

FINAL REPORT

**CHARACTERISTIC OF BUSSINESS CORESPONDENCE IN
AYU MANDIRI TOURS AND TRAVEL**

Presented as Partial Fulfillment of the Requirements
To Obtain an Ahli Madya in English



By

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Menyatakan bahwa karya ilmiah ini adalah hasil pekerjaan saya sendiri.

Sepanjang sepengetahuan saya tidak berisi materi yang di tulis orang lain atau telah di gunakan sebagai persyaratan penyelesaian studi di perguruan tinggi lain kecuali bagian tertentu yang saya ambil sebagai acuan.

Bila pernyataan ini tidak benar, sepenuhnya menjadi tanggung jawab saya.

Yogyakarta, 8 Maret 2012

Yang membuat pernyataan

Intan

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ABSTRACT

The problem highlighted in the report was the characteristic of business correspondence in Indonesian context. The sources of the tourism business correspondence material are derived from Ayu Mandiri Tours and Travel. The characteristics of business correspondence in Indonesian context are likely different from international standard because the mother language of tourism businessmen in Indonesia is Indonesian language, which also highly influences the formatting business correspondence style in Ayu Mandiri Tours & Travel.

The objectives of this research are to describe the characteristic of business correspondence in Indonesian context. The business correspondences that observed are in form of e-mail and letter. They are e-mail Requesting Service, Confirming Service, Requesting Information, Providing Information and Reminder letter. The indicator to determine the characteristic of those letters are; the mechanical of the letters, 8C style, formatting, the components of the letters, and the language style.

The results of the research show that that in terms of 8C style and formatting, Ayu Mandiri letter meets the international standard in business correspondence. But in terms of mechanics, components of letters, and language style, the letters of Ayu Mandiri do not meet international standards of business correspondence. This indicates that the letters of Ayu Mandiri have its own characteristics as a form of business correspondence that has not too formal structure, casual use of language, and brief writing style.

Keywords: *Tourism, Business, Business correspondence, Tourism business correspondence*

TABLE OF CONTENTS

TITLE PAGE	i
ENDORSEMENT PAGE	ii
APPROVAL PAGE	iii
PERNYATAAN	iv
ACKNOWLEDGEMT	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF TABLE	ix
LIST OF APPENDICES	x
CHAPTER I. INTRODUCTION	
I.1. Background of the Problem.....	1
I.2. Field Setting.....	2
I.2.1. Ayu Mandiri Tours and Travel (AMTT) Profile.....	3
I.3. The Significance of the Field Study.....	7
CHAPTER II. SUBJECT REPORT	
II.1. Rationale.....	10
II.2. Review of Related Literature.....	11
II.2.1. Letter for Business Correspondence.....	12
II.2.2. E-mail for Business Correspondence.....	21
II.3. Findings and Discussions.....	22
II.3.1. Characteristic of Requesting Service E-mail in AMTT.....	26
II.3.2. Characteristic of Confirming Service E-mail in AMTT.....	37
II.3.3. Characteristic of Requesting Info E-mail in AMTT.....	46
II.3.4. Characteristic of Providing Info E-mail in AMTT.....	57
II.3.5. Characteristic of Reminder Letter in AMTT.....	67

CHAPTER III. CONCLUSION AND SUGGESTIONS

III.1. Conclusion.....79

III.2. Suggestions.....82

REFERENCES.....84

APPENDIX.....85



LIST OF TABLE

Table 1. The Content Element of Ayu Mandiri E-mails and Letter.....	25
Table 2. Abbreviations in Ayu Mandiri Requesting Service E-mail.....	27



LIST OF APPENDICES

Appendix A. Letter of Field Study Acceptance.....	85
Appendix B. Requesting Service Letter from “Business Correspondence”.....	86
Appendix C. Requesting Service E-mail from Ayu Mandiri.....	87
Appendix D. Confirming Service Letter from “Business Correspondence”.....	88
Appendix E. Confirming Service E-mail from Ayu Mandiri.....	89
Appendix F. Requesting Info E-mail from “Business Correspondence”.....	90
Appendix G. Requesting Info E-mail from Ayu Mandiri.....	91
Appendix H. Providing Info E-mail from “Business Correspondence”.....	92
Appendix I. Providing Info E-mail from Ayu Mandiri.....	93
Appendix J. Reminder Letter from “Business Correspondence”.....	94
Appendix K. Reminder Letter from Ayu Mandiri.....	95

CHAPTER I

INTRODUCTION

I.1. Background of the Problem

English Program Diploma 3 of Islamic University of Indonesia offers three concentrations classes that are obligatory for students to take them in the third year of learning. Those concentrations are business, tourism and teaching.

The writer took business class in which almost of the whole learning materials was concentrated on business matters. One of the subjects was Business Correspondence. It was obvious by looking at the name of the subject that the keyword of the subject was correspondence.

Basically, correspondence is known as a form of communication among people; letter is one of them. When people express their feeling, thought, and greeting through letter, it is called personal correspondence. Meanwhile, the workers in an office or a corporation also communicate by using this form of communication. This communication is called 'business correspondence'.

In essential, business correspondence is kind of communication that is written and exchanged among people about business matters. Business correspondences play an important role in the corporation, such as to help the transaction, to intertwine the relationship among corporation, and also to raise the market. Meanwhile, Loughheed, a writer of Business Correspondence 'A Guide to Everyday Writing' second edition, adds the scope. She states that

business correspondence is a written communication process within business activities, including letters, faxes, memos and e-mails.

In the class, the writer was trained to manage all kinds of business correspondences including writing an inquiry service letter to another corporation as a manager and an inquiry letter requesting information to a corporation about the service, price, or goods that they sell or provide as a customer.

Nowadays, it is rarely that a corporation does businesses correspondence using written letters. As technology advances, e-mail is chosen as the new media to replace written letters due to practical reasons and cheap. This matter creates interest to do research at Ayu Mandiri Tour & Travel. Ninety percent (90%) of Ayu Mandiri Tour & Travel business correspondence is done by using emails instead of using letter. Therefore, it will be a great place to do the research about this topic.

I.2. Field Setting

Ayu Mandiri Tour & Travel is a vendor that provides services to customers in the form of travel services. Services are provided in the form of transport and accommodation. The activities which is conducted by Ayu Mandiri Tour & Travel is receiving guests from overseas travel agents and providing tourism services to the guests during their stay in Indonesia. Ayu Mandiri Tour & Travel is chosen as the place for conducted fieldwork practice

by the writer because it is appropriate with the background field study of the writer.

At Ayu Mandiri Tour & Travel, the writer could easily find the activities related to the business, such as office management, public relation and business correspondence. The entire activities are learned as theory in the class. That means the writer could both implement the theory and research at Ayu Mandiri Tour & Travel. The writer conducted field study at Ayu Mandiri Tour & Travel for 72 hours. It started from 20 to 23 February 2010.

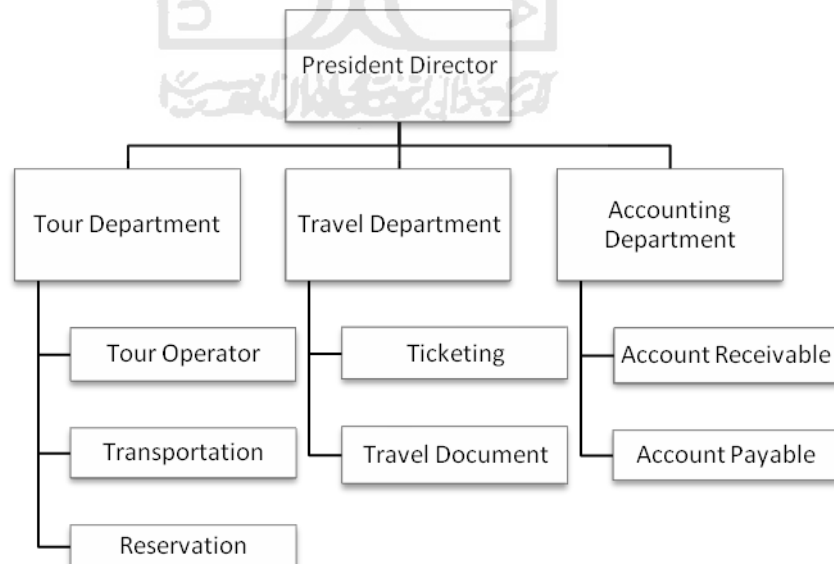
1.2.1. Ayu Mandiri Tour & Travel (AMTT) Profile

Ayu Mandiri Tours and Travel Inc. Yogyakarta was established by Mr. Sukardji Adji Sutomo on January 13th 1994, with notification letter no. 22, dated on January 1994, and was registered by A.Y.B. Gunarto, S.H. It started operating since May 1st 1994 and was led by Mr. Sukardji Adji Sutomo as President Director and was located at Gandok Agung arcade, Ambarrukmo Palace Hotel, Laksda Adisucipto St Yogyakarta. Since May 1st 2000, Ayu Mandiri Tours and Travel Inc. moved to its own building at Villa Seturan Indah Kav C2, Seturan St – Caturtunggal Yogyakarta. The Operating License has gotten by Tourism Ministry-Tourism, Post and Telecommunication Department, with Business License no: 272/D.2/BPW/VII/94 dated on July 30th 1994.

1. The Structure of the Company

Ayu Mandiri Tours and Travel Inc. is not a too big company. Each employee is grouped by function and job title. The position of the owner is also as the president director of the company. Ayu Mandiri Tours and Travel Inc. employ permanent employees and also freelancers. However, the freelance employees are only the tour guides. This is because the tour guides are not needed every day, only certain times, such as the holiday season. President Director directly supervises the core parts of the company, such as tour department, travel department, and accounting department.

Figure 1. Organization Structure of Ayu Mandiri Tours and Travel



2. The Function of Each Department

Here is the function of permanent employees in Ayu Mandiri Tour & Travel Inc. Each department has several tasks, which are the responsibility to the company. This department's performance in the team work, makes Ayu Mandiri Tour & Travel Inc. can make the proceed become success.

a. Tour Department

This department organizes and prepares all the utilities for the tour that would be handled by another section. Those sections will be described by its task, as follow:

- Tour Operator

This department prepares tour guide according to the language and the request from the guest and prepares tour program as the to-do list for the tour guide, including the other appliances (entrance ticket, hotel voucher, restaurant, etc).

- Transportation

This department prepares the vehicles which will be used by the guests at the tour fit with the amount of the passengers, including receive the report file from the drivers if any additional hour of using the vehicles that would be charged to the guest.

- Reservation

This department prepares to book hotels, restaurants, shows, etc.

They do the book for the guest and also responsible to any cancellation if the guests do not come.

b. Travel Department

This department maintains entire things related to guest travelling documents that will have the tour. Those documents are; passport, visa, stay license, etc.

- Travel Document

This department maintains travelling documents. Those documents are; passport, visa, stay license, etc.

- Ticketing

This department maintains transportation ticket booking for the guest who needs it. Those transportations are; plane, train, bus, and ferry.

c. Accounting department

This department does the financial matters. It related to finance documentation which is related to the outcome and income transaction of the company and make the balance sheet of profit and loss.

- Account Receivable

This department takes note on the entire transaction of the tours or services that have been given to the guest. It is including makes invoice for the guest directly to the agent who sent the guest refers to the learning contract.

- Account Payable

This department receives and checks the bill related to the third party of the guest who will send to them. Those are hotel, restaurant, travel agent, and amusement center.

I.3. The Significance of the Field Study

This report writing will be more beneficial theoretically and practically. For theoretical significant, this report writing will benefit for the business correspondence subject. It can enrich the lecturer and student's knowledge about the business correspondence in Indonesia. The source for Business Correspondence is not only from English speaking country, but also from non-English speaking county which use English language to do business correspondence. There will be a comparison between those two things which each of them have a good and not good side. And the good thing could be mixed for the good business correspondence. Meanwhile, for practical significant the field study will give benefit for the following parties.

a. For Ayu Mandiri Tour and Travel

The company could share the information to all staffs a clear and precise business correspondence. Those are including grammatical and structural drafting letters form which is easy to understand and reach the objectives of the company through a form of communicative communication.

b. For the Writer

The writer could know directly the performance of business correspondence. It could increase the knowledge and information about business correspondence and serve as guidelines for the process forward in doing business.

c. For the Customers

The customer could receive information that is easy to understand so that the business could run according to plan. It directly affects the business relationship, which is going to be good relationship.

d. For the Readers or Other Students

The reader can take more knowledge and more information from this report writing about the tourism business correspondence in Indonesian context. The students could know about the lesson which have been taught and compare it on real situation in business world.

e. For the Lecturers

This report writing can be an additional resource for the lecturers. It also could be a reference for making more effective guide book of business correspondence because its adaptation with Indonesian context and business culture.

f. For the Tourism Department

This report writing can be important document to enrich their source of information about tourism business.

g. For the Researchers

This report writing can be an example to make another good research paper and report writing for all other the writers or the researchers.

h. For English Study Program D3, Islamic University of Indonesia

This report writing will be one of the work belongs to the Islamic University of Indonesia that could enrich teaching resources for D3 English Study Program.

CHAPTER II

SUBJECT REPORT

There are some theories referred to in this research. Those theories are useful to figure out definitions and explanations of this writing report.

II.1. Rationale

The reason that the author chose this topic was because the author wanted to know the characteristic of business correspondence in Indonesian companies. The authors would like to describe the rules of writing business correspondence applied in the Indonesian business-context.

The writer chose Ayu Mandiri Tour & Travel as the place for doing the research. The reasons are because it was a good, trusted, and having international levels among Yogyakarta travel corporations.

The urgency of this paper is about the forms of business correspondence where business people prefer to use email rather than letter writing these days. Therefore, the writer was eager to to examine the characteristic of that business correspondence used in Indonesian business especially at Ayu Mandiri Tour & Travel. This is becoming important because the business correspondence abridges the communication among businesses. Based on these facts, this final report will focus to answering the question:

How is the characteristic of business correspondence in Ayu Mandiri Tour and Travel?

II.2. Review of Related Literature

The writer tries to search the definition of characteristic, correspondence, and business to be put on in this review. It is in order that the reader could gain a better understanding about the writing report.

a. Definition of Charecteristic

A definition of characteristic is taken from a *Business Dictionary* says that characteristic is a distinguishing feature or attribute of an item, person, phenomenon, etc., usually divided into three categories: (1) physical, (2) functional, and (3) operational.

Meanwhile, *Webster Dictionary* states that characteristic is pertaining to, or serving to constitute. It also shows the character, or distinctive qualities or traits, of a person or thing; peculiar; distinctive. From both definitions, the writer concludes that characteristic is a combination of several elements that became the hallmark of an object, person, or phenomenon, etc.

b. Definition of Business

Business is defined by *Business Dictionary* as an economic system in which goods and services are exchanged for one another or money, on the basis of their perceived worth. Every business requires some form of investment and a sufficient number of customers to whom its output can be sold at profit on a consistent basis.

Webster Dictionary defines business as the activity of providing goods and services involving financial and commercial and industrial aspects. From both definitions, the writer concludes that the business is an activity that aims to benefit.

c. Definition of Correspondence

Business Dictionary states that correspondence is any written or digital communication exchanged by two or more parties. Correspondences may come in the form of letters, emails, text messages, voicemails, notes, or postcards. Correspondences are important for most businesses because they serve as a paper trail of events from point A to point B. The law firm required all employees to archive their correspondences so that they could be retrieved as a reference point for pending cases.

While *Webster Dictionary* just provides short definition, saying that correspondence is a communication by the exchange of letters. From both definitions, the writer concludes that correspondence is one form of written communication between two or more parties that can use any media adapting to the development of the technology (telegrams, letters, and e-mail).

II.2.1. Letter for Business Correspondence

Rahardi (2007) in *Practical English Business Correspondence's* book discusses that business letter can be a small form ambassador of an institution or company for a successful big business cannot be separated

from the success of a business letter using. A good business letter also serves as the primary key opening opportunities in the business market.

Rahardi (2007) also writes letter models by saying that a well-qualified business letter account figures on personal and socio cultural aspects as well. It begins from creating a good relationship between author and reader or recipient of the letter. Factors such as age, sex, occupation and social status, or distance also relations must be carefully considered and taken into account. Often people do not question the difference in status, age, and position in the communication. However, in practice, correspondence should clearly be distinguished whether the letter is represented themselves or represented an institution. Moreover, the firms that are exactly trying to form of communication are not an individual or informal. By considering appropriate communication techniques, the letter can guarantee and assure that the business letters made a good and interesting so as to provide effective and useful. The words in a business letter are as far as possible not repeating the actual words of similar meaning and are not using jargon, but using meaningful and polite.

Rahardi (2007) states that presentation of messages in a business letter should be structured and coherently organized and neat in a good order of paragraphs. Paragraphs are composed of effective sentences

with a coherent mode of discourse, attractive, solid, clear, complete, courteous, honest, and accurate in every part of it. Author of business letter should use reader's point of view in presenting the entire contents of the message, not the author's point of view. A good business letter should be packed with devices capable of creating a good first impression, able to attract new customers, able to restore the old customers who had broken up, and others. For further understanding of the letter qualifications, some rule models can be considered.

Rahardi (2007) writes that an author of a business letter should be as much as possible to avoid mistakes, both linguistic errors and other errors. Mistakes made can be detrimental to the institution or company that is represented. According to Rahardi (2007), in the practice of business correspondence some errors occurred because the following things:

- a. Carelessness, such as typographical errors absence of balance between the left boundary, the upper limit, right limit, and lower limit; the letters that is not in the same size, wrong letter; a space jump, and others.
- b. Inaccurate in citing reference sources, such as incorrect spelling of place names, names of people, or even the name of the goods; errors

in choice of words, writing of the date, in a letter, use the numbers, capitalization letters, use punctuation, and others.

Rahardi (2007) writes that sometimes in the practice of business correspondence, it is found some unconscious linguistic forms that are too old that are no longer seemed to actual use today. The forms of abbreviations in the business letter have been widely understood, both in form and manner of delivery. The forms that ever existed are conventional. The use of abbreviations in business letters is different with the use of abbreviations in the linguistic sense. Abbreviations in business letters tend to be more profitable and have positive value because it is supporting the brevity and density.

Hariyanto (2006) writes another letter models. He states that in the business letters, short and concise sentences are more unpopular as it may create the impression of simplicity, clarity, and positive atmosphere. Everything is described with precise style, economical in the use of words, but full of meaning. This style of language should be used to create document and official document in a business letter. A long sentence is not good for business letters because it will be more difficult to understand. Long sentences usually contain words that are less or not important so that inaccuracies tend to create meaning. Thus,

to achieve a good effect in a business letter, a good mix between short and long sentences should be considered well.

Hariyanto (2006) describes some following things are 8C style. It is the standards given for writing business letters.

- a. Concise meaning that the words are not sold and the business writer must be sure that every sentence express exact meaning and is using as little as possible words.
- b. Clear meaning that a message is clear to the reader. Clarity also means unity in each paragraphs, each paragraph should cover only one main idea and arranged with a logical sequence.
- c. Complete meaning that all necessary information known to the reader is included. If some information is left behind, the readers can only estimates. Wrong estimation will lead to a wrong interpretation of the message.
- d. Concrete meaning that real fact, date and order number to the right must be written correctly as well as order identification, number, number and names.
- e. Conversational meaning that rigid expression must be avoided, for example, it is better to write the previous information rather than the aforementioned case.

- f. Constructive meaning that a positive tone is proposed. Writing words such failure, ignorance should be avoided. Positive words, such as agreeable, happy, and success are used instead. Those are positive as they help to create a positive atmosphere.
- g. Courtesy meaning that the letters are polite and do not hurt the feelings of the recipient. Command line and use of an exclamation point are avoided. The letter is polite to leave a good impression, not offend.
- h. Correct meaning that every word must be written correctly, therefore, it must be corrected before it is signed or given to supervisor.

Furthermore, another aspect to be considered is letter format. Lougheed (2003) states that the format of a piece of correspondence is the way it is organized and arranged. There are three formats for business correspondence: block, semi-block, and indented. The format includes how the letter is typed and where the margins are. A margin is the blank space around a letter. There are four margins in a letter: top, bottom, left, and right. The format and the width of the margins will depend on office stationery and style.

a. Block

This letter is written in block style. Everything begins at the left margin. This is called *flush left*.

b. Semi-block

This letter is written in semi-block style. Everything begins at the left margin, except for the date and the complimentary close and signature.

c. Indented

This letter is written in indented style. Every paragraph is indented.

According to Lougheed (2003), the business correspondence letter are divided into some parts that are: a) letterhead, b) return address, c) date, d) inside address, e) salutation, f) body, g) complimentary close, h) signature/typed name, and i) cc's. Each part will be further described.

a. Letterhead

A business letter usually has a printed letterhead. The letterhead has all of the company's information, including address, phone number, fax number, company web site and personal e-mail address.

b. Return Address

After the letterhead, the second part of the letter is the return address. It contains of street address, city, state and zip code. A comma separates the city from the state or country. A comma also separates the city or province from the country.

c. Date

The third part is the date of the letter, which is the time when the letter is written. The date is below the return address. The U.S. style always spells out the month in the date at the beginning of a business letter. In correspondence between countries that use different styles, dates can be confusing when only numbers are used.

d. Inside Address

After the date, the inside address is written. It contains of address information such as title, first name, last name, job title, company name, street address, city, and state zip code. In the United States, the house or building number comes before the street name. In some countries, the number comes after the street name. In addition, when there is no state or province, the country after the city is included.

e. Salutation

The opening before the body of letter, salutation in the phrase is used, including the addressee's name that is used at the beginning of a letter. A colon at the end of a letter and a colon at the end of the name are used. The example is *Dear Mr. Bhatia*. However, there are three types of salutations: first is formal. A formal salutation is used when the person's name is not known e.g. *Dear Sir or Madam* and *To Whom It May Concern*. The second is standard. This is the most

common type of salutation in business correspondence; the person's title and last name are written. The examples are *Dear Mr. Sinner* and *Dear Dr. Patel*. The third is informal. If the person is not known well, his or her first name is used. The examples are *Dear Alexandra* and *Dear Jim*.

f. Body

The body of a letter tells why a letter is written. There are generally four parts to the body of a letter. They are opening that gives reason for writing, focus that provides details about why a letter is written, action that tells what will happen next, and closing that thanks the reader.

g. Complimentary Close

The complimentary close is the phrase that is used after the body of the letter is ended and before the letter is signed. Like the salutation, there are three types of complimentary closes: formal, standard, and informal. The phrases *Sincerely*, *Sincerely yours*, and *Yours sincerely* can be used with any types of complimentary close. In addition, *Yours very truly*, *Very truly yours*, *Very cordially yours*, and *Very sincerely yours* are used for formal complimentary closes. *Cordially* and *Yours truly* are appropriate for informal complimentary closes.

h. Signature/Typed Name

The writer's name and job title (or departments) are typed at the bottom of the letter. He or she then signs the letter directly above the typed name. Sometimes two sets of initials at the bottom of a business letter will be seen. The first set is the writer's and is capitalized. The second set is the typist's and is lowercase. A slash separates the two sets of initials.

i. Cc's

The letters cc stand for *carbon copy*. Carbon paper is a type of paper that was used to make copies before photocopiers and computer printers existed. Today, a "cc:" tells us who else received a copy of the letter. Note that cc is not capitalized, and is always followed by a colon (:).

II.2.2. E-mail for Business Correspondence

Hariyanto (2006) wrote in his book "Writing Business Letter," that e-mail stands for electronic mail, a letter which is written on a computer (PC), rather than on paper, and is sent from computer to another computer. E-mail through another machine is called a mail server. From the server it is sent to the recipient's mail server, and lastly is stored at the computer of the recipient. The mail will be stored in electronic mailboxes until the recipient opens the letter. This process is carried out

just in a few seconds. There are many profits offered by e-mail compared to conventional mail. Email is different from the letter in terms of speed, style, appearance, and cost. Email has different internet speed where it is striking fast compared to paper-based communications. Delivery takes place very quickly. In a few seconds the mail has been sent to the recipient. With this characteristic of time zones and different places, communication is no longer a barrier. Although the telex and telegraph are also high speed, email is better because telex and telegram can only transmit the words in limited quantities. E-mail almost has infinite number of words. Telex and telegraph could not send the image, while an email can.

Hariyanto (2006) concludes that business letters tend to be formal, clear, and unambiguous. Business letters are made like that because readers do not have opportunity to directly clarify. With email, the recipient can immediately answer the letter. This makes email more like a conversation. If the email used to request information then it made rather formal. Email business can be very informal if the sender and receiver know each other already or previously have sent several emails to each other.

Lougheed (2003) in her book "Business Correspondence" writes another type of email. She describes that e-mail is a fast and inexpensive

way to communicate and a less formal method of correspondence. There are usually five parts features of an e-mail message. The sender's name, the date and time are provided automatically by the computer. The sender only has to type in the e-mail address column about the person's address who will receive the message, then type the subject, and the message itself.

II.3. Findings and Discussions

In this report writing, the writer observes the business correspondence activity from Ayu Mandiri Tour & Travel, especially observes the business letter. The writer examines five types of business letters which are requesting a service letter, confirming a service letter, letter requesting information, providing information letter, and reminder letter. One letter of each kind is taken to be examined. Model letters are mostly taken from Ayu Mandiri Tour & Travel's letter for their business partner and also the opposite. The things that are observed from the business letters are a) the elements of writing, b) the order of writing, c) language style, and 4) the contents of the elements of the letter. For more specific, each part will be described further.

a. The Elements of Writing

The format of the letter such as date, inside address, salutation, body, complimentary close, and signature are exactly the same between ordinary business correspondence and tourism business correspondence. The

difference is in the part of the body. The ordinary business correspondence has a general element of the body; they are opening, focus, action, and closing.

b. The Order of Writing

The order of writing of the body also opening first, focus, action, and the last is closing. Meanwhile in the tourism business correspondence, those general elements of the body are not always fulfilled. It is because the tourism business correspondence is always strict to the point, for example most of action part is put in the opening or focus part. It means that the opening part of the body is not play important role in the letter. In addition, the closing part is not really used in the tourism business correspondence in Indonesian context.

c. The Contents of the Elements of the Letter

The observation of the contents of elements in a business letter from Ayu Mandiri Tour & Travel, which are opening section, focus, action, and closing, will be discussed in more detailed part in the section of each letter. This fact implies Ayu Mandiri Tour & Travel business letter characteristics.

Table 1

The Elements Content of Ayu Mandiri E-mails and Letter

Parts of Letter	Requesting Service Letter	Confirming Service Letter	Requesting Information Letter	Providing Information Letter	Reminder Letter
Mechanical					
Spelling	NS*	S**	NS	S	NS
Capitalization	NS	S	S	NS	NS
Punctuation	S	S	S	S	S
8Cs					
Concise	S	S	S	S	S
Clear	NS	S	NS	S	S
Complete	S	S	NS	S	NS
Concrete	S	S	S	S	S
Conversational	NS	S	S	S	S
Constructive	NS	S	S	S	S
Courtesy	S	S	S	S	S
Correct	NS	S	NS	S	NS
Format					
Block	–	B***	B	B	B
Semi Block	–	–	–	–	–
Indented	I****	–	–	–	–
Component/element					
Letterhead	–	–	–	–	NS
Return address	–	–	–	–	–
Date	–	–	–	–	–
Inside address	–	–	–	–	NS
Salutation/Opening	NS	S	S	S	S
Body					
Focus	S	S	NS	S	S
Action	S	NS	S	NS	–
Closing	NS	S	S	S	S
Complimentary	NS	NS	NS	NS	S
Cc's	–	–	–	–	–
Language Style					
Formal	–	–	–	–	F*****
Informal	IF*****	IF	IF	IF	–

Note. *NS: Non-Standard ****I: Indented
 S: Standard ***F: Formal
 B: Block **IF: Informal

After examining those parts, the writer is continuing the observation of business correspondence in Ayu Mandiri Tour & Travel by paying attention to the characteristic of each letter in particular. The characteristic of each letter will be described comprehensively one by one.

II.3.1. Characteristic of Requesting Service Email in Ayu Mandiri Tour and Travel

The characteristics of the e-mail will be examined in terms of mechanical, format, 8C's, content and language style. The example of requesting service email is attached in appendix A and B.

1. Mechanical

In this section, there are three elements that will be discussed further. The elements are spelling, capitalization, and punctuation.

a. Spelling

The spelling in Ayu Mandiri e-mail does not meet the standard of writing business correspondence theory. It is because the abbreviation is used too much and the abbreviation is not written in capital letters. Most of the abbreviations are very special. It is only used in the tourism business correspondence. The abbreviations found in the e-mail can be seen in following table.

Table 2

Abbreviations in Requesting Service E-mail

Non-Standard (General)	Stands for	Standard (Ayu Mandiri)
JOG	Jogjakarta	YK
Re	Replay	Replay
Asfol	as follow	As follow
H/ Mon	honey moon	Honey moon
Dep	departure	D
Trf-in	transfer in	T-IN
s, guide	speaking guide	Speaking guide
Trf Out	transfer out	T-OUT
Apt	airport	A/P
SRG	Semarang	SMG

b. Capitalization

The use of capitalization in this letter does not meet the standards of writing business correspondence, due to the inconsistent use of capitalization. The meaning of inconsistencies in the letter is, once a word that does not use capitalization, but it has capitalization in the next sentence. So that makes a letter to be vague and also give untidy impression. Following are the examples of the lack of proper use of capitalization.

- SORDI LUCA. Mr. + **Manzoni** LAURA. Ms - H/ Mon
(There is only a partial name in capitalization)
- 08 **JUN**' 2011 then in the next sentence 18 **Jun** 2011

- Trf-**in** then in the next sentence Trf **Out**

- Kura-Kura **flight** then in the next sentence Kura-Kura **Flight**

c. Punctuation

The placement of punctuation in this letter is sufficient to meet the standard of writing a business letter. There is only one drawback at the salutation that is not given punctuation.

- Dear Yuda / Tita

It should be added a colon (:) after spelling the name. It is in accordance with the standards of writing business correspondence.

2. 8C Style

8C style is the standards given for writing business letters. It consists of; concise, clear, complete, concrete, conversational, constructive, courtesy, & correct.

a. Concise

Concise means that the words that are used in the letter are not too much. In this letter, every sentence has expressed its core. The words used in this letter are not too much but has delivered the whole message of the letter writer.

b. Clear

Clear means that a message in the letter is clear to the reader. However, due to the use of abbreviations and too many inconsistent capitalizations, the letter does not meet the category of

clarity. Coupled with the spacing and margins which are not set has made the obscurity of space in the letter.

c. Complete

Complete means that all necessary information known to the reader is included. This letter has provided complete and very detailed information to the reader of the letter, so the reader will not guess what to do with the letter. They also will not make wrong estimation, which leads to a wrong interpretation of the message because it was incomplete information available.

d. Concrete

Concrete means that real fact, date and order number are written correctly. In this letter all of those factors have been written correctly and thoroughly. So there is no possibility to find error in the case of it.

e. Conversational

Conversational means that rigid expression must be avoided. This letter only uses a few sentences with rigid expression. As well as the opening paragraph consists of only one sentence and so does the closing paragraph. While the contents of this letter are only lists of service requests that are not in the form of the sentences. It

indicates the primacy of practicality in requesting service e-mail, which is not conversational.

f. Constructive

Constructive means that a positive tone is proposed, it help to create a positive atmosphere. However, in this letter, there is none of a word which builds a positive impression, such as, 'agreeable, happy, or success'.

g. Courtesy

Courtesy means that the letters are polite. This letter is sufficient to meet this criterion. Because there is a use of the word 'please' which adequately represent the courtesy, rather than using command words. So it does not hurt the feelings of the recipient and also leave a good impression.

h. Correct

Correct means that every word must be written correctly. In this letter, the impression is prioritizing practicality. So that the words which are used tailored to the needs, the styles are very short and contain only the key points. However, from this matter, there are a few choices of words that are not in accordance with the standards of grammar writing, namely:

- Please kindly **book confirm** our reservation for the clients asfol:

It should be

Please kindly **confirm** our reservation for the clients as following:

- Losari Resort **has booked** by Hotelplan directly

It should be

Losari Resort **has been booked** by Hotelplan directly

- Trf-From SRG Airport to JOG Airport with Italian **s. guide**

It should be

Transfer from SRG Airport to JOG Airport with Italian **speaking guide (.)**

3. Component/Element

Because of the e-mail formatting, the form of Ayu Mandiri Requesting Service e-mail does not have a section like Letterhead, Return Address, Date and Inside Address.

a. Salutation/Opening

The first matter to be discussed is the use of using informal salutation. In this letter shows that the two companies have already known each well, resulting in the form of salutation, that already uses his or her first name. Furthermore, the opening part of the e-mail of requesting services taken from Ayu Mandiri Tour & Travel, it has different opening part.

While in general the structure of writing e-mails has the opener, where the part explain why you are writing. The author did not find this section in the example email from Ayu Mandiri Tour & Travel. Often, if requesting a service, you are following up on a previous conversation; usually people make specific reference to the earlier communication.

However, in the travel business is in fact not the same as any other business generally, as emphasized to perform email-based communications. It never uses a phone to communicate with the other corporation that has been a partner since a long time. So that there is no part of which the opening part that writing about the previous talks. In contrast, this email directly writes the core of the purpose.

It is written in a very brief email, indicating the existence of concise and clear emphasis on the format. Thus is showing the lack of conversations and rigid expression. In the e-mail address, it shows that the use of abbreviation (Jogjakarta become JOG) is somewhat informal. It happens because of the relationships between companies which have known each other.

The use of abbreviation is supporting the brevity and density that supports the concept of concise & clear. An abbreviation used

in this sentence is 'asfol', which means 'as follow'. It is gained from the sentence:

'Please kindly book-confirm our reservation for the clients, asfol:'

b. Body

The part of the body contains two parts, which are Focus and Action. The explanation will be described as follow.

- Focus

The focus in this letter provides details about the company's request. It is not in paragraphs but in a list format, as it contains a sequence of calendar schedule. The list is written in a very clear and exact style, for example it include the aviation code after mentioning the name of the airport.

- In: 08 JUN'2011, arr.JOG by QZ7139 / 11:10

- Out: 18 Jun 2011, dep. JOG by GA 254/20: 00

From the listabove, abbreviations are also used in this part. The use of abbreviations in this e-mail is different with the use of abbreviations in the common business e-mails, which is out of linguistic sense. The use of abbreviations in the tourism business e-mail is growing niche to be more profitable and have positive value. In addition, the use of this abbreviation has been going on

for a long time so it is a common language used in the tourism business.

The words that commonly used in common business, such as 'We will need ...' or 'I would appreciate receiving ...' are not used in e-mails tourism business. Because most of the e-mail does not use sentences and paragraphs, but directly mention the core request in a list form.

- Action

In this part, it has the same common core requesting service of business e-mail. That gives tenuous time for stakeholders to provide further responses on these requests. The parties who send requesting service letter usually ask the recipient to do something for them. In the e-mail from Ayu Mandiri Tour & Travel, the information provided is about the specific answers that are asked. However, the language used was fewer manners. It could be compared from the standards of writing business correspondence, due to the lack using of words 'would' or 'could' in the e-mail, that impressed like a command. Despite the word 'please' is used, but it only once and it is not enough to show politeness, because it is necessary to keep a good relationship in cooperation.

While the reason why it is lack of politeness in the impression in this e-mail could be caused by the concentrate into brevity and effectiveness, as both of the corporations already have a good relation each other. Besides, they used to communicate effectively because of deadlines or sometimes it takes very little time to ask for requests and also the need for immediate responses.

c. Closing

In every letter there is absolutely a closing part, but in this e-mail there is no such section. This part where there should be acknowledgments after making a request. Again for the reasons of effectiveness, it is simply put away. However, in this section the e-mail writer tell the next action, which is mentioned further communication. We could see in this sentence:

'Your prompt confirmation by return e-mail would be highly appreciated.'

d. Complimentary Close/Signature

Complimentary close that is used is informal, it shown by the use of 'Best Regard'. For there is no signature as it is sent via e-mail, although it could have been made with an automatic signature. The name is also listed only by the name of the author of

the letter itself without the job title; it does not accompanied by the name of the typist.

e. Cc's

Cc is abbreviation from the words carbon copy. The using of e-mail format cause the use of carbon copy no longer exists. So, there is none of 'cc' part in every e-mail format of Ayu Mandiri e-mail.

4. Language Style

There are two kinds of language style in business correspondence. Both of it are formal and informal language style. Formal language usually used to communicate between two or more parties that haven't known each other. In contrary, informal language style is used for communicating among parties that has known each other. The formality and informality of a letter are determined by observing salutation, abbreviation, and complimentary close.

a. Informal

The choice of language style of this letter is an informal style. It can be seen from the Salutation, complimentary close and word abbreviations which are used in the letter.

- Salutation : Dear Yuda / Tita
- Abbreviations : asfol, H/ Mon, arr.JOG.

- Complimentary Close : Best Regards

b. Formal

The difference when using the formal language, it will be like this:

- Salutation : Dear Sir or Madam
- Abbreviation : as follow, Honey Moon, arrival
Jogjakarta
- Complimentary Close : Very truly yours

II.3.2. Characteristic of Confirming Service Email in Ayu Mandiri Tour and Travel

The characteristics of the e-mail will be examined in terms of mechanical, format, 8C's, content and language style. The example of confirming service email is attached in appendix C and D.

1. Mechanical

In this section, there are three elements that will be discussed further. The elements are spelling, capitalization, and punctuation.

a. Spelling

In this letter, all words used already meet the standards of writing business correspondence. There are absolutely no abbreviations used. So it does not cause confusion in interpreting

the contents of the letter. And all the words are effective and easy to understand.

The author of the letter uses U.S. style of writing dates using the format month/day/year, as quoted from the letter like this 'February 7, 2011'. This is correct because it spells out the month in the date at the beginning. Because, in correspondence between countries that use different styles, dates can be confusing when only numbers are used, so that spells out the month to which the recipient can differentiate which one the month or which one the date clearly.

Except at the Salutation part, the greeting words should use 'Mr.' than 'Pak'. However, because the factor of habit, it becomes something that was usual in Indonesia and even becomes a hallmark in the national scope of business correspondence in Indonesia. Below is the excerpt of salutation:

- Dear **Pak** Triana,

It should be

Dear **Mr.** Triana:

b. Capitalization

Capitalizations which are used are also entirely in the right place. As in the first word in a sentence, names of people, and also the name of the place. But there is an error in writing the name of

the city 'semarang', that the writer of the letter forgets to use capitalization.

c. Punctuation

Placement of punctuation in this letter is sufficient to meet the standard of writing a business letter. Except at the salutation, it does not meet the standards of punctuation writing. The name should be marked by colon (:) instead of using a comma (,). The following quotation:

- Dear Pak Triana,

It should be

Dear Mr. Triana:

There is also a clash in the opening sentence because the use of punctuation comma (,) which should be replaced with conjunctions 'on'. The quote is as follows:

- Thank you very much for your email today, Feb 07, 2011.

It should be

Thank you very much for your email today **on** Feb 07, 2011.

2. 8C Style

8C style is the standards given for writing business letters. It consists of; concise, clear, complete, concrete, conversational, constructive, courtesy, & correct.

a. Concise

Concise means that the words that are used in the letter are not too much. In this letter, every sentence has expressed its core. The words used in this letter are not too much but it has delivered the whole message of the letter's author.

b. Clear

Clear means that the message in the letter is clear to the reader. Clarity also means unity in each paragraphs, each paragraph should cover only one main idea and arranged with a logical sequence. This letter is quite clear in conveying the message to the recipients and the order of the sentence is also in accordance with the logical sequence.

c. Complete

Complete means that all necessary information known to the reader is included. This letter has provided complete and very detailed information to the reader of the letter, so the reader will not guess what to do with the letter. They also will not make wrong estimation, which leads to a wrong interpretation of the message because it was incomplete information available.

d. Concrete

Concrete means that real fact, date and order number are written correctly. In this letter all of those factors have been written correctly and thoroughly. So there is no possibility to find error in the case of it.

e. Conversational

Conversational means that rigid expression must be avoided. In this letter, although in each paragraph consists of only two sentences, but the words which are used quite conversational, and the expression used quite friendly. So, the impression of the letter is not too rigid.

f. Constructive

Constructive means that a positive tone is proposed. Writing words such failure, ignorance should be avoided. Positive words are used instead. Those are positive as they help to create a positive atmosphere. Here are the excerpts of sentences from the letter that contain positive tone:

- Thank you very much for your email today, Feb 07, 2011.
- Glad to confirm your request for above client as follow:

- Thank you very much for your kind cooperation as always.

g. Courtesy

Courtesy means that the letters are polite. This letter is sufficient to meet this criteria. Because there is a use of the phrase 'look forward' which adequately represent the courtesy, rather than using command words. So it does not hurt the feelings of the recipient and also leave a good impression.

h. Correct

Correct means that every word must be written correctly. In this letter, the choice of words is entirely correct. The words which are used have delivered the messages of the writer. There is no mistake related to this matter.

3. Component/element

Because of the e-mail formatting, the form of Ayu Mandiri Confirming Service e-mail does not have a section like Letterhead, Return Address, Date and Inside Address.

a. Salutation/Opening

In the example email from Ayu Mandiri Tour & Travel, it has the opening part. There are greetings with informal style using the first names of the recipients. In addition, there is unique part here because it wrote down the title in the Indonesian language.

Instead write 'Mr.Triana' they write 'Pak Triana'. This is influenced by cultural factors of Indonesian language.

The content of the section is set out the reasons why the letter was written. And it is indeed like a business letter in general. And it is written there the statement that the letter confirmed the previous request. The phrase used was similar to that commonly used in business letters, such as:

'Glad to confirm your request for above client as follow'.

There is also a personal pronoun that refers to someone mentioned before, in this case, Wednes is writing to Mr. Triana. The sentence is:

'Thank you very much for your email today, February 7, 2011.'

'Your' is referred to Mr. Triana's letter. In this letter there is an order of sentence that helps the reader understand the meaning. Usually, a general statement comes before a specific statement of the request.

- Transfer in at **Jogjakarta airport** (General statement) by **QZ139.at11.11** (Specific statement)
- Transfer **Losari** (General statement). **Hotel: Losari** (Specific statement)

b. Body

The part of the body contains two parts, which are Focus and Action. And the explanation will be described as follow.

- Focus

The focus part in this e-mail is the same as the general business letter, namely restate the client's needs completely. Usually, the confirmation e-mail of a request only has to repeat and clarify the request of the applicant. A typical business letter in the field of tourism, namely the applicants already have a specific request list, so it does not make the company, who receiving the request, to give option or alternative.

So that almost all of the e-mail shaped in structured detail list or described in points with minimal using of sentence in the paragraph, automatically words & expressions which is used was very little.

- Action

This section usually contains a discussion of issues that arise in the process of confirming e-mail service. However, in this case usually has rarely a problem, because the company will be as much as possible to meet consumer demand. As if it cannot fulfill customer needs, most likely customers will switch to

another company. The conditions always support the consumer needs because the pattern of demand for services are never changes. So it is not impossible that all of the requests can be fulfilled by the corporation.

In this section the writer of the e-mail only mentioned the next action, which is an awaiting final confirmation about the demand that has been confirmed. The using of the words 'look forward to' in the sentence:

'Look forward to have your final confirmation regarding this request.'

The structure is less correct of the gerund rule. It should be 'Look forward to having your final confirmation regarding this request.'

c. Closing

In this part the writer write thank you the reader. It shows courtesy for the sake of creating a good relationship, even though the e-mail is not formal.

d. Complimentary Close/Signature

Complimentary close that is used is informal; it is shown by the use of 'Best Regard'. For there is no signature as it is sent via e-mail, although it could be made with an automatic signature. The name is also listed only by the name of the author itself, without

accompanied by the job title and the name of the typist of the letter.

The greeting word is placed behind the name, not the front of it. It is not in accordance with the standard of writing business letter in English. Below is the quotation from Ayu Mandiri e-mail:

- Wednes Aria Yuda (**Mr**).

It should be

Mr. Wednes Aria Yuda

e. Cc's

Cc is abbreviation from the words carbon copy. The using of e-mail format cause the use of carbon copy no longer exists. So, there is none of 'cc' part in every e-mail format of Ayu Mandiri e-mail.

4. Language Style

There are two kinds of language style in business correspondence. Both of it are formal and informal language style. Formal language usually used to communicate between two or more parties that haven't known each other. In contrary, informal language style is used for communicating among parties that has known each other. The formality and informality of a letter are determined by observing salutation, abbreviation, and complimentary close.

a. Informal

The choice of language style of this letter is an informal style. It can be seen from the salutation and complimentary close which are used in the letter.

- Salutation : Dear Pak Triana,
- Complimentary close : Best Regards

b. Formal

The difference when using the formal language, it will be like following things:

- Salutation : Dear Sir or Madam
- Complimentary Close : Very truly yours

II.3.3. Characteristic of Requesting Information Email in Ayu Mandiri Tour and Travel

The characteristics of the letter will be examined in terms of mechanical, format, 8C's, content, and language style. The example of requesting information email is attached in appendix E and F.

1. Mechanical

In this section, there are three elements that will be discussed further. The elements are spelling, capitalization, and punctuation.

a. Spelling

In this letter, the author found at least four spelling mistakes or rather grammar. Below are the explanations:

- Hotel arrangement for attached programs **will do** by Kelana DMC.

It should be

Hotel arrangement for attached programs **will be done** by Kelana DMC.

(Because it is a passive sentence)

- as **we are requesting** since 2 weeks ago.

It should be

as **we have requested** since 2 weeks ago.

(Because it is past tense sentences)

- We **are looking forwards** your kind reply as soon as possible

It should be

We are **looking forward to** your kind reply as soon as possible

(Based on the terms of using 'look forward+to' formula)

- in closed of date to our **agent at overseas**.

It should be

in closed of date to our **agent overseas**.

(It is no need to use preposition 'at', because 'overseas' is a adverb, if it is added by preposition (at) it will be noun. A noun needs another explanation, such as 'overseas countries' or 'overseas agent')

Except at the salutation part, the greeting words should use 'Mr.' than 'Pak'. However, because the factor of habit, it becomes something that was usual in Indonesia and even becomes a hallmark in the national scope of business correspondence in Indonesia. Below is the excerpt of salutation:

- Dear **Pak** Yuda,

It should be

Dear **Mr.** Yuda:

The writing style of the date uses Indonesian style, by the order of date/month/year, instead of uses U.S. style, which is month/date/year order. This is not a problem as long as the author of the letter does not write the month by spelled numbers. Because, in correspondence between countries that use different styles, dates can be confusing when only numbers are used, so that spells out the month to which the recipient can differentiate which one the month or which one the date clearly. Here is the following quotation of the date:

- Therefore, please kindly advise you competitive package rate for our programs as attached validity **1 Apr 2010 – 31 Mar 2011.**

b. Capitalization

Capitalizations which are used are also entirely in the right place. As in the first word in a sentence, names of people, and also the name of months.

c. Punctuation

The placement of punctuation in this letter is sufficient to meet the standard of writing a business letter. Except at the salutation, it does not meet the standards of punctuation writing. The name should be marked by colon (:) instead of using a comma (.). It is because the use of the colon (:) is tailored to the standards of writing business correspondence. Below is the following quotation:

- Dear Pak Yuda,

It should be

Dear Mr. Yuda:

2. 8C style

8C style is the standards given for writing business letters. It consists of; concise, clear, complete, concrete, conversational, constructive, courtesy, & correct.

a. Concise

Concise means that the words that are used in the letter are not too much. In this letter, every sentence has expressed its core. However, there are two sentences that mention the same core, so it seems ambiguous. Beyond that, the words used in this letter is not too much but has delivered the whole message of the author of the letter.

b. Clear

Clear means that the message in the letter is clear to the reader. Clarity also means unity in each paragraphs, each paragraph should cover only one main idea and arranged with a logical sequence. The thing that makes this letter less obvious is there are two core messages in this letter. Thus, allowing the reader of the letter to estimate what to do to follow up the letter.

The following excerpts are the part that causes confusion:

- Therefore, please kindly advice you competitive package rate for our programs as attached validity 1 Apr 2010 – 31 Mar 2011.
- Also, please advise when we can get your general rate for validity 1 Apr 2010 – 31 Mar 2011, as we are requesting since 2 weeks ago.

Both requests are asking the same question. So that, the reader of the letter will be a little hesitant to answer both question.

c. Complete

Complete means that all necessary information known to the reader is included. This letter has been providing double information to the reader of the letter. So that the reader feels confuse what is to be met and they only can guess what to do because of the double information. So likely it will lead to wrong estimation which could lead to a wrong interpretation of the message.

d. Concrete

Concrete means that real fact, date and order number are written correctly. In this letter all of those factors have been written correctly and thoroughly. So there is no possibility to find error in the case of it.

e. Conversational

Conversational means that rigid expression must be avoided. In this letter, although in each paragraph consists of only few sentences, but the words which are used quite conversational, and the expression used quite friendly. So, the impression of the letter is not too rigid.

f. Constructive

Constructive means that a positive tone is proposed. Writing words such failure, ignorance should be avoided. Positive words are used instead. Those are positive as they help to create a positive atmosphere. Here are the excerpts of sentences from the letter that contain positive tone:

- Therefore, please kindly advice you competitive package rate for our programs
- We are looking forwards your kind reply as soon as possible
- Thank you for your kind assistance & attention to our request.

g. Courtesy

Courtesy means that the letters are polite. This letter is sufficient to meet this criteria. Because there is a use of the phrase 'look forward' which adequately represent the courtesy, rather than using command words. So it does not hurt the feelings of the recipient and also leave a good impression.

h. Correct

Correct meaning that every word must be written correctly. In this case the choice of words is less attention to be more

effective. As a result there are two purposes in a content of the letter.

3. Component/element

Because of the e-mail formatting, the form of Ayu Mandiri Confirming Service e-mail does not have a section like Letterhead, Return Address, Date and Inside Address.

a. Salutation/Opening

Usually letter requesting information is written by people who do not know much about the company and its service or goods. In the opening section typically contains the reasons why the letter is written, the writer usually wanting to know more complete info than what they have seen on the advertising on TV or newspaper or internet.

This becomes interesting when the situation is completely different from the letter requesting info from Ayu Mandiri Tour & Travel. Where the relationship between the writer and recipient of this letter has known each other and often work together. So asking price via e-mail (not via a written letter) is not something that is impolite.

The opening section of requesting information e-mail contains the direct question about the source of benchmark prices

for next year. The price issue is not something that can be included in the newspaper or website; this is a part of business where something has to be asked directly.

However, the e-mail structure such as letter writing remains impressive formal and professional, although the language used is still quite relaxed. It is proved by the using of salutation at the beginning of the letter, which is 'Dear, Pak Yuda'. In the first paragraph in the opening section, it appears that the letter writer has drawn up the previous information, so it make clearer what the request is. The previous information is 'Herein, We will update data our programs for next year.'

b. Body

The parts of the body contain two parts, which are Focus and Action. And the explanation will be described as follow.

- Focus

The focus part in requesting information letter generally says more details about who the letter writer is. Because that will give a clear explanation for the recipient to decide what kind of further action will be performed. However, the situation can also be different when the writer and the recipient of the letter already know and work together.

In this e-mail, the focus section contains what is known by the writer and what the writer want to be. Generally, this section is written in the action part. This is the sentence of focus section: 'Therefore, please kindly advice you package competitive rates for our programs as validity attached 1 Apr 2010 - March 31, 2011.'

- Action

This section generally writes down what information that writer wants to know. But in this e-mail from Ayu Mandiri Tour & Travel, the writer asks when that information can be obtained and also the reasons why the information is needed as soon as possible. The action part is:

'we will do due to promotion in the closed of date to our agent at overseas.'

c. Closing

This section is the same as the letter of the general business, which say thank for assistance. And plus the emphasis clause 'and attention to our request' to create the constructive impression. And also to build a positive impression for the attention of the recipients about the writer's request. The difference is in the mentioning of future communication.

In the e-mail of Ayu Mandiri Tour & Travel the closing part is put down in the action part. Both of them equally effective, but the part which is on the e-mail of Ayu Mandiri Tour & Travel seem more emphasis to wait for further response and also showed the level of urgency for the response. It is shown by this sentence: 'We are looking forwards your kind reply as soon as possible, due to we will do promotion in closed of date to our agent at overseas.'

While in general business letter, the closing part contain an action which expects further communication has only small portion in the letter, without any emphasis therein:

'I look forward the hearing from you at your earliest convenience'

d. Complimentary Close/Signature

Complimentary close that used is informal; it is shown by the use of 'Kind Regards' . For there is no signature as it is sent via e-mail, although it could have been made with an automatic signature. The name is also listed only by the name of the author itself, without accompanied by the job title and the name of the typist of the letter.

e. Cc's

Cc is abbreviation from the words carbon copy. The using of e-mail format cause the use of carbon copy no longer exists. So,

there is none of 'cc' part in every e-mail format of Ayu Mandiri e-mail.

4. Language Style

There are two kinds of language style in business correspondence. Both of it are formal and informal language style. Formal language usually used to communicate between two or more parties that haven't known each other. In contrary, informal language style is used for communicating among parties that has known each other. The formality and informality of a letter are determined by observing salutation, abbreviation, and complimentary close.

a. Informal

The choice of language style of this letter is an informal style. It can be seen from the salutation and complimentary close which are used in the letter.

- Salutation : Dear Pak Yuda
- Complimentary close : Kind regards

b. Formal

The difference when using the formal language, it will be like following things:

- Salutation : Dear Sir or Madam
- Complimentary Close : Very truly yours

II.3.4. Characteristic of Providing Information Email in Ayu Mandiri Tour and Travel

The characteristics of the letter will be examined in terms of mechanical, format, 8C's, content, and language style. The example of providing information email is attached in appendix G and H.

1. Mechanical

In this section, there are three elements that will be discussed further. The elements are spelling, capitalization, and punctuation.

a. Spelling

In this letter, there are some differences in spelling of generally used. It is as follows:

- Thanks for your e-mail **of** Nov. 04, 2009

It should be

Thanks for your e-mail **on** Nov 04, 2009

The explanation is when we mention the description of the time; we must use the appropriate preposition before that statement of period. In this case 'on' is more often used as a preposition. In writing the date, after mentioning the name of the month, it should not have given a punctuation of period (.), according to the U.S. style standard of writing dates. The following is an excerpt and then about the spelling in the letter:

- **Arrive** at Jogjakarta train station by train from Bandung

It should be

Arriving at Jogjakarta train station by train from Bandung

The explanation is that a verb at the beginning of a sentence without a subject should use a gerund. It refers to the rules of proper grammar.

b. Capitalization

The capitalization does not meet the used standar. The authors found that two mistakes which do not use the capitalization. The following quotations are:

- Dear **mbak** Mimi,
- Please kindly advice your acceptance by return e-mail **asap**.

The word of 'mbak' should be capitalized at the beginning of the word. It becomes 'Mbak' because the author of the letter should write a polite greeting word with capitalization at the beginning of the word. As if the greeting word is used without capitalization, it means that it could only apply in the scope of the sisters or relatives.

While the abbreviation of 'asap' which means an extension of the 'as soon as possible' it should be written entirely in capital

letters. So that the writing will like this 'ASAP', this writing refers to the standard of using abbreviations in business correspondence.

c. Punctuation

The placement of punctuation in this letter is sufficient to meet the standard of writing a business letter. Except at the salutation, it does not meet the standards of punctuation writing. The name should be marked by colon (:) instead of using a comma (,). It is because the use of the colon (:) is tailored to the standards of writing business correspondence. Below is the following quotation:

- Dear mbak Mimi,

It should be

Dear Ms. Mimi:

2. 8C's

8C style is the standards given for writing business letters. It consists of; concise, clear, complete, concrete, conversational, constructive, courtesy, & correct.

a. Concise

Concise means that the words that are used in the letter are not too much. In this letter, every sentence has expressed its core. The words used in this letter are not too much but has delivered the whole message of the author of the letter.

b. Clear

Clear means that the message in the letter is clear to the reader. Clarity also means unity in each paragraphs, each paragraph should cover only one main idea and arranged with a logical sequence. This letter is quite clear in conveying the message to the recipients and the order of the sentence is also in accordance with the logical sequence.

c. Complete

Complete means that all necessary information known to the reader is included. This letter has provided complete and very detailed information to the reader of the letter, so the reader will not guess what to do with the letter. They also will not make wrong estimation, which leads to a wrong interpretation of the message because it was incomplete information available.

d. Concrete

Concrete means that real fact, date and order number are written correctly. In this letter all of those factors have been written correctly and thoroughly. So there is no possibility to find error in the case of it.

e. Conversational

Conversational means that rigid expression must be avoided. In this letter, although in each paragraph consists of only two sentences, but the words which are used quite conversational, and the expression used quite friendly. So, the impression of the letter is not too rigid.

f. Constructive

Constructive means that a positive tone is proposed. Writing words such failure, ignorance should be avoided. Positive words are used instead. Those are positive as they help to create a positive atmosphere. Here are the excerpts of sentences from the letter that contain positive tone:

- Warmest greeting from Jogjakarta!!!!
- Thanks for your always excellent cooperation.

g. Courtesy

Courtesy means that the letters are polite. This letter is sufficient to meet this criterion. Because there is a use of the word 'please' which adequately represent the courtesy rather than using command word. The word 'please' is derived from sentence:

'Please kindly advice your acceptance by return e-mail asap'.

There is no command impression, so it does not hurt the feelings of the recipient and also leave a good impression.

h. Correct

Correct meaning that every word must be written correctly.

In this letter, the choice of words is entirely correct. The words which are used have delivered the messages of the writer. There is no mistake related to this matter.

3. Component/element

Because of the e-mail formatting, the form of Ayu Mandiri Confirming Service e-mail does not have a section like Letterhead, Return Address, Date and Inside Address.

a. Salutation/ Opening

The salutation used in the opening part of Ayu Mandiri Tour & Travel e-mail is informal, with the unique style as Indonesian, the writer mention the title before the name with Indonesian language 'Dear Mbak Mimi '. Followed with a greeting that gives the familiar impression:

'Warmest greeting from Jogjakarta!!!!'

It is a result from their long associated companies, so there is no stiff formality. After the greeting, there is no acknowledgment of the initial correspondence, which clearly states that this is a reply e-mail from Ayu Mandiri Tour & Travel and also mentions

the date of the replied e-mail. 'Thanks for your e-mail of November 04, 2009 for the above request.'

Those opening part is exactly the same as the opening of a general business letter, added with an additional sentence to clarify the contents of the letter. As before the consumer requests about price information, the opening statement to answer the consumer's question is:

'we are glad to send you our best rates based on the following program.'

That opening is very constructive to start building a positive atmosphere to the consumer.

b. Body

The part of the body contains two parts, which are Focus and Action. And the explanation will be described as follow.

- Focus

The focus part in this letter provides the information which is requested by the consumer. The answer given is very specific, which means that already fulfill one of the '8C' standard that is 'complete', which means that the focus part is fulfilled with all information needed for the reader. There is no information left behind, so the reader does not guess anything about the incomplete information. Wrong guessing will lead to a wrong

interpretation of the message. It will not happen in this section because it already meets the standards of complexity.

In writing this section, the company has to make sure that they are giving the right information to the right person. The company maybe answering many requests at the same time, and not all customers have the same needs. But this rarely happens in business tourism. Because consumer's demand for each service is vary greatly. So the same mistakes in providing information to some consumers in the same time can be avoided.

- Action

This section in general business letter contains additional information. But, in this e-mail of Ayu Mandiri Tour & Travel, are not included additional information about the company, its product & service. This is because the two companies already know each other and has become a partner of work for long periods of time. So that, each other has already knows the ins and outs of the company.

In addition, it is not possible to include additional information regarding the products / services in this letter. The reason is because the type of information provided is quite complex so there is no more placing to put it on. In tourism

businesses, there are no company does things like that because later on it will only lead to confusion of overload information.

c. Closing

This section usually offers additional help, but it is not the case with this email. Since the closing part contains a request to response the content of the e-mail:

‘Please kindly advice your acceptance by return e-mail asap.’

It is because in this e-mail, the information provided are the list of prices, so it required an agreement or opinion from the recipient about whether deal or not at offered price.

In general letter, after the letter writer gave information about prices for example, they did not ask a deal to the letter recipient. This case is related to Indonesian business culture where there is always a chance to bargain when determining prices. While international business letter impressed that the price is always fixed price given. In this e-mail, there is also an acknowledgments part and thank you part for the inquiry such as: ‘thanks for your always excellent cooperation.’

d. Complimentary Close/ signature

Complimentary close that is used is informal; it is shown by the use of 'best personal regard' . For there is no signature as

it is sent via e-mail, although it could be made with an automatic signature. The name is also listed only by the name of the author itself, without accompanied by the job title and the name of the typist of the letter. If it refers to the standard of writing business correspondence, then the order of writing should be like this: complimentary close, the letter author's name and his job title in the company.

e. CC's

Cc is abbreviation from the words carbon copy. The using of e-mail format cause the use of carbon copy no longer exists. So, there is none of 'cc' part in every e-mail format of Ayu Mandiri e-mail.

4. Language style

There are two kinds of language style in business correspondence. Both of it are formal and informal language style. Formal language usually used to communicate between two or more parties that haven't known each other. In contrary, informal language style is used for communicating among parties that has known each other.

a. Informal

The choice of language style of this letter is an informal style. It can be seen from the salutation and complimentary close which are used in the letter.

- Salutation : Dear mbak Mimi,
- Complimentary close : Best personal regards

b. Formal

The difference when using the formal language, it will be like following things:

- Salutation : Dear Sir or Madam
- Complimentary Close : Very truly yours

II.3.5. Characteristic of Reminder Letter in Ayu Mandiri Tour and Travel

The characteristics of the letter will be examined in terms of mechanical, format, 8C's, content and language style. The example of Reminder Letter is attached in appendix I and J.

1. Mechanical

In this section, there are three elements that will be discussed further. The elements are spelling, capitalization, and punctuation.

a. Spelling

In this letter, the spelling does not meet the standard of writing business correspondence. Although there are no

abbreviations used, but the sentences in the letter does not meet the standards of English grammar. The following quotation:

- We are **please** to inform your reservation already confirmed and we still waiting your deposit considering your guest will be checking in 19 days more.

It should be

- We are **pleased** to inform (**that**) your reservation (**is**) already confirmed and we (**are**) still waiting (**for**) your deposit considering your guest will be checking in 19 days more.

The discussion is as follows. The word 'please' here is an adjective. It could be seen from the use of 'are' before the word 'please'. But the letter's author writes it with 'please' which is an adverb. So it should be 'pleased' instead of 'please'.

While the addition of the conjunction 'that' becomes important when it is going to explain something, so that the sentence would be clearer for the reader. The addition of the word 'is' because the sentence is passive voice, so it becomes 'is already confirmed'. The additions of the word 'are' because the tenses of the sentence uses present continuous tense. The addition of the word 'for' because as usual, 'waiting for' is combination of a phrase, which in this context could clarify the noun after that term. The

next sentence that does not meet the standards of grammar, namely:

- Thank you very much for your kind attention & support. **Should** you require any assistance, **is** more than happy to assist you.

It should be

- Thank you very much for your kind attention & support.

Should you require any assistance, **it will be** more than happy to assist you.

The addition of the word 'it' is because there is no subject in the second clause of the sentence and a sentence started with 'should' it must be followed by a sentence using 'will'.

b. Capitalization

Capitalization that is used is not correct. Here are the parts of which should be capitalized.

- Dear **sir** or Madam

It should be

Dear **Sir** or Madam

- Booking **by**

It should be

Booking **By**

- Arrival **date**

It should be

Arrival **Date**

The explanation is as follows. The word 'sir' is a word of greeting, so it shall be capitalized at the beginning of the word.

The word 'by' and 'date' are second word of a phrase. In the previous phrases, the second word is written with capital letters at the beginning of the word. So that, for the sake of harmony, the second word 'by' and 'date' should also be capitalized at the beginning of the letter.

c. Punctuation

Placement of punctuation in this letter is sufficient to meet the standard of writing a business letter. Except at the salutation, it does not meet the standards of punctuation writing. The name should be marked by colon (:) instead of using a comma (.). It is because the use of colon (:) at the salutation is referring to the standard of writing business correspondence. Below are the following quotations:

- Dear sir or Madam, '

It should be

Dear Sir or Madam:

2. 8C Style

8C style is the standards given for writing business letters. It consists of; concise, clear, complete, concrete, conversational, constructive, courtesy, & correct.

a. Concise

Concise means that the words that are used in the letter are not too much. In this letter, every sentence has expressed its core. The words used in this letter are not too much but it has delivered the whole message of the letter's author.

b. Clear

Clear means that the message in the letter is clear to the reader. Clarity also means unity in each paragraphs, each paragraph should cover only one main idea and arranged with a logical sequence. This letter is quite clear in conveying the message to the recipients and the order of the sentence is also in accordance with the logical sequence.

c. Complete

Complete means that all necessary information known to the reader is included. As a reminder letter, this letter does not provide complete information to the reader. The most important part that should be on the reminder letter did not even exist in this letter.

That section is about the information of the date when the recipients should pay the bill or it could be due date statement or given period of time. Because of that, the reader can only guess what to do and it will lead to wrong estimation, which could lead to a wrong interpretation of the message.

d. Concrete

Concrete means that real fact, date and order number are written correctly. In this letter all of those factors have been written correctly and thoroughly. So there is no possibility to find error in the case of it.

e. Conversational

Conversational means that rigid expression must be avoided. In this letter, although in each paragraph consists of only two sentences, but the words which are used quite conversational, and the expression used quite friendly. So, the impression of the letter is not too rigid.

f. Constructive

Constructive means that a positive tone is proposed. Writing words such failure, ignorance should be avoided. Positive words are used instead. Those are positive as they help to create a

positive atmosphere. Here are the excerpts of sentences from the letter that contain positive tone:

- Thank you very much for your kind attention & support.
- Should you require any assistance, is more than happy to assist you.

g. Courtesy

Courtesy means that the letters are polite. This letter is sufficient to meet this criterion. Because there is a use of the phrase 'look forward' which adequately represent the courtesy, rather than using command words. So it does not hurt the feelings of the recipient and also leave a good impression.

h. Correct

Correct meaning that every word must be written correctly. In this case the choice of words is not quite appropriate, according to good grammar. The words used actually already contain the intended message. However, because the grammatical matter, it leaves the impression that the choice of words are not checked first before it is sent.

3. Component/Element

There are some elements in reminder letter. Those are Letterhead, Return Address, Date, Inside Address, Opening, Body,

and Closing. However, the reminder letter from Ayu Mandiri does not have the return address and date part. It will be described further below.

a. Letterhead

A letterhead should have all of the company's information. However, in the letterhead of this Ayu Mandiri letter is not qualified as a letterhead. This is due to the lack of address, phone number, fax number, company web sites and personal e-mail address in the letterhead. The things that are listed in the Ayu Mandiri letterhead are the name, type, and company slogan. Next is an excerpt from the letterhead:



b. Inside Address

Inside address should contain of street address, city, state and zip code. However, in the reminder letter of Ayu Mandiri the inside address is not usual. Here is the quote:

- To : Accounting Ayu Mandiri
Address : Villas Seturan Indah Caturtunggal
Phone : 0274 486771
Email Addr : ayumandiri@jogjamedianet.com

In 'To' part the author does not write the name of the recipients, but only his position only. The impression is that the letter's author does not know the name of the person concerned who it should be better known, because the recipient is the client of the company. However, it is still acceptable for professional reasons.

The address mentioned only the name and telephone number of the company. There are no street name, city and zip code listed. And another one that is different from this return address is the inclusion of email addresses of the recipients.

c. Salutation/ Opening

It is started with a bunch of greeting 'Dear Sir or Madam', it shows that this letter has a formal impression. We could find that reminder e-mail in Ayu Mandiri Tour & Travel has the same structure with general business-reminder letter. The language style is also polite and professional. This e-mail identifies the payment that has not been paid by Ayu Mandiri Tour & Travel. The words choice in the opening part is less firm, it could be seen from the

words 'we still waiting your deposit is considering your guests Will be checking in 19 days more'. It is like giving unclear time frame and requests to the recipient of the letter.

d. Body

The part of the body contains Focus parts, the explanation will be described as follow.

- Focus

It contains clear information on the details of how much Ayu Mandiri Tour & Travel must pay and also the due date of the payment. However, in this reminder letter the use of time expressions such as 'no later than, by, on, and within' are less used because they put the detail of information of the due date and amount to be paid on the list form, not on the sentences form. Those do not fulfill the matter of conversational point, but the effectiveness returns on the impression.

For the matter of completeness, it is not written when exactly the recipients should pay the claim and it makes the readers have to guessing what they have to do about that. There is only a description:

'We still waiting your deposit is considering your guests will be checking in 19 days more'.

The Indonesian culture are involved here, in which the habit of writing implicitly better than writing openly. So that the recipients will imply that they must pay before 19 days later.

e. Closing

Even though it is a reminder e-mail, the e-mail writer still want to make a good impression, without leaving the impression that force and unprofessional to the recipient. The sentence that counts the positive impression is:

'Thank you very much for your kind attention & support. Should you require any assistance is more than happy to assist you'

However, the use of the phrase 'look forward to ...' which is used to talk about positive things will happen next, is not included in this closing part. So that the impression at the cover of this letter was hanging, it is only such listed company slogan 'should you require any assistance is more than happy to assist you.'

It is like a rigid expression, because it is better to write the previous information rather than the aforementioned case.

f. Complimentary Close/ Signature

Complimentary close that is used is informal; it is shown by the use of 'Best Regard'. For there is no signature as it is sent

via e-mail, although it could be made with an automatic signature. The name is also listed only by the name of the author itself, without accompanied by the job title and the name of the typist of the letter.

g. Cc's

Cc is abbreviation from the words carbon copy. There is no carbon copy in this letter, because the letter aimed for only one person, which is the accountant.

4. Language Style

There are two kinds of language style in business correspondence, those are formal and informal. Formal language usually used to communicate between two or more parties that haven't known each other. By observing the salutation, abbreviation, and complimentary close used, the language in this letter tends to be formal, despite in the complimentary close it use informal words 'best regard'.

CHAPTER III

CONCLUSION AND SUGGESTIONS

III.1. Conclusion

The conclusion of this final project is the result of the observation Ayu Mandiri letters. The first observation in terms of mechanical, which contains three elements, those are spelling, capitalization, and punctuation. Through the observation of the mechanical part, the writer found that there are only two of the five Ayu Mandiri letters that meet the spelling according to the international standard. The result of capitalization observations is the same, which are only two of five letters that meet the capitalization writing standards. Both of those results are different from the observation of punctuation aspect, which the result is all of the letters has been using punctuation in accordance with standard rules of business correspondence. Therefore we can conclude that all of the Ayu Mandiri letters are mechanically does not meet international standards of business correspondence.

The second indicator to determine the characteristics of the au Mandiri letters are the 8C style, which the standards are given for writing business letters. It consists of: Concise, clear, complete, concrete, conversational, constructive, courtesy, and correct. From the observations using the indicator 8C style, the results obtained are as follows. For 'concise', 'concrete' and 'courtesy' points, five types of Ayu Mandiri letters have met the standard.

'Conversational' and 'constructive' points also have four types of letters that meet the standards. From 'clear' and 'complete' point, there are three letters that meet this aspect. Whereas only 2 of the letters that meet the 'correct' standard. From the results of this simple calculation, it can be concluded that the all types of Ayu Mandiri letters have met the standards of business correspondence using 8c style.

The next thing observed is the terms of format, which is the way correspondence organized and arranged. There are three formats for business correspondence: block, semi-block, and indented. From the observation of the used format, the writer found four of five Ayu Mandiri letters using the block format, the format in which the most commonly used in international business correspondence. Thus, it can be concluded that the letters of Ayu Mandiri already meet business correspondence international standards of formatting.

In terms of its components, the letters of Ayu Mandiri do not meet the standards of business correspondence. It can be seen from the 'salutation', 'focus', and 'closing' part are used by four of five letters, the 'action' is only used by two types of letters, the 'complimentary' only used by one kind of letter. While there are four points of 'letterhead', 'return address', 'date', and 'inside address' which are not used in the Reminder Letter. This means that the component letters of Ayu Mandiri do not meet international standards of business correspondence.

For the language style in Ayu Mandiri Tour and Travel e-mails and letter, even though it is in Indonesia, the local tour and travel enterprises use English language to communicate through business correspondence. It is because their partners are not only in Indonesia, but are also in the foreign countries. That is why English language is chosen to communicate, because it is a worldwide language. The culture of writing business correspondence in English language then becomes a standard of tourism business correspondence in Indonesia. So that, in communicate among local tour & travel enterprises, it also use English language.

Most of the tourism business correspondence in Indonesia context use informal English. It is different with the ordinary business correspondence, which always use formal English. The reason of tourism business correspondence using informal English is because their mother language is not English language but Indonesian language. The good grammar and the difference between formal and informal English are not really questioned. The most important thing is that they have used English language, and it is enough to communicate each other.

About the choice of words and phrases, the ordinary business correspondence has general standard phrases of expression to be used in the letter. Each kind of letter has different general standard phrases. Tourism business correspondence also has their own standard phrase that is not the same

with those which has been used in ordinary business correspondence. It is because the business sections itself is different from general business to tourism business. The choice of words and phrases of expression is also different. The tourism business correspondence has more flexible choice of words and phrase, whereas the ordinary business correspondence has more stiff choice of words and phrases.

From all these observations, it can be concluded that in terms of 8C style and formatting, Ayu Mandiri letter meets the international standard in business correspondence. But in terms of mechanics, components of letters, and language style, the letters of Ayu Mandiri do not meet international standards of business correspondence. This indicates that the letters of Ayu Mandiri have its own characteristics as a form of business correspondence that has not too formal structure, casual use of language, and brief writing style.

III.2. Suggestions

The author will give advice to some of the parties that involved in the observations of this final project. The author sincerely hopes that the results of this final project can be beneficial to all of the involved parties.

a. For student

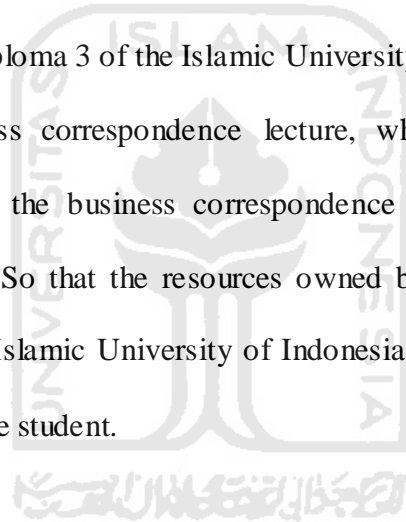
Suggestions for the student are to be able to see a single subject of a class from many sources. So they will have a rich source of reference. Student not only has a grip on a subject, but also can view the lecture subject widely.

b. For Ayu Mandiri Tour and Travel

The writer hopes that the result of this final project is able to enrich the data on the Ayu Mandiri business correspondence profile. So this final project can be a source of data for Ayu Mandiri to review their activities on business correspondence.

c. For English Study Program Diploma 3 of Islamic University of Indonesia

The writer hopes that this final project result can be a source for English Study Program Diploma 3 of the Islamic University of Indonesia, as a second source for business correspondence lecture, which is able to meet the information about the business correspondence in Indonesia which uses English language. So that the resources owned by English Study Program Diploma 3 of the Islamic University of Indonesia will be more complete to be distributed to the student.



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Appendix A. Letter of Field Study Acceptance




LICENSE : 272/D.2/BPW/VII/94

AYU MANDIRI
TOURS & TRAVEL

TO WHOM AT MAY CONCERN
NO. : 001/AM/II/ 2011


Hereunder, on behalf of Management PT. AYU MANDIRI Tours & Travel :



N a m e : Sukardji Adji Sutomo
Posision : President Director
PT. AYU MANDIRI Tours & Travel

Explained with the fact that :

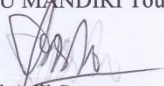
N a m e : Intan
N I M : 07221002




Has performed On The Job Training at PT. AYU MANDIRI Tours & Travel Yogyakarta, on
February 07 – 11, 2011 with **GOOD** result

Thus this letter we do to be used as required.

Yogyakarta, February 12, 2011
PT. AYU MANDIRI Tours & Travel



Sukardji Adji Sutomo
President Director



Appendix B. Requesting Service Letter derived from "Business Correspondence"
Book by Lougheed

CellFirst, Inc.

10 Harbor Place Baltimore, Maryland 21220

Tel : (443) 555
Fax : (443) 555
www.cellfirst.com

January 28, 20 11

Jan Turner
Arrowhead East Conference Center
412 Bellevue Lane
Annapolis, MD 21401

Dear Ms. Turner:

In our telephone conversation yesterday, we discussed plans to conduct our training seminar at your conference center. I would like to confirm those plans.

The dates of the seminar are March 15th and 16th. The hours are 1:00 p.m. to 6:00 P.M. on the 15th and 9:00 A.M. to 3:00 P.M. on the 16th. Eighty people will be attending. WE will need a total of four rooms: one large room and three smaller break-out rooms.

As we discussed, we will need a microphone and speakers in the large room as well as a computer projection system. In each break-out room, we will need five Tables, and a monitor and VCR.

On March 16th, we will have a catered lunch. I would appreciate your faxing me the menu choices as soon as possible, but no later than Friday, February 4th.

I would also appreciate receiving the projected cost for our two-day meeting. You do not need to include the lunch catering cost at this time. Could you fax or e-mail me your cost projection by January 31st? I will give you final confirmation of our reservation by close-of-business on the 31st.

I want to thank you for help in planning our seminar. I look forward to meeting you next week when I come to look over facilities.

Best wishes,

Curt Marks
Special Projects Officer
CM/Is

Appendix C. Requesting Service E-mail derived from Ayu Mandiri

From: Reservation – Lotus Asia Tours Bali[mailto:reservation@lotusasiatours.com]
Sent: Monday, February 07,2011 1:09 PM
To: ayu mandiri JOG
Subject: new booking : SORDI LUCA + MANZONI LAURA – Honeymooner

Dear Yuda / Tita

Please kindly book confirm our reservation for the clients asfol:

Re: SORDI LUCA. Mr. + Manzoni LAURA. Ms – H/ Mon
(agent : Hotelplan – Italy)
In: 08 JUN'2011, arr.JOG by QZ 7139/ 11:10

Out: 18 Jun 2011, dep. JOG by GA 254/20:00

Service:

08 JUN' 2011, Trf-in JOG/ Losari Resort Magelang with Italian s, guide

08-11JUN '11, Losari Resort (has booked by Hotelplan directly)

11 JUN' 2011, Trf Out Losari Resort Magelang / apt SRG (for Kura-Kura
Resort) with Italian s. guide. Kura-Kura flight depart at 12:00
from SRG airport

11-18JUN'11, Kura-Kura Resort (has booked by Hotelplan directly)

18 JUN' 2011, Trf-From SRG Airport to JOG Airport with
Italian s. guide Kura-Kura Flight arrive in SRG airport at 12:00

Your prompt confirmation by return e-mail would be highly appreciated.

Best Regards,

Appendix D. Confirming Service Letter derived from "Business Correspondence"
Book by Lougheed

Arrowhead East Conference Center

412 Bellevue Lane
Annapolis, MD 21401

February 4, 2011

Mr. Curt Marks
Special projects Officer
CellFirst, Inc.
10 Harbor Place
Baltimore, Maryland 21220

Dear Mr. Marks:

Thank you for your January 28 letter expressing interest in Arrowhead East Conference Center. This letter will confirm our subsequent telephone call discussing plans for your meeting.

We understand your company would like to reserve our conference facilities March 15 and 16. Eighty people will attend your meeting. You will need a total of four rooms: one large room and three smaller break-out rooms.

As you requested, we will provide a microphone and speakers in the large room, as well as a computer projection system. We understand that you are bringing your own computer. We need to know the computer's model and operating system. Please provide us this information four weeks before the start of the conference.

In each break-out room, we will provide five tables and a monitor and VCR. Please let us know whether you want 6' rectangular tables or 4' round tables. This request can be submitted one week before the conference.

On March 16, we will provide a buffet lunch. The menu choices were faxed to you last Friday. Please tell us your menu selections one week before the conference.

As you requested, I faxed the projected costs last week. After you decide on the required equipment and the type of lunch, we can finalize the cost estimate.

I appreciate having the opportunity to plan your meeting. We look forward to showing you our facility when you visit this week.

Sincerely,

Jan Turner
Meeting Planner
JT/ss

Appendix E. Confirming Service E-mail derived from Ayu Mandiri

From: Wednes Yuda [ayumandiri@jogjamedianet.com]
Sent: Monday , February 07, 2011 1:07 PM
To: 'Reservation – Lotus Asia Tours Bali'
Subject: RE: New Booking : SORDI LUCA + MANZONI LAURA Honeymooner

Dear Pak Triana,
Thank you very much for your email today, Feb 07, 2011.
Glad to confirm your request for above client as follow :

Name: Sordi Luca & Manzoni Laura
Person: 02 Pax
Remarks: Honeymooner
Period: Jun 08-18,2011
Program:

Jun 08
Transfer in at Jogjakarta airport by QZ139.at11.11 - transfer Losari
Hotel : Losari (Hotelpplan direct reservation)

Jun18
Transfer in at semarang airport-transfer to Jogjakarta-transfer out at Jogjakarta airport by
GA 254 at 20.00

Guide : Italian speaking guide on availability
Rate : as per contract

Look forward to have your final confirmation regarding this request.
Thank you very much for your kind cooperation as always.

Best Regards,

Wednes Aria Yuda (Mr).

Appendix F. Requesting Info E-mail derived from "Business Correspondence" Book
by Lin Lougheed

To: Websales@click.net
From: b_gomez@camara.com.pe
Subj: XL-Lite digital camera
Date: Fri, Mar 17, 20-- 02:23 PM

My colleague and I read the announcement in the March 17 *Boston Daily News* about your new digital camera, the XL-Lite.

Our company is the largest seller of digital cameras in shout America. You can learn more about us at our Web site, <http://www.camara.com.pe>.

We would like to consider selling the XL lite camera. Our customer will like the features in XL- Lite. The low-light capability is one feature that sets this camera apart from the others.

We understand the cameras will be shipped this fall. I would appreciate having your sales representative call me. I would like to discuss the price and vendor discount, promotional materials provided, and other issues.

Thank you for your attention. I look forward to hearing from you at your earliest convenience.

Bea Gomez
New Products Department
Camara.com.pe

Appendix G. Requesting Information E-mail derived from Ayu Mandiri Tour & Travel

From: Kelana DMC [mailto:kelana@indo.net.id]
Sent: Wednesday, November 04, 2009 10:49 AM
To: 'yuda'
Cc: mimi@kelanadmc.com
Subject: Programs tour 1 Apr 2010 - 31 Mar 2011
Importance: High

Dear Pak Yuda,

Warmest greeting from Kelana DMC.

Herein, we will update our data for next year programs.

Therefore, please kindly advise you competitive package rate for our programs as attached validity 1 Apr 2010 – 31 Mar 2011.

Hotel arrangement for attached programs will do by Kelana DMC.

Also, please advise when we can get your general rate for validity 1 Apr 2010 – 31 Mar 2011, as we are requesting since 2 weeks ago.

We are looking forwards your kind reply as soon as possible, due to we will do promotion in closed of date to our agent at overseas.

Thank you for your kind assistance & attention to our request.

Kind regards,
Mimi

Appendix H. Providing Info E-mail Derived from "Business Correspondence" Book
by Lin Lougheed

FAX

To: Bea Gomez, New Products Departement,Camara.com
From: Michael Salgado, Customer Service Department, Click Camera
Subject: The XL-Life digital camera
Date: March20, 20-
Pages: 1
Message _____

Dear Ms. Gomez:

Thank you for your e-mail of March 18 expressing interest in Click Camera's new digital camera, the XL- Lite.

The Camera will be available this October, and the cost will be approximately three hundred and fifty dollars (\$ 350.00).

I will be forwarding next week a brochure on the camera. Jim Markham, One of our sales representatives, will be in touch with you on Friday, March 27, to discuss the promotional service and discounts we offer our distributors.

I am also forwarding information on our new video camera, The Dig cam. Mr. Makham will provide more information on this product when you speak with him.

If there is anything else I can help you with, please do not hesitate to contact me. Your business means a great deal to Click camera, and we appreciate the opportunity to provide you with quality cameras.

Again, thank you for your inquiry.

Sincerely yours,

Michael Salgado
Customer Service Representative

Appendix I. Providing Information E-mail derived from Ayu Mandiri Tour & Travel

From: adji sutomo [mailto:ayumandiri@jogjamedianet.com]
Sent: Friday, November 06, 2009 10:51 AM
To: kelana@indo.net.id
Cc: ayumandiri@jogjamedianet.com
Subject: PROGRAMME TOUR AND RATES FOR APRIL 01-2010 - MAR 31, 2011

Dear mbak Mimi,

Warmest greeting from Jogjakarta!!!!

Thanks for your e-mail of Nov. 04, 2009 for the above request.

We are glad to send you our best rates based on the following program:

Day 1: ARRIVAL JOGJAKARTA

Arrive at Jogjakarta train station by train from Bandung, meet and greet then transfer to Hotel

Phoenix Jogjakarta (your direct booking).

Overnight at Hotel Phoenix Jogjakarta (Kelana's booking).

Day 2: DEPARTURE

Early morning, transfer to Jogjakarta airport for flight to Surabaya.

Price per person (LAND ARRANGEMENT ONLY + 2XLUNCH);

- 1 pax : USD 192.00
- 2 pax: USD 125.00/pax
- 3 - 5 pax: USD 111.00/pax

Please kindly advice your acceptance by return e-mail asap.

Thanks for your always excellent cooperation.

Best personal regards,

Adji Sutomo

Appendix J. Reminder Letter derived from “Business Correspondence” Book by Lin Loughheed

SANTRAK INDUSTRIES

46B, PAMUR 3/98
88320 PETALING JAYA
SELANGOR, MALAYSIA

August 20, 20—

Mr. Kamur Lana
Accountant
Maltech Medical Equipment
90088 Analayar Road
Selangor, Malaysia

Dear Mr. Lana :

Your account balance of \$2,456 for the invoice dated May 30 was due on June 30.

All payment is due, in full, within 30 days of receiving an invoice.

Please remit payment no later than August 31.

We look forward to continuing our valuable relationship with Maltech.

Sincerely yours,

Safiah Caffey
Accountant

Appendix K. Reminder Letter derived from Ayu Mandiri Tour & Travel



REMINDER LETTER

To : Accounting Ayu Mandiri
Address : Villas Seturan Indah Caturtunggal Phone 0274 486771
Email Addr : ayumandiri@jogjamedianet.com

Dear sir or Madam,

We are please to inform your reservation already confirmed and we still waiting your deposit considering your guest will be checking in 19 days more.

Reservation Detail No: 7950
Booking Date : 14 January 2011
Booking by : Yuda
Guest Name : Mr./s. Miltenburg
Arrival date : 5 February 2011
Performa Invoice No : 9
Amount : USD 85

Thank you very much for your kind attention & support. Should you require any assistance is more than happy to assist you.

Best Regards

Yahya Kurniawan
Book Keeper