communication in Marketing and Sales

Here are some types of written communication that are used in business;

1) Emails

Emails are used for inquiries, follow-ups, proposals, and customer service. Emails for marketing and sales must be polite, concise, and persuasive.

Key features:

- Clear subject line
- Professional tone
- Purpose stated early
- Call to action (CTA)

2) Product Description

This type is used to inform customers about features, benefits, and the use of the product.

Key features:

- It focuses on benefits, not only the features.
- It uses simple and appealing language.
- It highlights the uniqueness of the product.

3) Advertisements and Promotional Copies

Marketing and sales copy use persuasive language to engage customers' attention.

Key features:

- Catchy headline.

- Emotional appeal.
- Strong visual.
- Clear CTA, such as “Buy Now”.

4) Social Media Content

The companies use social media platforms to attract the audience.

Key features:

- Short and engaging text.
- Hashtag for visibility.
- Friendly, conversational tone.
- Call-to-action or promotion.

5) Business Proposals and Quotations

These documents provide details on price, product offers, and service terms.

Key features:

- Formal tone.
- Accurate and complete information.
- Structured format.
- Professional closing.

b. Contoh Komunikasi secara tertulis

Example 1

Sales Email.

Subject: Response about the product availability

Dear Ms. Nina,

I appreciate your interest in our SmartTech X200. The product is currently in stock and ready for immediate delivery. It features advanced aspects like long battery life and improved durability, making it a perfect choice for professional use. If you need more information or want to place an order, please feel free to contact me.

Best regards,

Yohannes Sudirman

Sales Manager

Example 2

Short Product Description

Experience premium sound quality and all-day comfort with the SmartTech X200. Designed for professionals, it features noise cancellation, long battery life, and high-quality durability. Perfect for work, travel, or entertainment.

3. Kemampuan Berkomunikasi Lisan

- a. Komunikasi lisan merujuk pada interaksi verbal yang digunakan untuk menyampaikan pesan, membangun hubungan, dan memengaruhi pengambilan keputusan. Dalam bidang pemasaran dan penjualan, komunikasi lisan memiliki peran yang sangat penting karena sering digunakan untuk berinteraksi dengan pelanggan, mempresentasikan produk, melakukan negosiasi, serta menyampaikan pesan-pesan persuasif.

b. Komponen penting dalam Komunikasi Lisan

- **Clarity**
Messages must be easy to understand. This component includes correct pronunciation, simple vocabulary, and well-structured sentences.
- **Confidence**
Professionals should speak with appropriate volume, a steady pace, and positive body language.
- **Active Listening**
Listening attentively helps the salesperson understand customer concerns and respond appropriately.
- **Appropriate Tone**
Tone should be polite, professional, and adapted to the customer's mood and needs.

- Non-verbal Communication
Body language, facial expressions, gestures, and eye contact contribute to the effectiveness of spoken communication.
- Persuasive Language
Using persuasive words helps influence customer decisions. For instance, “best option”, “high value”, “reliable”, “guaranteed”.

c. Ekspresi yang digunakan dalam Komunikasi Lisan

1) Menginisiasi percakapan

- “Good morning, how can I help you?”
- “Thank you for visiting our store.”
- “May I ask you something?”
- “Do you have a moment to talk?”
- “I would like to discuss something with you.”

2) Menanyakan Klarifikasi

- “Could you please repeat that?”
- “Sorry, what do you mean by...?”
- “Can you explain that in another way?”
- “I am not sure I understand. Could you clarify?”

3) Menunjukkan Persetujuan

- “I see what you mean.”
- “Oh, I understand now.”
- “That makes sense.”
- “Right, I get it.”

4) Menanyakan Pendapat

- “What do you think about this?”
- “How do you feel about...?”
- “Do you agree with this idea?”
- “What is your point of view?”

5) Memberikan Pendapat

- “In my opinion...”
- “I believe that...”

- “from my point of view...”
- “As far as I am concerned...”

6) Menyatakan Persetujuan

- “I completely agree with you”
- “That’s a good idea.”
- “I think you are right.”
- “Absolutely!”

7) Menyatakan Tidak Setuju

- “I am not sure I agree with that.”
- “I see your point, but...”
- “I understand, however...”
- “I am afraid I have a different opinion.”

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PROFIL PENULIS

Romadhon, S.Pd., M.Pd. Merupakan dosen Mata Kuliah Bahasa Inggris di sebuah Politeknik di Serang-Banten, berbagi pengetahuan kepada calon profesional. Penulis juga aktif menulis artikel di jurnal Nasional dan Internasional, memberikan wawasan baru dalam bahasa Inggris dan pendidikan.

Fransisca Dian Juanita, S.S., M.Pd. Seorang praktisi pendidikan Bahasa Inggris. Staf pengajar (tidak tetap) Kelas Bahasa Inggris di STKIP Widya Yuwana Madiun, 2020-sekarang. Staf pengajar Bahasa Inggris di Sekolah Dasar Katolik dan Sekolah Menengah Pertama Katolik “Santo Yusuf” Madiun. Menempuh dan menyelesaikan Pendidikan Program Sarjana (S1) di Universitas Widya Mandala Madiun, tahun 2000; menyelesaikan program Pasca Sarjana (S2) di Universitas Negeri Malang (UM), tahun 2006. Jurnal dan Bahan Ajar yang telah ditulis dan terbit, di antaranya: *Learning and Teaching English for Children at "Oxford Course Indonesia" (OCI) Madiun*, 2007 (Jurnal); *Approaches to English Language Teaching*, 2010 (Bahan Ajar); *Communication Strategies in An English Conversation Class*, 2011 (Jurnal).

Dra. Irma Rasita Gloria Barus, MA. The author is a lecturer at the Software Engineering Technology Study Program, School of Vocational Studies, IPB University, teaching English to students across 17 different study programs. Born in Sukabumi on October 16, 1962, she is a civil servant lecturer who has long been committed to advancing English instruction tailored to vocational and professional needs.

She completed her bachelor’s degree in English Education at IKIP Jakarta in 1985. She later earned a Diploma in Teaching English as a Foreign Language (DipTEFL) from the University of Sydney in 1989,

followed by a master's degree in Teaching English to Speakers of Other Languages (TESOL) from the University of Canberra in 1992.

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Fiqih Kartika Murti, M.Pd., adalah seorang dosen dan peneliti di bidang pendidikan bahasa Inggris untuk mahasiswa non-bahasa. Ia memiliki pengalaman lebih dari 10 tahun dalam mengembangkan materi ajar dan metode pembelajaran inovatif. Penulis juga aktif menerbitkan artikel ilmiah dan buku keterampilan bahasa Inggris. Buku ini merupakan wujud dedikasinya untuk memudahkan mahasiswa memahami bahasa Inggris secara praktis dan aplikatif.

Dr. Siti Kustini, M.Pd., merupakan dosen Politeknik Negeri Banjarmasin seorang penulis aktif yang menekuni bidang *English for Specific Purposes (ESP)* termasuk di dalamnya *English for Informatics Engineering, English for Information Systems, English for Electronics,* dan *English for Business*. Selain bidang tersebut, penulis juga produktif menghasilkan tulisan dalam bidang multiterasi, pengembangan bahan ajar, dan teknologi pembelajaran Bahasa Inggris.

Nindyah Pratiwi, S.Pd., M.Hum., merupakan lulusan S1 Universitas Ahmad Dahlan, Program Studi Pendidikan Bahasa Inggris dan S2 Universitas Sanata Dharma, Program Studi Kajian Bahasa Inggris. Penulis adalah dosen pengampu mata kuliah Bahasa Inggris di prodi D3 Manajemen di Sekolah Tinggi Ilmu Bisnis (STIB) Kumala Nusa sejak 2017 hingga sekarang. Penulis adalah dosen sekaligus Wakil Ketua III Bidang Kemahasiswaan STIB Kumala Nusa. Sebelum aktif menjadi dosen, Nindyah mengikuti program Alumni UAD mengajar di Thailand selama 1 semester di tahun 2013, ia mengajar Bahasa Inggris dan Bahasa Melayu di Suksasat School Rattaphum, Thailand Selatan. Sebagai dosen, penulis berupaya untuk menjadi dosen yang produktif, salah satunya adalah menyusun buku ajar yang membantu mahasiswa dalam mengikuti pembelajaran.

Rizki Fauzi, S.S., M.Pd., merupakan dosen Universitas Negeri Makassar, Program Studi Sastra Inggris Peminatan Bisnis, yang mengajar *Business Writing, English for Specific Purposes, English for Banking and Finance*, serta *English Correspondence*. Dengan latar belakang pendidikan di bidang Sastra Inggris serta aktif dalam kegiatan Entrepreneurship, ia aktif mengembangkan materi pembelajaran yang berfokus pada komunikasi profesional dan penggunaan bahasa Inggris dalam konteks bisnis. Minatnya pada pengajaran praktis mendorongnya untuk terus menulis, meneliti, dan menciptakan bahan ajar yang membantu mahasiswa memahami keterampilan bahasa Inggris yang relevan dan aplikatif dalam dunia kerja.

Tri Cahyaningrum, M.Pd., merupakan lulusan Universitas Negeri Yogyakarta, Program Sarjana Studi Pendidikan Bahasa Inggris dan Program Magister Studi Linguistik Terapan konsentrasi Pendidikan Bahasa Inggris. Penulis adalah dosen pengampu mata kuliah Bahasa Inggris. Sebagai dosen, penulis berupaya untuk menjadi dosen yang bermanfaat, menyusun buku ajar yang membantu mahasiswa dalam mengikuti pembelajaran Bahasa Inggris merupakan salah satu usaha untuk membantu mempermudah mahasiswa dalam belajar Bahasa Inggris.

Ermina Toliang, S.Hum., M.Li. Lulus Diploma III Bahasa Inggris di Akademi Bahasa Pontianak tahun 2012, S-1 Bahasa Inggris di STBA LIA Jakarta tahun 2014 dan Magister Linguistik di Universitas Brawijaya tahun 2018. Sejak tahun 2019 mulai aktif mengajar di PSDKU Politeknik Negeri Pontianak di Kabupaten Sanggau, mengampu mata kuliah *English for Business Communication* yang berfokus pada pengembangan kemampuan komunikasi secara profesional dan penguatan kompetensi Bahasa Inggris bagi mahasiswa Akuntansi. Penulis juga memiliki ketertarikan pada bidang linguistik terapan, komunikasi bisnis, *English for Specific Purposes (ESP)*, serta pengembangan bahan ajar bahasa Inggris untuk

mahasiswa vokasi. Sebagai pendidik muda yang mulai mengeksplor diri, penulis mencoba untuk berkontribusi menghasilkan tulisan-tulisan akademik yang relevan dan aplikatif serta mendukung peningkatan kompetensi Bahasa Inggris dan komunikasi dalam dunia bisnis di dunia pendidikan vokasi.

Andi Wirantaka, S.Pd., M.Hum., merupakan seorang dosen Bahasa Inggris di Universitas Muhammadiyah Yogyakarta yang mempunyai ketertarikan dalam pembelajaran dan pengajaran menulis bahasa Inggris baik menulis akademik maupun non akademik. Hal ini tercermin dalam topik-topik penelitian, pengabdian, pengajaran dan rekam jejak akademis yang mendukung kepakaran yang sedang dikembangkan. Bab terkait penulisan email dan surat ini merupakan bagian dari upaya meningkatkan kapasitas penulis dan juga upaya memberikan materi belajar kepada siswa untuk meningkatkan kemampuan menulis terutama untuk *English for Spesific Purpose* (ESP).

Teofanne Nurinik Wea, M.Pd. Lahir di Ende, Flores, Nusa Tenggara Timur. Ia menyelesaikan pendidikan Sarjana dalam bidang Pendidikan Bahasa Inggris di Universitas Sarjanawiyata Tamansiswa, Yogyakarta pada tahun 2017. Kemudian ia mengambil program magister pendidikan Bahasa Inggris di Universitas Sanata Dharma, Yogyakarta pada tahun 2020 dan berhasil menyelesaikannya di tahun 2022, dengan judul tesis: *English words conversion and its benefits in EFL context*. Sejak tahun 2024, ia aktif mengajar mata kuliah Bahasa Inggris dan mata kuliah pendidikan seperti Manajemen Kelas, Perencanaan Pembelajaran dan Micro teaching di Institut Filsafat dan Teknologi Kreatif Ledalero. Selain mengajar, ia juga turut terlibat dalam penelitian yang berkaitan dengan pendidikan dan linguistik, serta kekerasan terhadap perempuan.

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BUSINESS ENGLISH

Buku "BUSINESS ENGLISH" disusun sebagai buku ajar komprehensif yang dirancang untuk membantu mahasiswa, profesional, dan pembelajar bahasa dalam memahami serta menguasai komunikasi bahasa Inggris di dunia bisnis modern. Buku ini memberikan landasan kuat mengenai konsep dasar Business English, mulai dari pemahaman istilah-istilah penting hingga penguasaan tata bahasa yang relevan untuk situasi profesional. Penyajian materi dilakukan secara sistematis, praktis, dan aplikatif, sehingga pembaca dapat mengembangkan kemampuan berbahasa Inggris yang efektif, jelas, dan profesional sesuai kebutuhan komunikasi bisnis global.

Selain membahas pengembangan kosakata bisnis dan penggunaan struktur bahasa yang tepat, buku ini juga memberikan panduan lengkap mengenai berbagai bentuk komunikasi bisnis, seperti korespondensi, penyusunan laporan dan proposal, serta komunikasi dalam rapat dan diskusi. Materi mengenai kemampuan negosiasi, presentasi, telepon, dan komunikasi online disajikan dengan contoh nyata yang mudah diterapkan. Tidak hanya itu, pembaca juga diarahkan untuk menguasai bahasa Inggris yang digunakan dalam bidang pemasaran dan penjualan, sehingga buku ini menjadi sumber referensi yang relevan dan bermanfaat bagi siapa pun yang ingin meningkatkan kompetensi komunikasi bisnis di era global saat ini.

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