

SKRIPSI



**THE STUDY OF CORRESPONDENCE
OF EXPORT – IMPORT FURNITURE BUSINESS IN JEPARA**

**By
IQLILUDDIN AL QUDSY
NIM 201232034**

**ENGLISH EDUCATION DEPARTMENT
TEACHER TRAINING AND EDUCATION FACULTY
MURIA KUDUS UNIVERSITY**


2017

ADVISORS' APPROVAL

This is to certify that the *Skripsi* of Iqlilduin Al Qudsy (201232034) has been approved by the *skripsi* advisors for further approval by the Examining Committee.

Kudus, January 2017

Advisor I



Dr. Ahmad Hilal Madjidi, M.Pd
NIS. 0610713020001020

Kudus, January 2016

Advisor II




Farid Noor Romadlon, S.Pd, M.Pd
NIS. 0610701000001227

Acknowledged by

Head of English Education Department

The Faculty of Teacher Training and Education

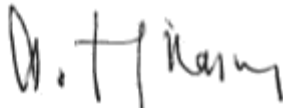


Diah Kurniati, S.Pd, M.Pd.
NIS. 0610701000001190

EXAMINERS' APPROVAL

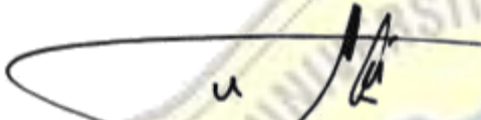
This is to certify that the Skripsi of Iqliludin Al Qudsy (201232034) has been approved by the examining committee as a requirement for the Sarjana Degree of English Education.

Kudus, 9th February 2017
Skripsi Examining Committee



Dr. H.A. Hilal Madji, M.Pd.
NIS. 0610713020001020

, Chairperson



Dr. Slamet Utomo, M.Pd
NIP. 196212191987031015

, Member



Atik Rokhayani S.Pd., M.Pd
NIS. 0610701000001207

, Member



Aisyah Kirin Perwikasih Utari, S.S, M.Pd
NIS. 0610701000001228

, Member

Acknowledged by
The Dean of English Teacher and Education Faculty



Dr. Slamet Utomo, M.Pd
NIP. 196212191987031015

MOTTO AND DEDICATION

Motto:

- ❖ *Despair, complaining, silence, what for?if we just silent, the corpses can do that. You can't achieve anything if you don't make a change. (Tachibana)*
- ❖ *Happiness in live is not always about we can buy everything, go to anywhere, or eat delicious food, but how our live is useful for others, make the others happy is one of the happiness*
- ❖ *We will get what we did , kindness repaid with kindness, disrepute repaid with disrepute*

This skripsi is dedicated to:

- ❖ *Allah SWT for blessing to finish this skripsi, and the prophet Muhammad SAW who has inspired and guided us.*
- ❖ *My beloved family who always give me support and blessing.*
- ❖ *All of my friends in English Depatment*
2012.
- ❖ *Somebody who always support me.*

ACKNOWLEDGEMENT

Primarily, the writer would like to praise highly and express his gratitude to Allah SWT, the almighty and merciful for the blessing so the researcher able to finish this skripsi entitled “The Study of Correspondence in Export Import Furniture Business in Jepara”.

The next, the writer desires to thank all people around his who have been helping, supporting, and encouraging her to get this skripsi finished well. And also, there are some honorable people who deserve his special gratitude for their help to researcher. Therefore, the researcher wishes to thanks:

1. Dr. Slamet Utomo, M. Pd., the Dean of Teacher Training and Education Faculty of Muria Kudus University.
2. Diah Kurniati, S. Pd., M. Pd., the Head of English Education Department as the Dean of Teacher Training and education faculty of Muria Kudus University.
3. Dr. Ahmad Hilal Madjdi, M.Pd. as the first advisor.
4. Farid Nor Romadlon, S.Pd, M.Pd as the second advisor.
5. My respondents; Siti Rohmah S.pd, Ainun Nafiati S.pd, Mrs. Susi Hermayanti who help in taking the data of my research.
6. Amanatul Firdausyiah S.pd who have been helped in correcting my grammar.
7. All of the writer’s friends whom he can’t mention one by one, who have been helping, supporting, and encouraging the writer in many things.
8. All people which the writer knows and are not known by, who have greatly influence in his life.

The writer hopes this research will be useful for those concerned with same research, ESP program, and the people who are already or begin in working with English correspondences specially in Furniture Business.

Kudus, January 2017

Iqliludin Al qudsy



ABSTRACT

Al qudsy, Iqliluddin. 2017. *The study of correspondence of export – import furniture bussines in Jepara. Skripsi*. English Education Department, Teacher Training and Education Faculty, Muria Kudus University. Advisors: (i) Drs. Ahmad Hilal Majdi, M.Pd., (ii) Farid Noor Romadlon, S.Pd., M.Pd.

Key words: components, difficulty, correspondence, export – import furniture bussines in Jepara

Correspondence is very important in export – import business. It has crucial role because it is the alternative way for importer and exporter to do communication. Because of its efficiency to conduct business throughout the world, many companies use English for their communication not exception in Indonesian business. Ideally, the commercial correspondence in the export – import furniture business has a good structure and grammar and the most important is understandable. But, when the researcher was doing observation, he found that almost export – import furniture business employee ignore to use good structure and correct grammar in creating correspondence exactly to foreign company.

The purpose of this research is to describe the components of correspondence which was used in export import furniture business in Jepara and to find out the difficulties of employee in making business letter of export import furniture business in Jepara.

This researcher used Qualitative research metode. The data were collected are the components of correspondence and the difficulties in making correspondence. The instruments which were used are sample of correspondence of export import of business furniture in Jepara and the interview sheet. The objects of this research were three furniture companies in Jepara and their secretaries as the respondents.

The result of this research can be seen from result of analysis of components of correspondence which was found in the correspondence of export import of business furniture in Jepara and also the result of interview for the respondents. In the sample of correspondence, the writer found many components applied in it. For the structure, the sample of correspondence of export import of business furniture in Jepara used informal correspondence. The grammar of sample of correspondence of export import of business furniture in Jepara, the grammar was good enough because there were just six sentences error. After analyzing, the writer also found that the content of the correspondences were about offering, requesting and responding. And all of them were understandable. It was showed in the reply of correspondence. They could answer it properly. In the email, the writer found many specific words which related to export import furniture business. In this research, the writer also wanted to describe the difficulties in making correspondence. The difficulties were understanding the new word in technique of furniture business or in export process. The other difficulty was understanding the buyer sentence. The third was making sure that they type the

correspondence correctly, using the correct grammar. It means that there was no certain format to make it.

the conclusion are correspondence in furniture bussines still not perfect yet because there is no ceratin format in writing bussiness letter, the writer found the grammar mistakes, but the content is undestandable. And also there are many specific vocabulary which only found in the furniture bussiness.

The researcher suggests for the future secretary or the people who have been secretary related to the corespondencies job desk. The suggestion are learn the specific word in furniture business because it is very important; analyze the style of buyer in communication; make sure that we use correct grammar; re-read the correspondence before we send it; understand what the correspondence is; use very simple sentence in making correspondence.



ABSTRAK

Al qudsy, Iqliluddin. 2017. *Studi tentang Korespondensi Ekspor – Impor Bisnis Mebel di Jepara*. Skripsi. Jurusan Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muria Kudus. Pembimbing: (i) Drs. Ahmad Hilal Majdi, M.Pd., (ii) Farid Noor Romadlon, S.Pd., M.Pd.

Kata kunci: komponen, korespondensi, ekspor - impor bussines furniture di Jepara

Korespondensi sangat penting dalam bisnis ekspor - impor. Korespondensi memiliki peran penting karena itu adalah cara alternatif untuk importir dan eksportir untuk melakukan komunikasi. Karena efisiensi untuk melakukan bisnis di seluruh dunia, banyak perusahaan menggunakan bahasa Inggris untuk komunikasi mereka, tidak terkecuali dalam bisnis Indonesia. Idealnya, korespondensi komersial dalam ekspor - impor bisnis mebel memiliki struktur yang baik dan yang paling penting tata bahasanya dapat dimengerti. Tapi, ketika peneliti melakukan observasi, ia menemukan bahwa hampir semua karyawan ekspor - impor bisnis mebel mengabaikan untuk menggunakan struktur yang baik dan tata bahasa yang benar dalam membuat korespondensi yang persis dengan perusahaan asing.

Tujuan dari penelitian ini untuk menggambarkan komponen korespondensi yang digunakan dalam ekspor - impor bisnis mebel di Jepara dan untuk mengetahui kesulitan karyawan dalam membuat korespondensi ekspor - impor bisnis mebel di Jepara.

Peneliti menggunakan metode penelitian kualitatif. Data yang dikumpulkan adalah komponen dari korespondensi dan kesulitan dalam membuat korespondensi. Instrumen yang digunakan adalah sampel dari korespondensi ekspor - impor bisnis mebel di Jepara dan lembar wawancara. Objek penelitian ini adalah tiga perusahaan mebel di Jepara dan sekretaris mereka sebagai responden.

Hasil penelitian ini dapat dilihat dari hasil analisis komponen korespondensi yang ditemukan dalam korespondensi ekspor - impor bisnis mebel di Jepara dan juga hasil wawancara kepada responden. Dalam sampel korespondensi, penulis menemukan banyak komponen yang digunakan di dalamnya. Untuk struktur, sampel korespondensi ekspor - impor bisnis mebel di Jepara menggunakan korespondensi informal. Tata sampel korespondensi ekspor - impor bisnis mebel di Jepara, tata bahasa yang cukup baik karena ada hanya enam kalimat yang salah. Setelah menganalisis, penulis juga menemukan bahwa isi dari korespondensi adalah penawaran, permintaan, dan merespon koresponden dari pengirim. Dan semua dari korespondensi itu dapat dimengerti. Hal itu menunjukkan dalam balasan korespondensi. Dalam sampel, penulis menemukan banyak kata-kata tertentu yang berhubungan dengan ekspor - impor bisnis mebel. Dalam penelitian ini, penulis juga ingin menggambarkan kesulitan dalam membuat korespondensi. Kesulitan untuk memahami kata baru dalam teknik bisnis mebel atau dalam proses ekspor. Kesulitan lainnya adalah memahami kalimat dari pembeli. Yang ketiga adalah memastikan bahwa mereka membuat korespondensi dengan benar, menggunakan tata bahasa yang benar. Ini berarti bahwa tidak ada format tertentu untuk menulis korespondensi.

Peneliti menyimpulkan bahwa komponen koresponden di bidang furniture jepara belum sempurna, karena tidak ada format tertentu yang dipakai, kesalahan grammar masih ditemukan, tapi masih bisa dipahami. Ditemukan juga kata-kata khusus dibidang furniture.

Peneliti menyarankan untuk yang mau bekerja menjadi sekretaris atau orang-orang yang telah menjadi sekretaris yang berhubungan dengan pekerjaan korespondensi. Mempelajari kata tertentu dalam bisnis furniture itu sangat penting, menganalisis gaya pembeli dalam komunikasi, memastikan bahwa kita menggunakan tata bahasa yang benar, membaca kembali korespondensi sebelum dikirim, memahami isi korespondensi; menggunakan kalimat sangat sederhana dalam membuat korespondensi.



TABLE OF CONTENT

	Page
COVER	i
LOGO	ii
TITLE	iii
MOTTO AND DEDICATION	iv
ADVISOR'S APPROVAL	v
EXAMINERS' APPROVAL	vi
ACKNOWLEDGEMENT	vii
ABSTRAK	vii
ABSTRACT	ix
TABLE OF CONTENTS	x
CHAPTER I INTRODUCTION	
1.1 Background of the Research	1
1.2 Statement of Problem	5
1.3 Objective of Research	5
1.4 Significance of the Problem	5
1.5 Scope of the Problem	6
1.6 Operational Definition	6
CHAPTER II REVIEW RELATED LITERATURE	
2.2 Export – Import Furniture Business	8
2.3 Short Functional Text	10
2.4 Correspondence	11
2.5 Business Correspondence	14
2.5.1 Structure of Business Correspondence	16

2.5.2	Content of Business Correspondence	22
2.5.3	Requirement of Business Correspondence	22
2.6	Correspondence in Export – Import Furniture	24
2.7	The Difficulties in Writing Correspondence	26
2.8	Review of Previous Research	27
2.9	Theoretical Framework	28

CHAPTER III RESEARCH METHODOLOGY

3.1	Types and Design of the Research	31
3.2	Data and Data Source	31
3.3	Data Collecting	32
3.4	Data Analysis.....	34

CHAPTER IV FINDING OF THE RESEARCH

4.1	The Components of Correspondence in Export Import Furniture Business in Jepara	36
4.1.1	The Format of Correspondence in Export Import Furniture Business in Jepara.....	36
4.1.2	The Grammar of Correspondence in Export Import Furniture Business in Jepara.....	38
4.1.3	The Content of Correspondence in Export Import Furniture Business in Jepara.....	38

4.1.4	The Specific Vocabulary of Correspondence in Export Import Furniture Business in Jepara	39
4.2	The Employee’s Difficulties in Making Correspondence.....	40

CHAPTER V DISCUSSION

5.1	The Components of Correspondence of Export Import Furniture Business in Jepara	47
5.1.1	The Format of Correspondence of Export Import Furniture Business in Jepara.....	47
5.1.2	The grammar of Correspondence of Export Import Furniture Business in Jepara.....	56
5.1.3	The Content of Correspondence of Export Import Furniture Business in Jepara.....	57
5.1.4	The Specific Word in Correspondence of Export Import Furniture Business in Jepara.....	64
5.2	The difficulties in Making Correspondence of Export Import Furniture Business in Jepara	72

CHAPTER VI CONCLUSSION AND SUGGESTION

6.1 Conclusion.....	78
6.2 Sugestion.....	79

BIBLIOGRAPHY

APPENDIXS



CHAPTER I

INTRODUCTION

In this chapter, the writer would like to present about background of the problem, focus of the research, statement of problem, objective of research, significance of the research, and operation definition.

1.1 The Background of the research

In era of globalization, the relationship between country and other country is crucial thing. And to prepare the cooperation to other country, English is positioned as the most important tools to communicate with others. English as International language is not only used in education but also in other side. One of them in real communication or we usually call it English for Specific Purposes. English for Specific Purposes (ESP) is an approach to language teaching in which all decisions as to content and method are based on the learner's reason for learning (Hutchinson and Waters :1987). So the learners learn English for specific purposes. One of purpose of studying English as ESP is to enable learners to function adequately in a target situation.

Among countries around world cooperate in almost sides of life with other countries. One of the cooperation is international trade which can rise the higher economic besides the employee exchange. Trade is one of the biggest sides in relationship which are conducted by many countries. In the trade between countries or usually called export and import trade, there are many things which must be considered not only by the exporter but also the importer.

Many things must be considered by the exporter and the importer. One of them is communication. Almost of the companies used written communication to

communication each other. They usually used correspondence or we can say it business letter that belongs to short functional text. Short functional texts are types of informational texts to help the information receivers or readers grasp the information quickly (Prasetyarini : 2013).

The correspondence is very important in export – import business. It has crucial role because it is the alternative way to importer and exporter to do communication. The importer and exporter are rare to communicate each other face to face. It is caused the expensive cost which must be spent if they want to meet directly. The other reason is in time. They do not have much time to communicate with other face to face. So that communication can still continue, exporters and importers to communicate in writing with each other to send a letter via email. In the business, people communicate in English because it is really international business language. Hill (2001) give the example, if Japanese and German people do the business together, they will use English as their communication.

Although in Indonesia, English as the foreign language which are difficult to learn, but exporter and importer must be able to know it well. All of the company must learn it to gain the access of global commerce and trade. Because of its efficiency to conduct business throughout the world, many companies use English for their communication not exception in Indonesian business. It is to expand the business market area. Many companies especially in Indonesia make the rules to their employee to learn and mastering in English. Jones (1989) states that English is widely used for business purposes. It means, the company that uses

English, they can widen their business. One of the business which use English as their communication is import – export furniture business.

Import – export furniture business is one of the company that must English to their communication. It causes most of them have relationship with foreign countries, especially foreign companies. In Import – export furniture business, one of purpose in using English is used to avoid misunderstanding with foreign companies. The use of English language in communicating in export – import furniture business must be clear. As little (1980) says that the English language is the principle instrument of export – import communication.

Ideally, the commercial correspondence in the export – import furniture business has a good structure and grammar and the most important is understandable. Richard (1998) states that the problem of language mispresent culture if an export import furniture business activities simply do not understand what other foreign companies is saying. An export - import activities in lower level English may regularly pick up only on odd words in conversation and not really understand the partner business. It means that a correct correspondence will make a good relationship with other company especially the foreign one.

But, when the writer was doing observation, he found that almost export – import furniture business employee ignore to use good structure and correct grammar in creating correspondence exactly to foreign company. There are two causes in ignoring the use good grammar and correct structure, the first they do not have the good ability in English skill, and the second actually they have the ability to create the correct correspondence, but when they apply it to foreign company, it will make misunderstanding and it is non-understandable for them.

So, they just make the correspondence based on their belief, and they think that the foreign company can understand their correspondence. The staff also do not have a lot vocabularies which related to export – import furniture business especially for fresh graduated employe. Whereas there are many vocabularies which focus on export – import furniture business especially in talking about furniture technical specification .

Based on the background above the writer tries to describe the correspondence in export – import furniture business in his skripsi entitled;“*The Study of Correspondence of Export – Import Furniture Business in Jepara*”. From this research, the writer believes that the chosen topic will be useful for educational purpose and also for export-import bussiness. Hopefully, by doing this research we can know how the components of correspondence. It also can be references in making correspondence in ESP (English for Specific Purposes) progams.

1.2 Statement of the research

The problems that are going to be discussed in the study are:

1. How are the applied components of correspondence in export-import furniture bussiness?
2. What are the employee’s difficulties in making business letter to foreign company of export – import furniture business in Jepara?

1.3 Objective of the research

The objectives of the problem are:

1. To know the components of correspondence in export import furniture business in Jepara

2. To find out the difficulties of employee in making business letter of export-import furniture business in Jepara

1.4 Scope of the research

The writer limits this problem in describing two points. The first is the real correspondence about ordering furniture product of export – import furniture business in Jepara to foreign company. The writer used ordering correspondence from certain country. In every furniture company which would be subject in this research, the writer took three countries. There are three pair of ordering correspondences in each company. So, the total of correspondence is 18. The choosing of country is from the similarity in every company. The second is the employee's difficulties in making correspondence of export – import furniture business in Jepara. The writer decided three exports – import furniture business that was described. They are Indah Jaya Furniture, Mayasha Galery, and Rattan Jepara Furniture.

1.5 Significance of the research.

The uses of research are as follows:

a. For the teachers

The result is expected to be useful as reference in their ESP programs and also be useful in explaining short functional text especially in making business letter.

b. For the next researcher

The result is expected to be useful for the next researcher as the resource when he/ she is interested in doing research about correspondence of export – import furniture business to foreign company

c. For an export – import furniture business

Encourage the employee especially the secretary to improve their English in making correspondence to foreign company

1.6 Operational Definition

To avoid misunderstanding in this study, the writer provide the operational definition in order that the readers will have the same interpretation in the understanding the study. Those key terms are: correspondence in export – import, furniture business in Jepara, and foreign company.

- a. Correspondence in export – import is the letter which contains of offering or requesting product in export – import company that is delivered via email
- b. Furniture business in Jeparais the business that focus on the furniture which of company or office in Jepara, Central Java
- c. Foreign company is the company which is located in other country of Indonesia which of relationship with Furniture business in Jepara in offering or requesting product

CHAPTER II

REVIEW TO RELATED LITERATURE

Chapter two explains review to related literature, review of previous research, and theoretical framework.

2.1 Export – Import Furniture Business

According to Oxford dictionary "Business is the activity of making, buying selling or supplying goods or services for money". In line with Oxford dictionary, business in the English dictionary means "of the company, business, or business". Meanwhile, according to Ricky W. Griffin and Ronald J. Ebert (2006: 4), "The business (company) is an organization that provides goods or services for sale with a view to profit". Basically, we do business is to earn income or profit (profit).

Actually, not only to earn income or profit, there are some functions of the business. Business can change the shape (form utility), which is none other than the production function. In business, the producer of product will move where the product was (place utility), or the distribution function, business also change of Ownership (possesive utility), the sales function, and also Delaying the time of use (Time utility), or the marketing function.

While Steinhoff (2007) argues that there are three core business functions, namely:

- a. Finding raw materials (acquiring raw material)
- b. Changing the raw materials into finished goods (manufacturing raw materials into product)

- c. Supply finished goods of the hands of consumers (distributing product to consumers)

There are many kinds of bussiness. One of them is Furniture Industry. Furniture industry is an industry that processes raw materials or semi-finished materials of wood, rattan and other natural ingredient into finished goods furniture value-added and higher benefits. Furniture industry in Indonesia is spread almost in all provinces, with the center-sentra sizeable located in Jepara, Cirebon, Sukoharjo, Surakarta, Klaten, Pasuruan, Gresik, Sidoarjo, Jabodetabek, and others.

Wood processing industry is divided into two groups, among others upstream wood processing industry groups and industry groups downstream processing. Group of the upstream wood processing industry is the primary wood processing industry, namely industrial process logs - log sort into a variety of wood. The industry group a downstream wood processing industry that produces Products-wood products such dowel, molding, doors, windows, wood-flooring, and etc. (Ministry of Industry, 2011). Countries of the industry's major export destination furniture Indonesia is America, countries in Europe and Japan. In 2003-2008 USA ranks first export furniture industry Indonesia followed by Japan, the Netherlands, Britain, France, Germany, Belgium, Spain and Italy.

In furniture bussiness, many skill is needed especially in import – export furniture bussiness. The employee should have ability in using English. It is caused import – export furniture bussiness will communicate not only domestic buyers, but also foreign buyers. English skill which is almost needed in export – import furniture business are speaking and writing. Speaking is used to

communicate in spoken form to foreign buyers. Whereas writing skill is used to make correspondence in communicating in written form.

2.10 Short Functional Text

Short functional texts are types of informational texts to help the information receivers or readers grasp the information quickly (Prasetyarini:2013). Examples of functional text might include a recipe for cooking; directions to a location; a memo notifying of a change in a company's address, or a store's opening time; a schedule of event times and locations during a seminar; a directory of addresses, phone numbers or e-mail addresses; directions on a test; a menu from a restaurant; a pamphlet notifying the public of a grand opening, store closing, or a foreclosure; or a how-to manual just to name a few.

Functional text is used for everyday information. It is called functional because it helps you function in your day-to-day life. For example, if I wanted to make chocolate chip cookies, I would read a recipe. If I wanted to know my friend's phone number, I would look in a phone book. If my English teacher gave a test, I would need to read the directions.

Some kinds of functional texts are:

- | | |
|-------------------|---------------------|
| A. Announcements | F. Cautions |
| B. Advertisements | G. Invitation cards |
| C. Greeting cards | H. Postcards |
| D. Letters | I. Shopping lists |
| E. Notices | J. Food labels |

2.11 Correspondence

Correspondence is written communication in digital which is exchange by two or more parties. It may come in the [form](#) of text messages, emails, voice mails, letters, notes, or postcard (Business dictionary). Correspondence is not only

used in trade business even the international trade business. In engineering and science, correspondence is appropriate media to make requests, submit changes to a job, and deliver specific information. Different with conversation in telephone, the audience with legal contact that is dated is presented by correspondence. It also can support claim in court. In this research, the correspondence which the writer means is correspondence that is sent by email. Those correspondences can be sent in all of country in the world. So, it will be easier than conventional correspondence such as memo or letter.

As we know that correspondence consists of memos, letters, and electronic mail. In memos and letters form, correspondence come with the certain format which must be done by the parties. Besides if correspondence is via electronic mail, the senders usually use their own format to make it. In writing correspondence, the sender should concentrate on being clear and precise, because the audiences read it quickly. It is better to write correspondence in short sentences and paragraphs than use in a formal report or journal article. Also, in correspondence, the sender should consider carefully the [tone](#). In correspondence, tone is difficult to control. For instance, in a job application letter, how do you talk about your accomplishments without sounding boastful? Or in a letter complaining about faulty workmanship, how do you motivate the reader to repair the damage without alienating the reader? The answers are not simple. Often, engineers and scientists lose control of tone by avoiding simple straightforward wording. When some people sit down to write a business letter or memo, they change their entire personality. Instead of using plain English, they use convoluted phrases such as "per your request" or "enclosed please find."

Because these phrases are not natural or straightforward, they inject an undesired attitude, usually arrogance, into the writing.

As explanation before, correspondence consist of memos, letters, and electrical mail.

a. Memos

Usually, we write memos to other people within place of work, or to people in outside of place work. The most differences between memos and letter is the title line which is found in memos. Because most of memo readers often decide to focus in the title line, not all of the content of memo. So, the title line is very important in making memo. Another difference between letters and memos is that we sometimes write memos that serve as short reports. In such cases, the format for the memo changes somewhat. For instance, in a memo as a progress report for a project, we might include subheadings and sub-subheadings. Notice that people who are mentioned in a memo or are directly affected by the memo should receive a copy.

b. Letters

Formats of letters are different in each company. For instance, in certain company, they must use paragraph indents in their letters; others do not. There are many kinds of letter even in export – import business company. There are thank you letters, ordering letters, complained letters, etc. In letter, the writer should notice how he/ she put the point in the first sentence of the first paragraph. Notice also the simple and straightforward salutation ("Sincerely"). As with a memo, people who are mentioned or directly affected by the letter should receive a copy.

c. E-mail

Than memos and letters, electronic mail is a less formal. Email has not only advantages but also disadvantages in the correspondence. The prime advantages of electronic mail than other types of correspondence are its speed and ease of use. For instance, we can send out information to many receivers or recipients around the world in less than one minute.

But, it has big disadvantage. One disadvantage of electronic mail is the crudeness of the format. Many electronic mail systems do not allow such things as tabs or italics. For that reason, the look of the message is not as attractive as a memo or letter that has been printed on letterhead paper. Because the message does not look formal, many people mistakenly adopt a style that lacks the "appropriate formality" (Markel : 1996). For instance, these people include needless abbreviations (such as "BTW" rather than "by the way").

Another disadvantage of electronic mail is also one of its advantages: its ease of use. If we use letters or memos, we must printed out them. From the printing, we can check it again. The writer can check for mechanical mistakes in spelling, usage, and punctuation. But if we use electronic mail, though, the writer must not printed out it before sending. For that reason, electronic messages often are not as well proofed as regular correspondence. Remember: Because most networks archive electronic mail, you should take the same care with electronic mail as you do with printed correspondence. That means using the appropriate formality in style and carefully proofing your message before you hit the "send" button.

2.12 Business Correspondence

Communication through exchange of letters is known as correspondence. We communicate our feelings, thoughts etc. to our friends and relatives through letters that may be called personal correspondence. A Businessman also writes and receives letters in his day to-day transactions, which may be called business correspondence. Business correspondence or business letter is a written communication between two parties. Businessmen may write letters to supplier of goods and also receive letters from the suppliers. Customers may write letters to businessmen seeking information about availability of goods, price, quality, sample etc. or place order for purchase of goods. Thus, business letters may be defined as a media or means through which views are expressed and ideas or information is communicated in writing in the process of business activities.

Business Correspondence is important in the business. The importance of business are follows :

i) **Help in maintaining proper relationship**

Now-a-days business activities are not confined to any one area or locality. The businessmen as well as customers are scattered throughout the country. Thus, there is a need to maintain proper relationship among them by using appropriate means of communication. Here business letters play an important role. The customers can write letters to the businessman seeking information about products and businessmen also supply various information to customers. This helps them to carry on business on national and international basis.

ii) Inexpensive and convenient mode

Though there are other modes of communication like telephone, telex, fax, etc. but business information can be provided and obtained economically and conveniently through letters.

iii) Create and maintain goodwill

Sometimes business letters are written to create and enhance goodwill. Businessmen at times send letters to enquire about complaints and suggestions of their customers. They also send letters to inform the customers about the availability of a new product, clearance sale etc. All this results in cordial relations with the customers, which enhances the goodwill of the business.

iv) Serves as evidence

We cannot expect a trader to memorise all facts and figures in a conversation that normally takes place among businessmen. Through letters, he can keep a record of all facts. Thus, letters can serve as evidence in case of dispute between two parties.

v) Help in expansion of business

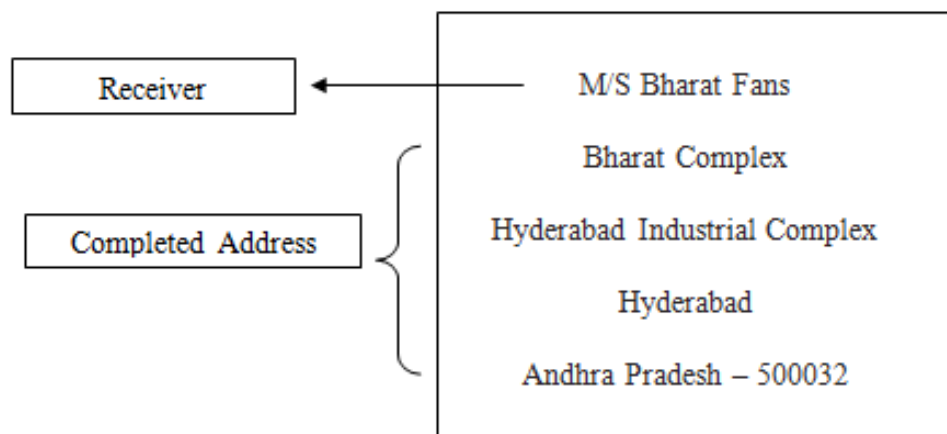
Business requires information regarding competing products, prevailing prices, promotion, market activities, etc. If the trader has to run from place to place to get information, he will end up doing nothing. It will simply result in loss of time. But through business letters, he can make all enquiries about the products and the markets. He can also receive orders from different countries and, thus enhance sales.

2.12.1 Format of Business Correspondence

According to (Monika;2014) there are some part that must be on the business correspondence. The essential parts are as follows:

1. **Heading** -The heading of a business letter usually contains the name and postal address of the business, E-mail address, Web-site address, Telephone Number, Fax Number, Trade Mark or logo of the business (if any)
2. **Date** - The date is normally written on the right hand side corner after the heading as the day, month and years. Some examples are 28th Feb., 2003 or Feb. 28, 2003.
3. **Reference**- It indicates letter number and the department from where the letter is being sent and the year. It helps in future reference. This reference number is given on the left hand corner after the heading. For example, we can write reference number as AB/FA Dept./2003/27.
4. **Inside address** - This includes the name and full address of the person or the firm to whom the letter is to be sent. This is written on the left hand side of the sheet below the reference number. Letters should be
5. **Addressed to the responsible head** e.g., the Secretary, the Principal, the Chairman, the Manager etc.

Example :



6. Subject - It is a statement in brief, that indicates the matter to which the letter relates. It attracts the attention of the receiver immediately and helps him to know quickly what the letter is about.

For example,

Subject: Your order No. C317/8 dated 12th March 2003.

Subject: Enquiry about Samsung television

Subject: Fire Insurance policy

7. Salutation - This is placed below the inside address. It is usually followed by a comma(.). Various forms of salutation are:

Sir/Madam : For official and formal correspondence

Dear Sir/Madam : For addressing an individual

Dear Sirs/Dear Madam: For addressing a firm or company.

8. Body of the letter- This comes after salutation. This is the main part of the letter and it contains the actual message of the sender. It is divided into three parts.

a. Opening part - It is the introductory part of the letter. In this part, attention of the reader should be drawn to the previous correspondence, if any. For example with reference to your letter no. 326 dated. 12th March 2003, I would like to draw your attention towards the new brand of television.

b. Main part - This part usually contains the subject matter of the letter. It should be precise and written in clear words.

c. Concluding Part - It contains a statement the of sender's intentions, hopes orexpectations concerning the next step to be taken. Further, the sender shouldalways look forward to getting a positive response. At the end, terms like Thankingyou, With regards, With warm regards may be used.

9. Complimentary close - It is merely a polite way of ending a letter. It must be inaccordance with the salutation. For example:

Salutation	Complementary close
Dear Sir/Dear Madam	Yours faithfully
Dear Mr. Raj	Yours sincerely
My Dear Akbar	Yours very sincerely (express very informalrelations.)

10. Signature - It is written in ink, immediately below the complimentary close. As far aspossible, the signature should be legible. The name of the writer should be typedimmediately below the signature. The designation is given below the typed name. Whereno letterhead is in use, the name of the company too could be included below thedesignation of the writer.

For example:

Yours faithfully

For M/S Acron Electricals

(Signature)

SUNIL KUMAR

Partner

11. Enclosures - This is required when some documents like cheque, draft, bills, receipts, lists, invoices etc. are attached with the letter. These enclosures are listed one by one in serial numbers. For example :

Encl : (i) The list of goods received

(ii) A cheque for Rs. One Thousand dt. Feb. 27, 2003 (Cheque No.....) towards payment for goods supplied.

12. Copy circulation - This is required when copies of the letter are also sent to persons apart of the addressee. It is denoted as C.C. For example,

C.C. i. The Chairman, Electric Supply Corporation

ii. The Director, Electric Supply Corporation

iii. The Secretary, Electric Supply Corporation

13. Post script - This is required when the writer wants to add something, which is not included in the body of the letter. It is expressed as P.S. For example,

P.S. - In our offer, we provide two years warranty.

Business correspondence can be written in several forms. One of them is electrical mail. (Monika:2014) stated that, the format of business correspondence in electrical mail is little different with the format of business correspondence in the letters forms. Here are the few differences :

- a. Choose a subject line that is simple and straightforward. Refrain from using key words that might cause an email to go into another person's trash box.

- b. Repeat the subject line in the body of email, beneath the salutation (as with a letter)
- c. Use the “cc” address line to copy more than one person with the correspondence
- d. Request a receipt for information letters. The system will automatically let we know when someone has opened your email
- e. Instead of signature, include your type name, and below it include your email address, business name and address, phone and fax number and website if appropriate.
- f. Remember that people often print out your emails, so your email address and the subject line would be lost if you had not included them in body of email.



The example of business correspondence based on its format:

**Cracker Furniture
6320 South Main Street
Houston, Texas 77005**

Reff : CF/ OF.11
December 9, 2015
Mr. John Smith, Director
Marketing and Public Relations
Rose Company
4553 San Felipe

Subject : Offering product

Dear Mr. Smith

I have seen your company profile and I think your company is good enough to have relation with mine. This month, our company needs many furniture products to provide our loyal customers. And I am not sure that our company can provide all of their offering because we lack of the wood.

Related to the problem above, with this letter, we want to offer some good wood to fill the customer's need. We mind to offer 50 cubic from your company. We need it for Saturday, 26th March 2016.

Thank you for your nice attention, and please send the confirmation to us on (0111) 564876 or www.cracker-furniture.com

Sincerely,

Armando Jeil
Sales Manager

Enclosure:

1. The list of wood price
2. The picture of sample wood

CC:

1. Manager of Rose Bird Company

PS : Confirm us at least one week later

2.12.2 Content of Business Correspondence

Correspondence in the export – import furniture business has been poured into the contract of sale - purchase (sales contract) also cannot be separated from the use of term in international trade, such as Incoterms (International Commercial Terms) which is one of the publication of the International Chamber of Commerce (Suyono: 2001). The term in incoterms also must be used properly in accordance with the explanation in the incoterms.

For example, an exporter who was in Semarang dealing with an importer in the Netherlands, would be wrong to set the price with the phrase “the price of the goods is USD 150,000 / box FOB Hague”, because the description on the back of incomers FOB should be followed harbor unloading which is called. So the correct phrase is the phrase "the price of the goods is USD 150,000 / box FOB Semarang", or price: USD 200,000 / box CFR Rotterdam ".

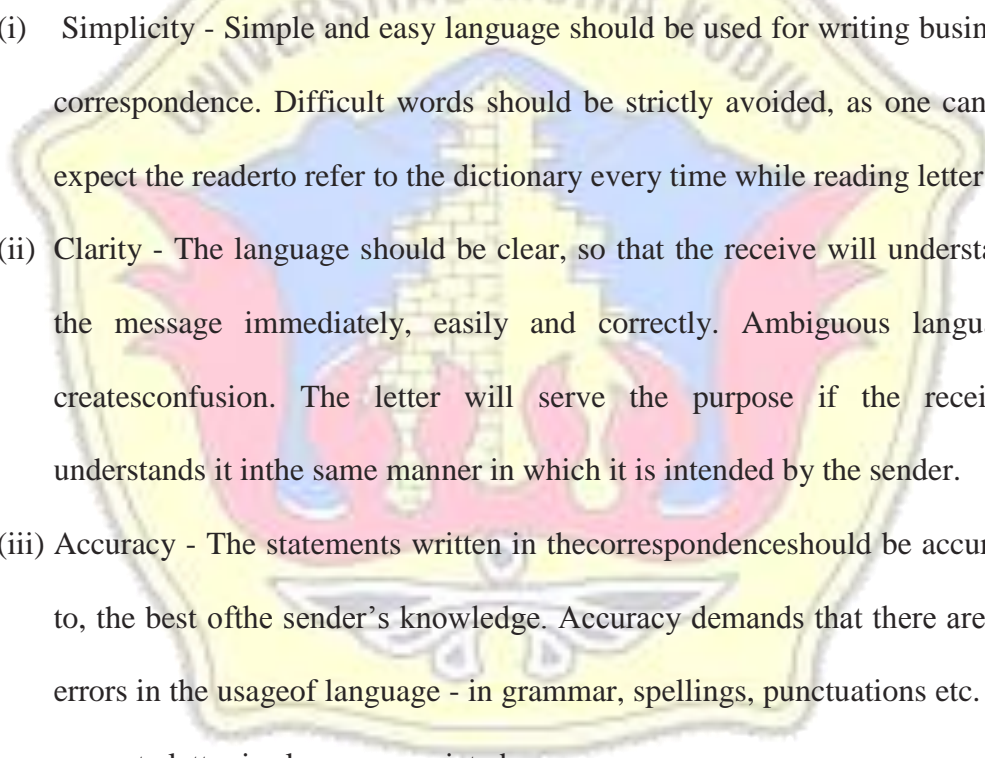
The nominal value of the fictitious, in reality must adjust to the actual calculation. Noteworthy related to the content of the letter that is in correspondence export - import of the parties which are mentioned. They are the name (name of goods), specification, packing, quantity, price, payment and shipment period.

2.12.3 Requirement of Business Correspondence

A correspondence should serve the purpose for which it is written. If a businessman writes a correspondence to the supplier for purchase of goods, the correspondence should contain all the relevant information relating to the product,

mode of payment, packaging, transportation of goods, etc. clearly and specifically. Otherwise, there will be confusion that may cause delay in getting the goods. Again the quality of paper used in the letter, its size, colour etc. also need special attention, because it creates a positive impression in the mind of the receiver.

Inner Qualities is the inner qualities of a good business letter refer to the quality of language, its presentation, etc. These facilitate quick processing of the request and that leads to prompt action. Let us discuss the various inner qualities of a good business correspondence.

- 
- (i) Simplicity - Simple and easy language should be used for writing business correspondence. Difficult words should be strictly avoided, as one cannot expect the reader to refer to the dictionary every time while reading letter.
 - (ii) Clarity - The language should be clear, so that the receiver will understand the message immediately, easily and correctly. Ambiguous language creates confusion. The letter will serve the purpose if the receiver understands it in the same manner in which it is intended by the sender.
 - (iii) Accuracy - The statements written in the correspondence should be accurate to the best of the sender's knowledge. Accuracy demands that there are no errors in the use of language - in grammar, spellings, punctuations etc. An accurate letter is always appreciated.
 - (iv) Completeness - A complete correspondence is one that provides all necessary information to the users. For example, while sending an order we should mention the desirable features of the goods, i.e., their quality, shape, colour, design, quantity, date of delivery, mode of transportation, etc.

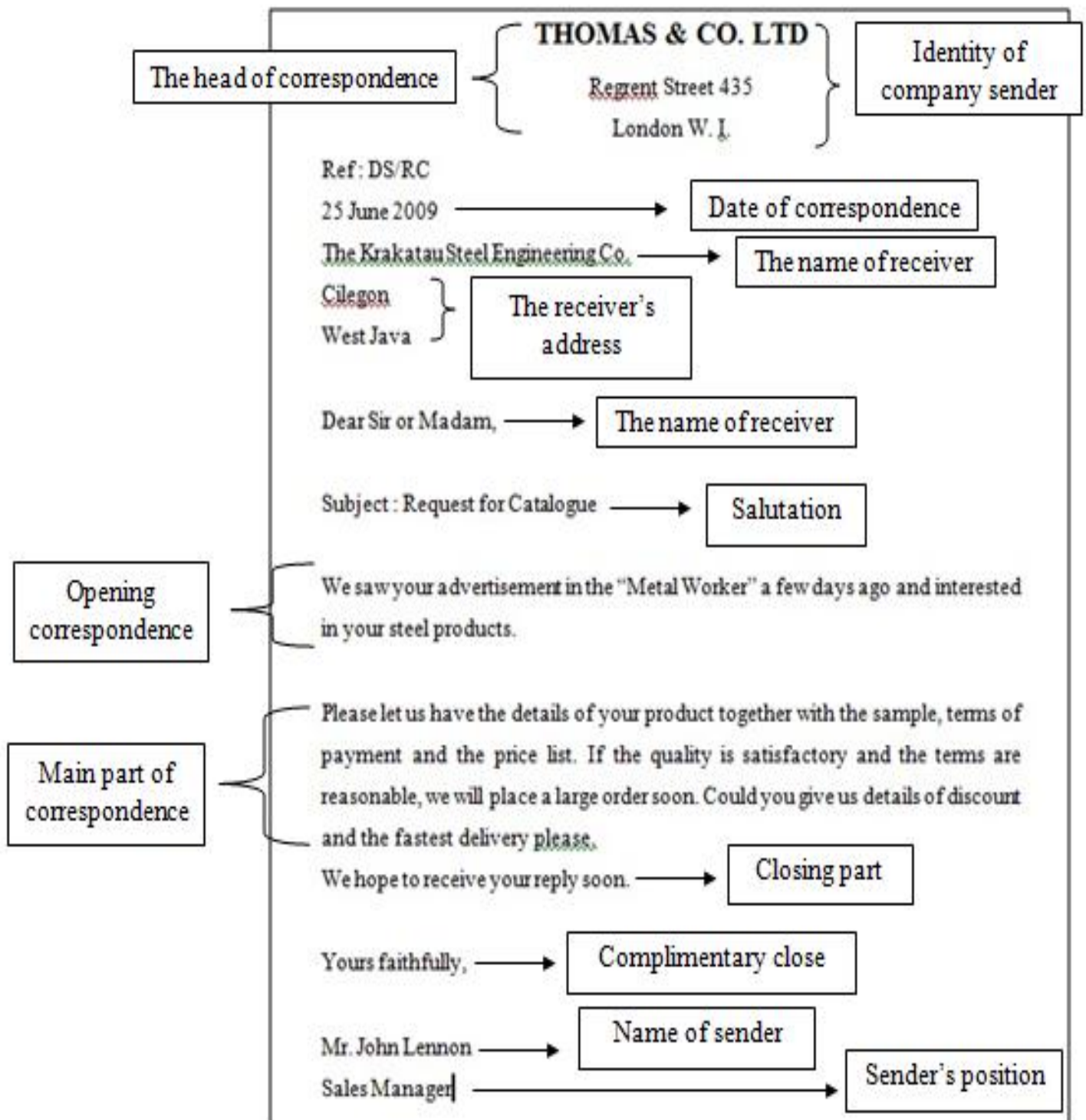
- (v) Relevance - The letter should contain only essential information. Irrelevant information should not be mentioned while sending any business correspondence.
- (vi) Courtesy - Courtesy wins the heart of the reader. In business letters, courtesy can be shown/expressed by using words like please, thank you, etc.
- (vii) Neatness - A neat letter is always impressive. A letter either handwritten or typed, should be neat and attractive in appearance. Overwriting and cuttings should be avoided.

2.13 Correspondence in Export – Import Furniture

Correspondence in export – import furniture is different with other correspondence. It is usually used to give respond in selling product or buying a wood. In this research, the writer focus on correspondence in export – import furniture which is shared via electric mail.

Sending a correspondent in export - import furniture business, importer and exporter have to know what will be delivered. And the content to be delivered should be explained clearly and in detail. For example, when sending a correspondence to inquire goods are ready to ship, the importer must include the type of goods and the prices in original accordance. Correspondence is also better equipped with the company address and contact person clearly for launching the business.

This is the example of correspondence in export – import furniture business as follow :



From the example above, we can see that the format of export – import furniture business is almost same as correspondence in other business. The content is also understandable to the reader.

2.14 The Difficulties in Writing Correspondence

Writing is the last skill in English which is most difficult in learning English. It means that many difficulties will be appeared in writing. [Yahya](#) and [Hashim](#) (2013) says that there are many difficulties in writing correspondence. They are comprehension and conception of ideas, composition, language accuracy and appropriacy, vocabulary and lack of time.

1. Comprehension : the understanding and intpretation of corespondence
2. Conception of ideas : idea what corespondence is like, or a basic understanding of situation or principle
3. Composition : the combinition of parts or elements that make up corespondence
4. Language accuracy : how the writer use of the language system in corespondence is, including their use of grammar, pronounciation and vocabulary
5. Lack of time : the time which is need the wriiter to complete a good corespondence

The writer will get the difficulties in comprehension and conception. The writer is difficult to choose the right concept in writing correspondence. In writing process, he/ she also are difficult to relate one sentence to the next sentence. The

second difficulty is composition. Not all the staff who makes correspondence understands about the format and composition of correct correspondence.

Language accuracy and appropriacy is the third difficulties in making correspondence. They sometimes make it in inaccuracy language. The staff also has minim vocabulary of English in making it. So, the foreign companies usually do not understand what they mean in correspondence. The last is lack of time. The time which is needed is actually long. But because of the hurry time to send the correspondence to foreign companies, so the staff do not make it well.

2.15 Review of Previous Research

The previous research which talked about correspondence in export – import furniture business is rare. Just little people who are interested in doing the research of it. So the writer decided to choose the previous research which is almost same. One of them is paper from **Drs. Paniya, M.Pd.** He conducted the research entitled *“Kemampuan Korespondensi Ekspor-Import Berbahasa Inggris dengan ‘Content-Based Orientation’ bagi Mahasiswa Program D3 Kelas Akselerasi Program Studi Administrasi Bisnis”*

And the result is of 20 respondents / students in the test to select one inquiry for product with home assignment method can be concluded that the third (15%) of respondents are still not consistent in incoterms mention in the letter. In a letter of bargain, almost 90% of respondents did not mention explicitly incoterms, whereas in written communication, each intent should be written. In theory and customary, a representative of the letter sender. In actual practice,

misapplication incoterms could reduce the credibility of the sender of the letter and letters sent into not understandable (unintelligible).

Associated with the grammar which is used in export-import business letter writing, six (30%) of the respondents (students) make the letters without grammatical mistakes in the letter of firm offer. However, 14 (70%) of respondents still write letters with grammatical mistakes, among others-singular plural markers, tenses and pronoun. There is a tendency to use the simple past for activities that are being carried out, for example, 'we Agreed to lower the price ...', whereas the meaning of consent (agree) when he wrote the letter. However, the letters of each respondent was included understandable. 7 (35%) of the respondents (students) can write to the import-export business with no grammatical mistakes in the Purchase Order Letter. But, the remaining 65% of respondents / students still make grammatical errors in the form of option tenses, concords, pronoun, and lack of other. In general, their letters are still included understandable

2.16 Theoretical Framework

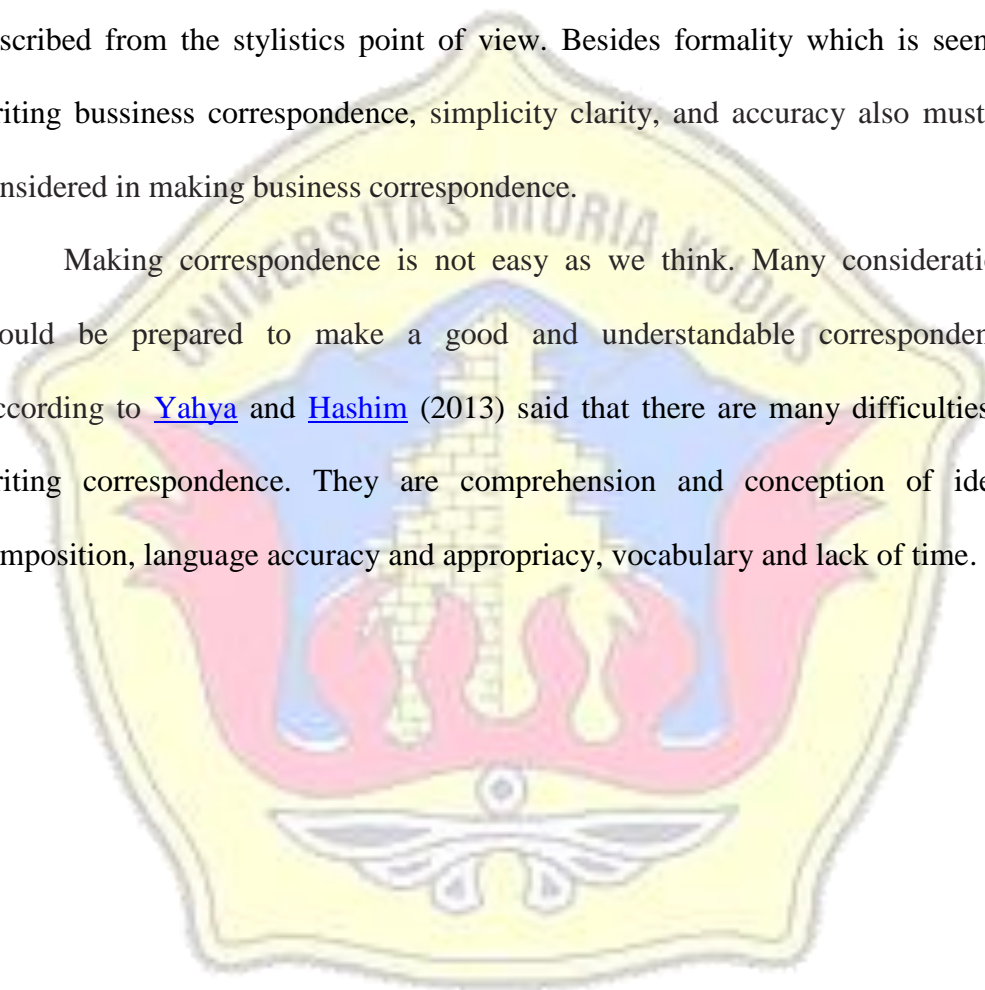
According to Ashley (Ashley, 2003) business correspondence in whatever form is the most important feature of business and business communication itself. Functional correspondence is very important way how to build successful business partnerships in business field. And correspondence can be written in several ways. One of them is via electronic mail (email).

Ashley (Ashley, 2003) summarizes the email as a mean of communication between computers. She mentioned that e-mail usage has many advantages. One

of them is for simple and active worldwide communication. And it will be useful to communicate people in other country, such as in export – import furniture business. They can make correspondence by using email to the media.

There are many principles in making correspondence of furniture business. One of them is formality. According to Urbanová (Urbanová, 2002), formality is described from the stylistics point of view. Besides formality which is seen in writing bussiness correspondence, simplicity clarity, and accuracy also must be considered in making business correspondence.

Making correspondence is not easy as we think. Many considerations should be prepared to make a good and understandable correspondence. According to [Yahya](#) and [Hashim](#) (2013) said that there are many difficulties in writing correspondence. They are comprehension and conception of ideas, composition, language accuracy and appropriacy, vocabulary and lack of time.



CHAPTER III

RESEARCH METHOD

In this chapter, the writer described type and design of research, data and data source, data collection, instrument of the research, and data analysis.

3.1 Type and Design of Research

John W. Best (1996) defines research as the systematic and objective analysis and recording of observations that may lead to the development of generalizations, principles or theories, resulting in prediction and possibly ultimate control of events. Based on the definition above, the writer here sets the research design in conducting this research systematically.

The research design which was used in this study is descriptive qualitative research because the data are descriptive. So, the writer described the data which was got and describe it in written form. The sample correspondence was got would be described by the writer, then analyze it, and also describe the result in the last. Munhall (1982) who states that qualitative research methods are consistent with the philosophy of nursing in which subjectivity, shared experience, interrelatedness and human interpretation of reality are considered. Streubert and Carpenter (1995:10) contend that the fundamental belief of qualitative research is that, to create meaning for individuals studied, multiple realities exist.

3.2 Data and Data Source

Moleong (2005) says that in qualitative data, the writer use source of primary data and also source of additional data. In this research the writer have

two data to be analyzed. The first is all of information which are conducted in email of export – import furniture business. Second, the writer used the employee's answer in interview as his data. In this interview the writer focused on the difficulties of employee in making correct and understandable correspondence. And the data sources of this research are sample of correspondence via email in export – import furniture business and the result of interview to the employee of export – import furniture business.

In this research, the writer used sample of ordering correspondence which is delivered via email to find out all of the information in it. It includes grammar, format, vocabulary, and how it is understandable for foreign company. Sample of correspondence here means ordering correspondence which is delivered via email in the company that was used by the writer. The writer used different buyer ordering correspondence from different countries. He used three samples of correspondences which are from different country for each company. It means that every company was taken three pairs of email. From example among of three companies which was used, they have ordering correspondence from Canada, Italia, and UEA, so the writer used it.

Meanwhile the result of interview contains the information about the difficulties in making correspondence in export – import furniture business.

3.3 Data Collection

Data collection is the method to get the data as the research source and it was analyzed in the end of the research. In this research, two instruments was used to obtain the data in order to answer the problem. Ary (2002) describes the

important items in qualitative research. He says that managing the large volume of descriptive data generated from interviews, observations, and the collection of documents is an important consideration in qualitative studies. Qualitative investigators also typically keep a personal or reflexive log or journal in which they record accounts of their thoughts, feelings, assumptions, motives, and rationale for decisions made.

To get the data of the research, the writer did this following step :

1. Asking the permission to furniture companies to conduct the research
2. Asking the sample of business correspondence (email) in each company to know all of the information which can be digged by the writer
3. Doing the deep interview to know the employee difficulties in making correspondence in export – import furniture business

And for the instruments which used in this research are :

1. Documentation

In using documentation, the writer uses simple random sampling in choosing documentation which was used. According to Kerlinger (2006:188), simple random sampling is a with draw all method of the population or universe in a way that every member of the population or universe has the same chance of being selected or drawn. According Sugiyono (2001:57) stated simple for sampling members of the population was randomly without regard to strata that exist in this population. Here, the company is homogen, same in work of furniture bussiness, the location in the same city, and also using correspondence to communicate with the buyer. The correspondences that i took in letter format

which is delivered via email, it can be screenshot of the email or the print out of the email. To get the data, i asked to the secretary or someone who are in that place, 3 pairs of emails from 3 different regional buyer.

2. Interview

According to Sugiyono (2000) in “Metodologi Penelitian Pendidikan”, interviewis divided into structured and unstructured interview. Structured interview is theinterview that the question and alternative answer to the subjects arepredetermined and followed with all respondents. Meanwhile, unstructured interview is, giving question freely. It means that the writer does not use systematic interview design in getting the data from the source of information, she/he only use a general description of question.

In this research, the writter used semi structured interview in collecting the data. Semi structured interview is the interview when the writer can improve the question. The writer can ask deeper using conditional question which is improvement from the question that was prepared before. In this research, the writer used tape recorder to anticipate something missing in transferring the data.The data was got from the secretary in each company. This interview focuses on the difficulties in making correspondence in export – import furniture business in correct grammar and also understandable.

Those questions are as follows:

- a. employee understanding of correspondence in company
- b. employee understanding of correct and understandable correspondence

- c. employe understanding in using vocabulary of furniture technical specification
- d. employee difficulty in making correct and understandable correspondence.

3.4 Data Analysis

Technique of the data analysis is one of method to processing the data from the result of the research. All of data is collected by using sample correspondence via email and interview which are analyzed and reported descriptively. From the interview, the writer described the difficulty of employee in making correct and understandable correspondence especially to foreign company. And from the sample of correspondence via email, the writer described it to find out if the sample of correspondence is ideal in export – import furniture business.

Technique of data analysis based on Gibson and Connor (2011) that the writer uses are as follows :

1. Reading the sample of correspondence via email of export – import furniture business in Jepara
2. Categorizing the sample correspondence into its Grammar, Format, Vocabulary, and Content. Besides interview result categorized into point of difficulties
3. Each data described as many as the writer need
4. Summarizing the result of information which is conducted in the sample of correspondence and the employee difficulty in making it.

CHAPTER IV

FINDING OF THE RESEARCH

In this chapter, the writer will describe the research finding in the form of, correspondence via email and the interview of difficulties in writing correspondence.

4.1 The Components of Correspondence in Export Import Furniture Business in Jepara

There are many components of correspondence especially in Export Import Furniture Business in Jepara. They are format, grammar, content, and specific vocabulary. Format means the correspondence has correct and good format or not. The second component is the grammar used in the correspondence. The third is content, how is the content of correspondence. It is understandable or not. And the last is the specific vocabulary. In specific side, there are many vocabularies which are used in it.

4.1.1 The Format of Correspondence in Export Import Furniture Business in Jepara

According Robert W.Bly (2004) there are two style of bussiness letter, they are formal and informal, and each style have different format. Based on the data which we got, the writer can conclude by showing the table below :

	H	D	R	IA	S	SA	BL	CCL	SG	E	CC	PS
C1	-	√	-	-	√	√	√	√	√	√	√	-
CR1	-	√	-	-	√	√	√	√	√	-	-	-
C2	-	√	-	-	√	√	√	√	√	-	√	-
CR2	-	√	-	-	√	√	√	√	√	√	√	-
C3	-	√	-	-	√	√	√	√	√	-	√	-
CR3	-	√	-	-	√	√	√	√	√	-	-	-
C4	-	√	-	-	-	√	√	√	√	√	-	-
CR4	-	√	-	-	-	√	√	√	√	-	-	-
C5	-	√	-	-	-	√	√	√	√	√	-	-
CR5	-	√	-	-	-	√	√	√	√	-	-	-
C6	-	√	-	-	-	√	√	√	√	√	-	-
CR6	-	√	-	-	-	-	√	√	√	-	-	-
C7	-	√	-	-	-	√	√	√	√	√	-	-
CR7	-	√	-	-	-	√	√	√	√	-	-	-
C8	-	√	-	-	-	√	√	√	√	√	-	-
CR8	-	√	-	-	-	√	√	√	√	-	-	-
C9	-	√	-	-	-	√	√	√	√	√	-	-
CR9	-	√	-	-	-	√	√	√	√	-	-	-

Information :

C : Correspondence

SA : Salutation

CR : Correspondence Reply

BL : Body of the letter

H : Heading

CCL : Complimentary close

D : Date

SG : Signature

R : Reference

E : Enclosures

IA : Inside Address

CC : Copy circulation

S : Subject

PS : Post script

4.1.2 The Grammar of Correspondence in Export Import Furniture

Business in Jepara

Ricky Telg said in his journal that grammar needs to be as close to perfect as possible to ensure that your message is clear. In somecase, Error in grammar can cause the text is unreadable, confused what the purpose of the text, indeed understandable. When the buyer will buy something to you, and they want to know more detail the thing which you sell, but you can not explain clearly in fact the buyer don't know what you mean because your explaining is not clearly enough caused by the grammar mistake. From the sample of correspondence which was used, the writer found many mistakes in it. They are :

NO	Incorrect Sentence
1	If he <u>deal</u> , I will make the PO to continue this business.
2	I attach pricelist and some catalogues of the product that we have <u>talk</u> before
3	If any information <u>are</u> needed, please contact us via Email or the contact below
4	We also <u>receives</u> model costume according your request
5	I offer summary for some <u>sample</u> of stacking chair category with the pricelist
6	We <u>are</u> very glad you came to our company yesterday

4.1.3 The Content of Correspondence in Export Import Furniture Business in Jepara

The content or body of letter is the main part. The writer can know the receiver understands the correspondence or not by seeing it. The content of sample of correspondence which is used by the sender and the receiver are :

No	Content	
	The sender	The receiver
1.	Offering the product	The response of offering by asking his brother first
2.	Requesting to send the product picture	The response of request
3.	Offering the catalogues for the buyer	The response of offering
4.	The offering to make cooperation with the visitor	The response of offering and the complain of the picture
5.	Sending the product of company	The response of the correspondence
6.	Offering the best product from the company	The response of the offering from the company
7.	Responding buyer question in company's website	Responding and asking about the transaction
8.	Responding buyer's email before and give the sample of furniture	Asking about the guarantee in Rotan Jepara store
9.	Offering the best product from the company	The response of the offering from the company

4.1.4 The Specific Vocabulary of Correspondence in Export Import Furniture Business in Jepara

In specific side, the writer find the specific vocabulary. The English in the specific side is also different. We can call it English for Specific Purposes (ESP). In the sample of correspondence which was used, the writer found some specific words, they are :

No	Word	Meaning
1	MOQ	The minimum order quantity, limits specified in the purchase of the seller
2	T/T	telegram transfer
3	FOB	Free on board, price does not include the cost of the ship, so the goods only to harbor
4	Killn dry	The process of drying the moisture content in the wood
5	Insecticide	The preservation of wood from termites
6	Fungicide	The preservation of wood from fungal attack
7	Forwarder	Delivery service provider
8	Moldy	Bubbly wood surface and cracked
9	Consignee	Receiver
10	Shipper	Sender
11	Lamella	Wood sheets were merged into layers
12	Rail/apron/stretcher	Stick connecting the chair leg with the other
13	Knock down	Features which can be removed-dislodged furniture
14	Tapered	The sides were on tilt
15	Notch	shaved in several parts
16	Ten on mortise/jig	Timber that can be locked with other wood
17	PO	PO is document as legal order appointment
18	Stuffing	Stuffing is a process of charging raw material into pillow

4.2 The Employee's Difficulties in Making Correspondence

In the company's works, the employee should be professional, including the secretary which have writing correspondences job desk. In this research, the writer did interview with three secretaries of different company about their difficulties in making correspondence.

The difficulties in making correspondence are :

NO	CATEGORY	QUESTION	A	B	C
1.	Comprehension	What are the difficulties of understanding the content caused by your reading ability?	I feel difficult in new vocabularies which I just known it	I do not know the method subject of the furniture business. I am the new comer in this business, so sometimes I do not know the vocabularies, the technique, the work shipman, and new dialogue which are used in furniture business.	Difficult is when I get new vocabularies which I do not understand. You know that the vocabulary in furniture business is different.
2.		Is your difficulty caused by another factor, e.g language style used by the buyer?	Ya, the difficulty to understand the main idea of the sentence. The buyer's diction is difficult to understand	Actually, not all of the buyer have correct grammar. Sometimes, they order in my company with very complex sentence, and it is not understandable. I have to read it many times, read it sentence by sentence to get understanding.	Different dialects which make me confuse. Australia, Korea, china have different dialects.

3.	Conception of ideas	Which part of business letter does need more time to think of idea?	-	Arrange the appropriate sentence	Actually in making correspondence, I can make it easily, but in arrange the polite sentence usually need more time to think.
4.		Do arranging business letter need your creative idea?	Yes, the creativity here means how to communicate with buyers with appropriate language. So they will be interested to buy.	Yes, it is like communicate with people orally. How to start it, how to deliver it, because our culture is different with them. We must have strategy to make them understand what we say.	In this case, the creativity is how to make correct standard business letter
5.		Are you confused when you offering the product to the buyer in the first time?	-	I am not confused, but as I said, I have to think how to deliver to them well, and make sure that they understand what we say. Just it.	-
6.	Composition	Do you have difficulties in following the accepted standard business letter?	Minor because I used the informal business letter format	We do not use the formal business letter format in sending letter via email. But we usually use it but not complete format. For your example which you gave it to me, we never use it. We just focus on heading, content, and the closing. If they understand	The example which you gave is the oldest format. We usually use it when we use facsimile. For now, the email format is different; the most important are opening, content, and closing. I usually use it.

				we did not consider it again. So, the main point is they can understand what I say.	
7.		Do the difficulties disturb your communication with your buyer?	-	-	-
8.		What format do you usually use when you sent business email?	Informal	informal	Informal format which consist of opening, content, and closing.
9.		What is your reason in using your own format?	In the email, there are date, cc, subject, attachment (enclosure) automatically, so we follow the technology.	In my opinion, the main point in correspondence is the point which will be delivered. Many of them prefer to use informal format. There were many buyer who want to order the product without give the name or introduction, but there were buyer who use formal business letter format. The most important is my letter is understandable to them.	It is because of the technology. We use the format which is provided by the technology.
10.	Language accuracy 1) grammar	Do we need use correct grammar even the buyer have complication in grammar?	Yes, of course. We must use correct grammar	We need use correct grammar. When they do not understand what we say, the usually use translate machine to do it, such as Google translate. If we use correct	If you can use correct grammar, why don't use it? It shows that we are educated and professional

				grammar, of course they will understand, but if we do not use it, the content will be wrong, and they do not understand the content.	
11.		Does the correct grammar affect in the business?	Yes, of course. Communication will be good, and they can make decision fast. That is good for us.	Certainty, because when we use correct grammar, they can see that we are professional in our job.	Yes, it does
12.	2) Vocabulary	Does your partner in making correspondences use different diction? Does it make you confused?	Yes, buyer from Asia, Holland, Europe usually use different diction, they are not native.	Some of them use different diction, and it is not a problem.	Different vocabularies, and different diction also.
13.		Do you get difficulties in recognizing new words?	Yes, I usually ask my work partner who also make correspondence.	Yes, if I get difficulty, I will ask to my team. Because there is a correspondence team which focus on correspondence side. The difficulty in word is easy to be solved, but the understanding in their correspondence is difficult to be solved.	If the word is uncommon, it will be problem. But I usually solve it by browsing in Google.
14.		Do you choose easy words for non-native buyer?	Yes, I use common word to buyer in order to make them easy to	Yes, that is very important; we must use most simple word in making	Yes, especially for non-native buyer, they will understand it easily.

			understand	correspondence to make them understand easily.	
15.		What are the difficulties in choosing easy words?	Minor	Minor	Minor
16.		Could you give the example of vocabulary which only found in furniture business?	Moldy, cracking, fob, tt, coating	In the example of correspondence	In the example of correspondence
17.	3) Punctuation	Do you pay attention in using punctuation in writing business email?	Yes, that is important. As I know that foreigners prefer to make email without enter, but Indonesian people do not.	I try to consider it, but in the chatting usually will be informal format. So, I usually do not consider it again, for example, I often use conjunction in the first sentence to avoid the formal communication with them. They do not like formal communication. I also usually use numbering or bullet to make it point. When I use it, they will be easy to understand my writing.	Yes of course. I try to use simple sentence, if possible, I use very short sentences.
18.	4) Spelling (mistyping)	When do you miss type, how do you realize it?	If it happened, what should I do? But actually it is not mistyping, but misunderstanding from the buyer	Yes, I usually realize it, but if it has sent, what should I do? I just try to check it first before sending.	Ya, if it has sent, what should I do?
19.		Do you reread before you send	Yes, sure.	I have answered it before	Yes sure

		the email to correct it?			
20.		What are the most mistakes?	Misunderstanding with the content of correspondence	In my opinion, it depends on the typing skill. I usually do the small mistake, For example, I write width, but I mean with	Yes, I have done mistake. If I do it, they usually ask me “what do you mean?”. And I will explain it.
21.	Lack of time	Do you have limited time in writing business email?	No, but, as soon as possible we have to send it.	No, but I try to respond them fast	Yes, sometimes, they need fast time.
22.		Which part does need long time?	In the writing, none.	In writing, I do not need long time to do it. Something which needs long time is respond the buyer’s asking about the product. So we have to check it. After that, we must make the correct sentence also.	Part which they complain with our furniture. Try to answer the question, for example, they complain the brand and how can It be, so I must answer it logically.
23.		What is the cause needs long time?	Check the stock in the storehouse if the furniture is already or not. How long the production of the furniture if we deal with the buyer	We need to gather data what the buyer needs, and sometimes buyer needs the picture, and doing comment in it or we call it adding attachment file	Because I have to ask many people, from producing, packing, loading, then try to find out the reason.
24.		How much time do you need to make one business email?	Around five minutes	It depends on the collecting data process from storehouse or producing. To arrange the sentences, I need around 30 minutes.	5 until 10 minutes
25.		In one day with	Too many. I	I cannot answer	New customer 5-

		some difficulties above, how many emails do you write usually?	cannot count it. If loyal buyer, we are like friend in communication.	it, maybe 4 correspondences.	10 correspondences. And old customer more than 10 correspondences
--	--	--	---	------------------------------	---



CHAPTER V

DISCUSSION

In this chapter, the writer will discuss about the data which was got. The data are classroom observation result, the result of Double Entry Journal which was filled by the students, and the result of questionnaire.

5.1 The Components of Correspondence of Export Import Furniture Business in Jepara

Based on the data which was got by the writer, there are many components in correspondence of export import furniture business in Jepara. They are format, grammar, content, and the specific words in furniture business.

5.1.1 The Format of Correspondence of Export Import Furniture Business in Jepara

The writer used eighteen correspondences in his skripsi. According to Monika (2014) the formal correspondence has its own format. The format are heading, date, reference, inside address, subject, salutation, body of the letter, complimentary close, signature, enclosures, copy circulation, and post script.

From the data showed in chapter IV, all of the respondents used informal format. It means that they used different style with formal one. The writer compared between of it. The analysis of comparison between the formal format from Ebert and Griffin (2006) and the informal style which used from three secretaries of furniture business in Jepara as the respondents is follow :

1. Date

<p>Cracker Furniture 6320 South Main Street Houston, Texas 77005</p>	<p>Formal</p>
<p>Reff: CF/OE.11 December 9, 2015 Mr. John Smith, Director Marketing and Public Relations. Rose Company 4553 San Felipe</p> <p>Subject : Offering product</p> <p>Dear Mr. Smith I have seen your company profile and I think your company is good</p>	
<p>From : Mayasa gallery (mayasa_gallery@gmail.com) Sun, Aug 28, 2016 at 10.10 PM To : louisa.xxxxx@xxxmail.com</p> <p>Good evening Mr. louisa, Thank you for visiting our showroom and factory, I was glad to see you again today. Founded in 2004, we produce the Suar Wood and Recycled Boat Furniture, regularly we</p> <p style="text-align: right;">INFORMAL</p>	

The entire sample of correspondence showed the date of the letter. In the formal correspondence, the date is usually showed 28th Feb, 2003 or Feb. 28, 2003. In the informal correspondence, the date did not have certain format, because the date in email is automatically added.

2. Reference

Cracker Furniture
6320 South Main Street
Houston, Texas 77005

Ref: CF/ OF.11
 December 9, 2015
 Mr. John Smith, Director
 Marketing and Public Relations
 Rose Company
 4553 San Felipe

Subject : Offering product

Dear Mr. Smith

I have seen your company profile and I think your company is good enough to have relation with mine. This month, our company needs many

Formal

Reference is needed to help the sender in arranging the number of the letter. In the formal letter consist of the reference. But, in the sample of correspondence which was displayed in previous chapter, the respondents did not write it in their correspondence. When the writer asked to the respondents about this, they said that it is not necessary because it is not formal correspondence.

3. Subject

Cracker Furniture
6320 South Main Street
Houston, Texas 77005

Ref: CF/ OF.11
 December 9, 2015
 Mr. John Smith, Director
 Marketing and Public Relations
 Rose Company
 4553 San Felipe

Formal

Subject : Offering product

Dear Mr. Smith

I have seen your company profile and I think your company is good enough to have relation with mine. This month, our company needs many

From : "siti" <sitie@ptjif.com >
 To : [REDACTED]
 Date : 14 december 2015 12.33.41 WIB
 Subject: offering

INFORMAL

Dear Mr Hannes,

Good Morning sir, I'm Siti from Wintons Teak Factory. I was very glad that you came to our company. I attach pricelist and some catalogues of the product that we have talk before,

In the sample of correspondence, the respondents wrote the subject of the letter. The kind is almost same as the subject in formal correspondence. It means that there is no different between subject in formal and informal correspondence.

4. Salutation

Cracker Furniture
6320 South Main Street
Houston, Texas 77005

Ref: CF/OF.11
 December 9, 2015
 Mr. John Smith, Director
 Marketing and Public Relations.
 Rose Company
 4553 San Felipe

Formal

Subject : Offering product

Dear Mr. Smith

I have seen your company profile and I think your company is good enough to have relation with mine. This month, our company needs many

From : "siti" <sitie@ptjif.com >
To : [REDACTED]
Date : 14 december 2015 12.33.41 WIB
Subject: offering

INFORMAL

Dear Mr Hannes,

Good Morning sir, I'm Siti from Wintors Teak Factory. I was very glad that you came to our company. I attach pricelist and some catalogues of the product that we have talk before,

Salutation is usually used in all kind of letter even informal letter. In the sample of correspondence of export – import furniture business in Jepara used salutation in it. The salutation which they used is same as the salutation from Ebert and Griffin (2006)

5. Body of the Letter

Dear Mr. Smith

I have seen your company profile and I think your company is good enough to have relation with mine. This month, our company needs many furniture products to provide our loyal customers. And I am not sure that our company can provide all of their offering because we lack of the wood.

Related to the problem above, with this letter, we want to offer some good wood to fill the customer's need. We mind to offer 50 cubic from your company. We need it for Saturday, 26th March 2016.

Thank you for your nice attention, and please send the confirmation to us on (0111) 564876 or www.cracker-furniture.com

Sincerely,

Armando Jeil
Sales Manager

Formal

Dear Mr Hannes,

Good Morning sir, I'm Siti from Wintors Teak Factory. I was very glad that you came to our company. I attach pricelist and some catalogues of the product that we have talk before,

Thank you & Kind Regards
Siti

• 1 Lampiran
• PI 78112 germany.pdf

INFORMAL

In the body of the letter, there are three parts of it. There are opening, content, and closing. The respondents wrote three parts of body of the letter. But they wrote it in very simple way, different with formal letter which has long sentence in the body of the letter.

6. Complimentary Close

Dear Mr. Smith

I have seen your company profile and I think your company is good enough to have relation with mine. This month, our company needs many furniture products to provide our loyal customers. And I am not sure that our company can provide all of their offering because we lack of the wood.

Related to the problem above, with this letter, we want to offer some good wood to fill the customer's need. We mind to offer 50 cubic from your company. We need it for Saturday, 26th March 2016.

Thank you for your nice attention, and please send the confirmation to us on (0111) 564876 or www.cracker-furniture.com

Sincerely,

Armando Jeil
Sales Manager

Formal

Dear Mr Hannes,

Good Morning sir, I'm Siti from Wintors Teak Factory. I was very glad that you came to our company. I attach pricelist and some catalogues of the product that we have talk before,

Thank you & Kind Regards
Siti

- 1 Lampiran
- PI 78112 gemary.pdf

INFORMAL

Complimentary close is merely a polite way of ending a letter. Ebert and Griffin (2006) said that in formal letter, the writer must write complimentary close to make the letter more polite. It is also happen in informal letter which is made by the respondents. They added the complimentary close in their letter.

7. Signature

Dear Mr. Smith

I have seen your company profile and I think your company is good enough to have relation with mine. This month, our company needs many furniture products to provide our loyal customers. And I am not sure that our company can provide all of their offering because we lack of the wood.

Related to the problem above, with this letter, we want to offer some good wood to fill the customer's need. We mind to offer 50 cubic from your company. We need it for Saturday, 26th March 2016.

Thank you for your nice attention, and please send the confirmation to us on (0111) 564876 or www.cracker-furniture.com

Sincerely,

Armando Jeil
 Sales Manager

Formal

If any information are needed, please contact us via Email or the contact below.

Thanks

Regards,

MAYASA
GALLERY

Blog	: https://www.mayasagallery.com
Facebook	: https://www.facebook.com/Mayasa.Jepara
WA	: 08232xxxxxxx
BBM	: xxxxx
Instagram	: @mayasagallery
Twitter	: @mayasagallery

Quotation Mr.louis.xlsx
1607K

INFORMAL

Based on Ebert and Griffin (2006), signature must be written in the ink. In the formal letter, we usually see the real signature that made of ink. But in the informal letter, we can also see the signature that differnet with the formal letter. They usually made by the name or a logo from their company. So, it's different.

8. Enclosures

Related to the problem above, with this letter, we want to offer some good wood to fill the customer's need. We mind to offer 50 cubic from your company. We need it for Saturday, 26th March 2016.

Thank you for your nice attention, and please send the confirmation to us on (0111) 564876 or www.cracker-furniture.com

Sincerely,

Armando Jeil
Sales Manager

Enclosure:

1. The list of wood price
2. The picture of sample wood

Formal

CC:

1. Manager of Rose Bird Company

PS : Confirm us at least one week later

If any information are needed, please contact us via Email or the contact below.

Thanks

Regards,

MAYASA
GALLERY

Blog : <https://www.mayasagallery.com>
 Facebook : <https://www.facebook.com/Mayasa.Jepara>
 WA : 08232xxxxxxx
 BBM : xxxxx
 Instagram : @mayasagallery
 Twitter : @mayasagallery

INFORMAL

Quotation Mr.louis.xlsx
1607K

Enclosures is required when some documents like cheque, draft, bills, receipts, lists, invoices etc are attached with the letter. In the sample of correspondence of import – export furniture business in Jepara, 50% of it

added enclosures. Different with formal letter which need the other papre to add enclosure, the informal letter just put the soft file that want to be sent by the sender, but it still has same purpose.

9. Copy Circulation

Copy circulation or usually called CC in email is required when copies of the letter are also sent to persons apart of the addressee. It means not all of the letter use this part. In the sample of correspondences in chapter IV, some of it use copy circulation. The format is same as the formal correspondence.

So, from the explanation above, the format from Ebert and Griffin (2006) and the real correspondence from the respondents is almost same. Many things that are same are : Date, Subject ,Salutation, Body of the Letter, Complimentary Close, Signature, Enclosures (in email we can call *attachments*), and Copy Circulation. But the format between them is different. The diferences are no heading,inside address and post script in that email of corepondence. All of correspondence from three companies used their own format and there is no certain format of it (informal).

5.1.2 The grammar of Correspondence of Export Import Furniture Business in Jepara

in the end the text is In the correspondence which was used by the writer, he found some sentences which used incorrect grammar. They are :

NO	Incorrect Sentence	Correct Sentence
1	If he <u>deal</u> , I will make the PO to continue this business(reply email no.1)	If he <u>deals</u> , I will make the PO to continue this business
2	I attach pricelist and some catalogues of the product that we have <u>talk</u> before (email no.1)	I attach pricelist and some catalogues of the product that we have <u>talked</u> before
3	If any information <u>are</u> needed, please contact us via Email or the contact below (email no. 4)	If any information <u>is</u> needed, please contact us via Email or the contact below
4	We also <u>receives</u> model costume according your request (email no. 7)	We also <u>receive</u> model costume according your request
5	I offer summary for some <u>sample</u> of stacking chair category with the pricelist (email no. 8)	I offer summary for some <u>samples</u> of stacking chair category with the pricelist
6	We <u>are</u> very glad you came to our company yesterday (email no. 9)	We <u>were</u> very glad you came to our company yesterday

5.1.3 The Content of Correspondence of Export Import Furniture Business in Jepara

There were eighteen samples of correspondences of export – import furniture business in Jepara which were found by the researcher. Those are categorized into sender and receiver’s correspondence. It means that, there are nine pairs of correspondence that were analyzed.

The content of the content of correspondence of export import furniture business in Jepara is one of the important things in correspondence. It is caused that we can see what the correspondence is talking about and also if the content is understandable or not. The content of correspondence of export import furniture business in Jepara would be analyzed as follow :

a. First correspondence

I'm Saji from Wintons Teak Factory.
Thank you very much for your request via Archtonic.
On attachment, please kindly find our offer summary for requested product, with FOB price, Indonesian Port.
Thank you very much for your request. If you have any questions, please contact us.

Offering

We can see in above email, the respondent tried to offer their product by typed in the email “*please kindly find our offer summary for requested product*”

Thanks for your offering price, I will consult first with my buyer, if he deal, I will make the PO to continue this business

Responding

And then the buyer respond with his sentence, we can see that the buyer understand the respondent’s email by respond with said thanks and so on.

b. Second correspondence

could you please send 2x textile in grey and 5x pair of teak insert now by courier?! It is an order and not a warranty replacement.
Thank you in advance!

Requesting

Start from the buyer, he sent email about order to the respondent (company). It showed in sentences “*could you please send 2x textile in grey ...)*

Dear Gergely,
My name is Siti, Mr Edwin's assistant! On attachment is PI for this order.
Please let me know should you have further inquiry.

2.a

→ Responding

And then the respondent respond the email with *“please let me know should you have further inquiry”* it means that the respondents understand what the buyer need.

c. Third correspondence

Good Morning sir, I'm Siti from Wintons Teak Factory. I was very glad that you came to our company. attach pricelist and some catalogues of the product that we have talk before, 3
Offering

Start from the respondent, she tried to offering her product, it showed in sentences *“I attach pricelist and some catalogues of the product that we have talk before”*

Dear siti,
Thanks for your fast respond, I hope that we could be good partner in this business, I will read your attachment first. Please wait for the information from me. 3.a
Responding

And then the buyer respond by replying with sentences *“thanks and etc.”*. it showed that the buyer understand what the respondent said.

d. Fourth correspondence

Thank you for visiting our showroom and factory, I was glad to see you again today. 4
Founded in 2004, we produce the Suar Wood and Recycled Boat Furniture, regularly we create new design in responding the customers' desire.
We welcome to have the possibility business relation with you.
The following I attached the quotation of Suarwood and Recycled Boat Furniture.
If any information are needed, please contact us via Email or the contact below.
Offering

It's an offering category because we can see in email that the repondent tried to offer their product by attaching the quotation the product which the buyer need.

<p>Ok thanks very much, Now, I would like to have an email (or 2) with only the pictures!!! As I said, in excel file, pictures are too small, and quality not good. I need your pictures in better quality so I can explain my brother. Thanks</p>	4.a	} Responding
--	-----	--------------

And the the buyer respond by saying “*ok thans very much.....*”. it means that the buyer understand what the respondent said.

e. Fifth correspondence

<p>Thank you for visiting our showroom some days ago. Your family is kind. Please find the following attachment. I attach the invoice and the quotation of Recycled Boat Furniture. I am waiting for your feedback.</p>	} Offering
---	------------

It is an offering because we can see in email that the respondent tried to offering her recycled boat furniture to the buyer.

<p>I will do next week when we are back. Oke?</p>	5.a	} Responding
--	-----	--------------

And then the buyer replied with the simple of repoding email. It means that he understand what the respondent said.

f. Sixth correspondence

And then the buyer respond the email by saying thanks and etc. it means that the buyer understand what the respondent said.

h. Eighth correspondence

Based on your request before, on attachment, I offer summary for some sample of stacking chair with the pricelist, I hope you will be interested in, the pricelist included FOB price, and we will give you 10% discount on 1000pcs minimum order. } Offering

Its an offering email because we can see that the respondent tried to offer her product with the pricelist; stacking chair.

Oke thank you, good catalog, but is there guarantee for this transaction? Many store do that! → Responding

And then the buyer respond by saying thanks and give feed back question related to the product.

i. Ninth correspondence

We are very glad you came to our company yesterday.
For make our relationship longer, i would like to offer our best product for you. We hope that you will interested in our product. } Offering
On attachment, please kindly find our offer summary for requested product.

We can see that this is an offering email because the respondent typed “*I would like to offer our best product to you*”

Thank you, i'll read it and give feedback to you soon → 9.a Responding

And then the byer respond with the sentences “*thank you, I'll read it and give feedback to you soon.*” it means that the buyer understand what the respondents said.

From the correspondences which were got by the writer, there are eighteen correspondences (from seller and buyer). It means that there were nine pairs of correspondences. After analyzing, we can see that the content of the correspondences are about offering, requesting form the buyer, and responding. For the offering correspondence, respondents wrote the offering of furniture to customer. They also added the file of pricelist or picture. The requesting correspondence was found once in the sample of correspondences above, it talked about the clients' request to give him/ her about the list of goods of furniture. The last, the writer also found responding correspondence. It explained the receiver's respond of the sender's correspondence.

In the offering correspondence, the respondents used many kinds of it. They began the correspondence by explaining their identity or profile of their company. For example in first correspondence, we can see that they wrote their name "I am Siti from Winston Teak Factory". It showed that they shared their name to the customer. The other example is in sixth correspondence that they explained their profile of company. The respondents wrote all of the information about their company, such as how to pay, how they do shipping, etc.

For the content of offering correspondence, the respondents usually showed the file which had been attached. The attachment contained the price, the picture, and also the detail of the product. In the closing of offering correspondence is same as the other kinds of correspondence. It is closed with complimentary close and they ended by giving the signature of their company.

Different with offering correspondence, the responding correspondence is almost shorter than it. It is used to respond the offering correspondence. In responding correspondence, the respondent introduced their identity such as name and the name of the company. For the content, the respondent responded the sender's correspondence. In the sample of correspondence in export import furniture business in Jepara, the respondent asked the buyer to make P.O (Pre Order) document to make sure that the inquiry of the sender is responsible. It showed that she responded the buyer's correspondence. In the end of correspondence, the respondent did not forget to say "thank you" and give the signature as usual.

Based on the content of correspondence above, the writer also concluded that all of the correspondences belong to informal correspondence. The reason why the correspondences above were informal are :

- a. They used courtesy to open the correspondence
- b. They do not use prescribed format in writing correspondence. It is showed in the third company; all of the correspondences are different.
- c. They used active voice in writing the correspondence. For example : "I was glad to see you", "Please find the following attachment", etc.
- d. They used simple and short sentence. For example in the second correspondence. We can see the respondent used short sentence, "On attachment is P1 for this order".
- e. They usually used acronym. For example, in the correspondence number six, we can see FOB, T/T, MOQ.

From the analysis above, we also could see that both of them can understand the correspondence. They could answer it properly. It means that the correspondences of furniture business of Jepara are understandable.

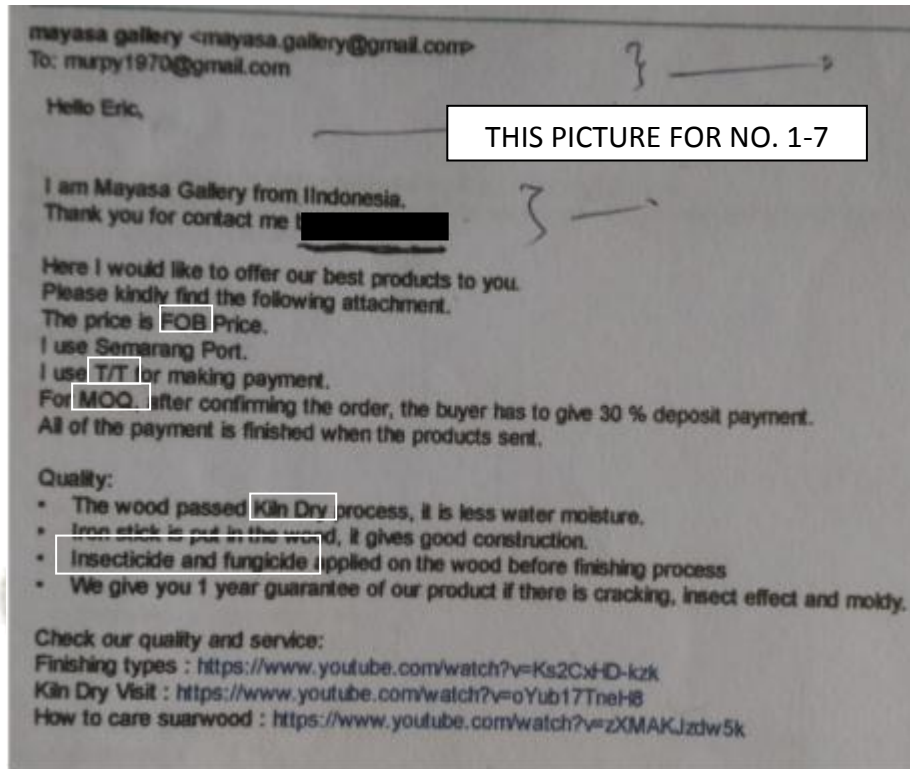
5.1.4 The Specific Word in Correspondence of Export Import Furniture Business in Jepara

In certain side in this world, we will find many words which are specific. For example in voyage, we will find ship, captain, etc. For furniture business, in this case, the writer also find many specific worlds which are related to furniture world. The writer found several specific words which were displayed in chapter IV. In this chapter, the writer analyzed those specific words and where we can find it in the correspondence of furniture business.

The explanation is below :



1. MOQ



MOQ is stand for a minimum of order of quantity, it describes that the buyer should buy this product with a minimal amount. And this vocabulary usually arise when the seller offers a discount or free postage conditional, eg discount percentage for MOQ up to certain discount. The respondents chose this vocabulary to make them more professional in communicating of trading.

2. T / T

T / T stands for telegraph transfer, that is a money transfer service which is done through the bank. These words usually could be found in the correspondent which discusses the payment of the product, i.e. the seller tells the buyer that the payment can be through T / T of bank XXX. The

correspondence chose this vocabulary in order to abridge long word into short one. This term is usually used in export import side and seems more professional in communication.

3. FOB

FOB stands for free on board, which means all the shipping cost of products to enter the ship borne are paid by the buyer (buyer bear from the start of transport from the warehouse to the port of X, taking care of the export tax payment, loading onto the ship) goes charge of the vessel in the form of shipping, insurance, loading and unloading at the port of discharge shall be borne by the buyer. Vocabulary can usually be found in correspondent with the context of the payment details. The respondents chose this vocabulary in order to abridge long word into short one. This term is usually used in export import side and seems more professional in communication.

4. Kiln dry

It is the process of drying the moisture of wood. Context is usually found in the discussion of material advantages. It is usually contained in an email sent from the seller to the buyer. The respondents used that vocabulary because that is the appropriate vocabulary which is used in furniture business.

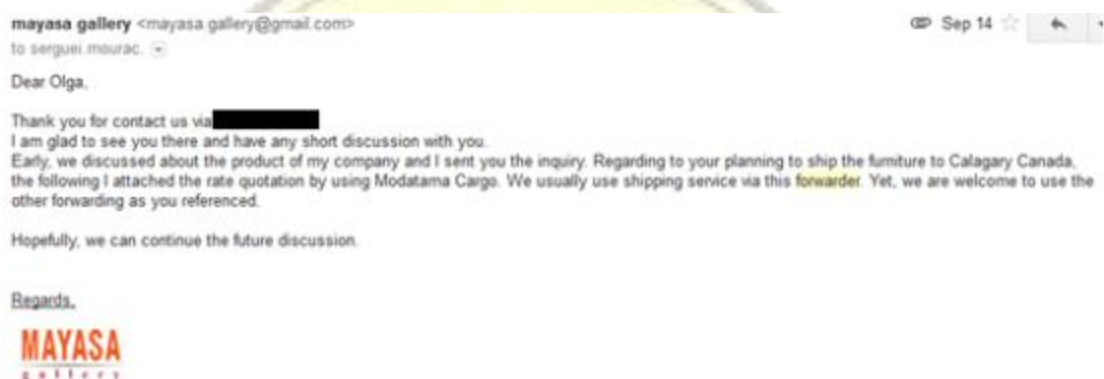
5. Insecticide

The preservation of wood from termites. Context is usually found in the discussion of material advantages. Usually contained in an email sent from the seller to the buyer. The respondents used that vocabulary because that is the appropriate vocabulary which is used in furniture business.

6. Fungicide

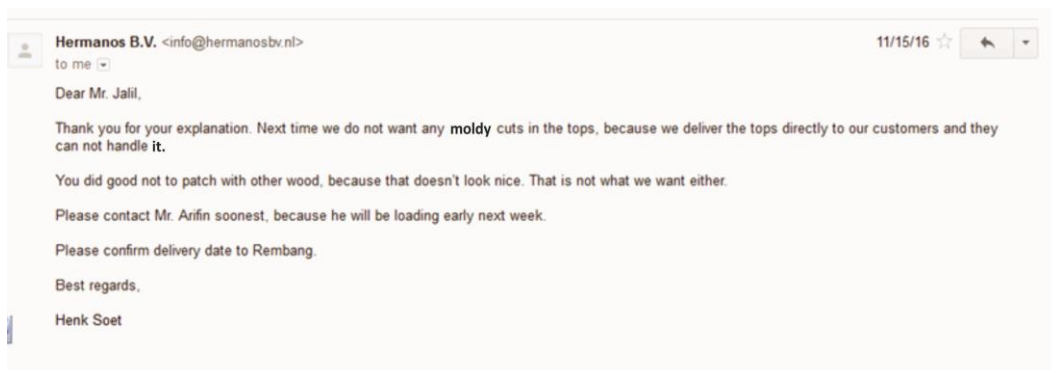
The preservation of wood from fungal attack. Context is usually found in the discussion of material advantages. Usually contained in an email sent from the seller to the buyer. The respondents used that vocabulary because that is the appropriate vocabulary which is used in furniture business.

7. Forwarder



Is the party that provides freight forwarding services imports and exports. The vocabulary used in correspondence that talk about the details of the delivery of goods, normally when the seller / buyer offers / select will be using a delivery service which company. The respondents used this word because the word is most appropriate word to call forwarding services export import company.

8. Moldy



Moldy means the defective wood-based products in the form of bubbles on the surface of the wood that is cracked easily or peeling wood surface, usually we find this vocabulary in complaint letter being sent buyers to the seller. The respondents used this vocabulary because to call the damage, we must use the word.

9. Consignee

Consignee is a synonym of the receiver, which means good's receiver. This vocabulary is usually found in a document issued by a freight forwarder. The respondents prefer to choose consignee than receiver because the word consignee is the common word which is used in shipping process.

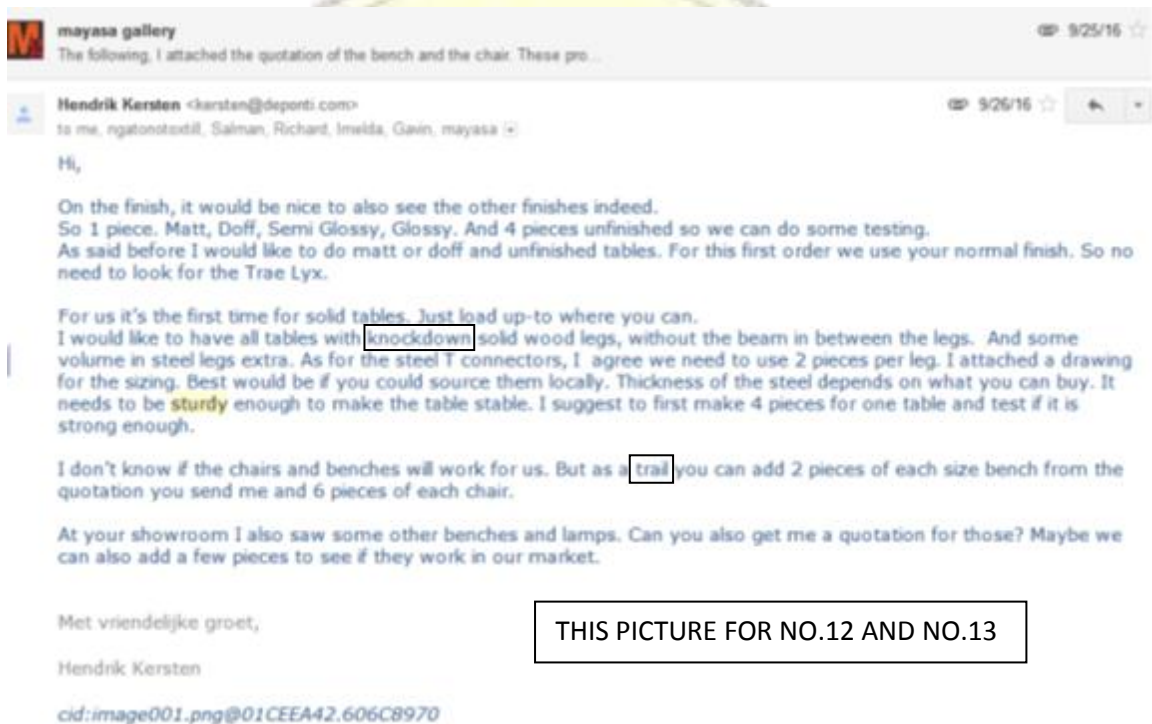
10. Shipper

Shipper is the synonym of the sender which means good shippers. This vocabulary is usually found in a document issued by a freight forwarder. The respondents use this vocab because it will show that they are professional, because that vocabulary is usually used in the business activity.

11. Lamella

Means wood lamella sheets were combined into a layer, usually found in the context of discussing about the raw material for making furniture in want of buyers, whether it's an email sent the seller to explain or request the buyer to the seller. The respondents used that vocabulary because that is the appropriate vocabulary which is used in furniture business.

12. Trail / apron / stretcher



THIS PICTURE FOR NO.12 AND NO.13

Wood which connects the chair legs with each other. The context is usually found in the technical discussion of furniture whether it's an email sent the seller to explain or request the buyer to the seller. The respondents used that vocabulary because that is the appropriate vocabulary which is used in furniture business.

13. Knock down

Furniture features which can be removed-detached / disassembly. This context is usually found in the technical discussion of furniture whether it's an email sent the seller to explain or request the buyer to the seller. The respondents used that vocabulary because that is the appropriate vocabulary which is used in furniture business.

14. Tapered

Angled side that is usually applied to the table. This context is usually found in the technical discussion of furniture whether it's an email sent the seller to explain or request the buyer to the seller. The respondents used that vocabulary because that is the appropriate vocabulary which is used in furniture business.

15. Notch

Shaved in some wanted part of furniture. This context is usually found in the technical discussion of furniture whether it's an email sent the seller to explain or request the buyer to the seller. The respondents used that vocabulary because that is the appropriate vocabulary which is used in furniture business.

16. Ten on mortise / Jig

The timber can be attached / locked with other wood. Context is usually found in the technical discussion of furniture whether it's an email sent the seller to explain or request the buyer to the seller. The respondents used that

vocabulary because that is the appropriate vocabulary which is used in furniture business.

17. PO

PO is document as legal order appointment that is made by buyer to the seller. It is usually found in the responding of buyer context. Usually contained in an email sent from the seller to the buyer. The respondents used that vocabulary because that is the appropriate vocabulary which is used in furniture business.

18. Stuffing



Stuffing is a process of charging raw material into pillow. The vocabulary usually found in the responding the buyer question related to the proses of the product.

5.2 The difficulties in Making Correspondence of Export Import Furniture Business in Jepara

In chapter IV, there are some difficulties in making correspondence. They were three representatives from each company. They are secretary of the company. In interview, there were twenty five questions from the writer. All of questions are about their difficulties in making correspondence.

The first question is about the difficulties in understanding the content caused by reading vocabulary. One of the respondents answered that she felt difficult in new vocabularies. The other said that she did not know the vocabularies in furniture business because she is new comer in that world. The last, she said that she also understood the new vocabulary difficulty. She added that vocabulary in furniture business is totally different with common vocabulary. From their answered, the writer concludes that the difficulties in understanding the content are caused by the new vocabularies in furniture business which is not understood by them.

In second question, the writer asked about the other factor in misunderstanding. Three of respondents answered the different answer. One of them said that she was difficult to understand the main idea of buyer's sentences. Sometimes, the buyer used the complicated sentence. The second respondent said that not all of the buyers have correct grammar. That would be problem. The last is different dialects. So, besides the new vocabularies which are difficult to understand, the main idea, the grammar, and the dialects are also the difficulties in understanding the correspondence.

The third question is “Which part of business letter does need more time to think of idea?”. Two of the respondents answered that they need more time in arranging the appropriate sentence. The other one did not answered. She said that she did not need more in all of parts. From it, the writer concludes that the part which needs more time in making correspondence is arranging the appropriate sentences.

Next question is about the creativity which is needed by the secretary in making correspondence. All of the respondents answered that the secretary needs creative idea in making correspondence. The reason in needing creative idea is the strategy to make the buyers interested in our company. The fifth question is “Are you confused when you offering the product to the buyer in the first time?”. All of the respondents said that they were not confused in offering to the buyer in first time. It means that the secretary did not get difficulty in offering the product to the buyer.

Then, the writer asked about the difficulty in understanding the accepting standard business letter. In this case, the writer showed the formal format from Ebert and Griffin: 2006. All of them said that that was old format. And all of them answered that they used informal format in communication with the buyer. So, the writer assumes that they did not have the accepted standard business. Then, the writer wants to know if the difficulties disturb the respondents or not. And all of the respondents answered not. It means that the difficulties in understanding the content of the buyer do not give impact for the respondents. In this case are secretaries in furniture business in Jepara.

The format which is used by the respondents is the eighth question. For this question, all of respondents said that they used informal format in communicating with foreign buyers. It means that they did not use the constant format. The main points in making correspondents based on them are opening, content, and closing. The writers asked them again about their reason to use their own format. They said that in the email, there have been date, cc, subject, attachment, and etc. they also said that the buyers usually did not understand when the respondents were using the formal format.

The next question is “Do we need use correct grammar even the buyer have complication in grammar?”. All of the respondents said “yes”. They must use correct grammar to show that they are educated and professional. From their answer, we can see that the secretary or someone who will make correspondence to foreign company, they must use correct grammar. Then, the writer asked if the buyers use the different diction or not. One of them said that not only different diction, they also used different vocabularies. The other two agreed with it. They also said that the buyers used the different diction in making correspondence.

The thirteenth question is about respondents’ difficulties in recognizing new words. All of them said that they got the difficulties in it. But they have the way to solve it. Two of them will ask their team, and the other one will use Google to solve it. From the data above, we can see that the respondents got the difficulties in recognizing new words. The fourteenth question is “Do you choose easy words for non-native buyer?”. The respondents, in this case is secretary, said that they always use common and very easy word to make correspondence. It is to

make the buyers understand easily. So, the writer concludes that one of thing which is needed in making correspondence is the use of common and easy word. After asking fourteenth question, the writer wants to know deeper. The writer asked about the difficulties in choosing easy words. But all of the respondents answered no one. They did not have difficulties in choosing easy word.

The next question, the writer wanted to know the specific word in furniture business. One of the respondents gave the example of specific word. They are moldy, cracking, fob, tt, and coating. Two of them said that there are specific vocabularies in the example of correspondence which were given by them. It means that there are many specific vocabularies in furniture business world. The seventeenth question is "Do you pay attention in using punctuation in writing business email?". All of them answered that they try to consider in using punctuation because it is important. The foreigner will understand easier if the respondents use the appropriate punctuation. And it is to avoid the misunderstanding between the respondent and the buyers. It means that, in making correspondence, we must consider about the appropriate punctuation.

The next question, the writer asked to the respondents "When do you miss type, how do you realize it?". All of the respondents realized when they were doing mistyping. But, they could not do anything because it has happened. Then, the writer asked if the respondents reread the email before they send it. All of them answered "yes". It means that the secretary must reread the correspondence first before send it to buyers especially to foreign buyers. The twentieth question is about the most mistakes which were done by the respondents. Two respondents

said that she misunderstood with the content of correspondence. The other respondent said that she usually do mistyping. From it, the writer concludes that the most mistakes which were done by the respondents is misunderstanding of the content of correspondence.

The next point is about the time. The writer asked to the respondents if they have limited time in writing business email. All of them said no, but they added that they must send it as soon as possible because sometimes the buyers want to need fast response. Question number twenty two is “Which part does need long time?”. One of them said no one. The second respondent said that she needs more time in responding the buyer’s asking about the product. The last respondent answered that the buyers usually complain the brand and how can it be. From the data which were got, we can see that the respondents need long time in replying the buyers’ correspondence.

Then, the writer asked the respondents about the reason in needing long time in parts which were explained by the respondents. For this question, among the respondents have different answer. The first respondent said that she must check the stock in the storehouse if the furniture is already or not. The second respondent answered that she needed to gather data what the buyer needs. And the last respondent answered that she had to ask many people, from producing, packing, loading, and then tried to find out the reason. From those different reasons, the writer concludes that there are many reasons why the respondent, in this case is secretary, need long time.

The twenty fourth questions are still about the time. The writer asked the respondents how long they make the business emails. One of them said around five minutes, the second said five until 10 minutes, and the last said that she needed around thirty minutes to make one correspondence. From it, the writer concludes that the time which they need to make one correspondence is depending on the secretaries' skill in make it. The last question is "In one day with some difficulties above, how many emails do you write usually?". All of them could not count it surely, because they made it when they had to make it. It means that no rule in making correspondence which focus on the number of it.



CHAPTER VI

CONCLUSION AND SUGGESTION

This last chapter mainly presents the conclusion and the suggestion of this skripsi. The analysis in the previous chapter are concluded and finally the researcher will attempt to suggest some important matter concerning to the discussion of this skripsi. These suggestion are considered to be important for everyone especially teacher or other researcher who is going to conduct the research in the same field.

6.1 Conclusion

Based on the result of the discussion in chapter V, it can be concluded that the components of correspondence in furniture business of Jepara are not correct yet. Some components which were analyzed by the researcher are :

1. The format of correspondence in furniture business do not use formal format from certain reference. They made it by themselves. The writer only found some formats, they are date, subject, salutation, body of letter, complimentary close, signature, enclosure (optional), copy of circulation (optional).
2. Tthe grammar, the correspondence in furniture business of Jepara is not perfect yet. There are some grammar mistakes which are made by the secretary.

3. The content of correspondence in furniture business of Jepara is understandable. It showed that the foreign company could understand and replied appropriately.
4. In correspondence in furniture business of Jepara, we can find many specific words about furniture which were explained in chapter V.

For the difficulties in making correspondence in furniture business of Jepara, there are many difficulties which were felt by respondents. The difficulties are understanding the new word in technique of furniture business or in export process. The other difficulty is understanding the buyer sentence. The third is making sure that they type the correspondence correctly, using the correct grammar

6.2 Suggestion

After observing and analyzing the data, the researcher would like to give the suggestion for the future secretary or the people who have been secretary the secretary of furniture business in making correspondence especially to foreign company. The suggestion are :

- a. Learn the specific word in furniture business because it is very important
- b. Analyze the style of buyer in communication
- c. Make sure that we use correct grammar
- d. Re-read the correspondence before we send it
- e. Understand what the correspondence is

BIBLIOGRAPHY

- Arikunto, S. 2002. *Prosedur Penelitian, Suatu Pendekatan Praktek*. Jakarta: PT Rineka Cipta.
- Ashley, C., dan Currie, A. 2003. *The Renal Drug Handbook*. Oxford: Radcliffe Medical Press.
- Creswell, John W. 2009. *Research Design Pendekatan Penelitian Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Pelajar. Penerjemah Achmad Fawaid.
- Đuríková, Mgr. Monika. *A Handbook of Business Correspondence*. Accessed on 6th April 2016 on <http://www.oavoza.sk/dokumenty/anj-prirucka-obchodnej-korespondencie.pdf>
- Hall, James A, 2001. *Sistem Informasi Akuntansi*. Edisi Ketiga. Jakarta : Salemba Empat
- Hutchinson T. & Waters, A. 1987. *English Specific Purpose: A Learning -centered Approach*. Cambridge: Cambridge University Press.
- Hutthinson, Tom, Alan Waters. 1987. *English for Specific Purposes*. Cambridge : Cambridge University Press
- Kamus Besar Bahasa Indonesia. 2008. *Definisi Bisnis*. Access on April 3rd April 2016 at <http://bahasa.kemdiknas.go.id/kbbi/index.php> .
- Kerlinger. 2006. *Asas-Asas Penelitian Behavioral*. Yogyakarta: GadjahMada University Press
- Moleong , 2005. *Metodologi Kualitatif*. Edisi Revisi. Bandung: PT Remaja Rosdakarya
- Prasetyarini , Aryati. 2013. *Modul Bahasa Inggris*. Access on 3rd august 2016 on <http://repository.ung.ac.id/getkms2813/MODUL-BAHASA-INGGRIS-2013.doc>
- Richard. C. Jack. 1998. *Beyond Training. Perspectives on Language Teacher Education*. Cambridge: Cambridge University Press
- Ronald J. Ebert, Ricky W. Griffin. 2006. *Business Essentials*. 10th Edition. New Jersey: Prentice Hall.

Streubert, H.J., & Carpenter, D.R. 1995. *Research in nursing: Advancing the humanistic imperative*. Philadelphia: J.B. Lippincott Company.

Sugiyono. 2001. *Metode Penelitian Bisnis*. Bandung : CV. Alfabeta

Sugiyono. 2002. *Metode Penelitian Bisnis*, Buku 1. Bandung: CV. Alfabeta.

[Telg, Ricky.2014. *Bussinss Communication*. Access on 5th january 2017](#)

W.Bly, Robert. 2004. *Webster's New World Letter Writing Handbook*. Indianapolis. Wiley Publishing, Inc.

[Yahya M.Y. N.H. Hashim.2013. *Difficulties and Ways to Improve English Writing Skills among Postgraduate Esl Students*. Access on June 20th 2016 on https://library.iated.org/view/YAHYA2013DIF](#)

_____. 2011. *Furniture Business Indonesia*. Access on April 21st 2016 on www.kemenperin.go.id

_____. 2016. *The meaning of correspondence*. Access on April 21st 2016 on www.businessdictionary.com

_____. 2016. *The meaning of bussiness*. Oxford : Oxfor University Press



APPENDICES

1. The first correspondence

Judul: Architonic/Wintons Teak/Knox Table
Dari: Siti Rohmah (siti@ptjif.com)
Kepada: ██████████
Cc: edwin_siswoyo@ptjif.com;
Tanggal: Senin, 20 Juni 2016 12:00

COPY CIRCULATION

Dear Mr Holger dr Feldkamp

SALUTATION

DATE

I'm Siti from Wintons Teak Factory.
Thank you very much for your request via Architonic.
On attachment, please kindly find our offer summary for requested product, with FOB price, Indonesian Port.
Thank you very much in advance, feel free to let me know should you have further questions.

With Kind Regards }
Siti

COMPLIMENTARY CLOSE

ENCLOSURE

Lampiran
• Wintons Teak - Offer Summary - Mr Holger dr Feldkamp - 20 June 2016.xls (116,00KB)

BODY OF LETTER

Judul: re: Architonic/Wintons Teak/Knox Table
Dari: ██████████
Kepada: Siti Rohmah (siti@ptjif.com)
Tanggal: Rabu, 22 Juni 2016 10:00

DATE

Hello siti

SALUTATION

Thanks for your offer price, I will consult first with my buyer, if he deal, I will make the PO to continue this business

Regard, }
Holger dr Feldkamp }
Sales manager }

COMPLIMENTARY CLOSE

SIGNATURE

BODY OF LETTER

3. The Third Correspondence

From: "siti <site@ptjif.com >
To: [REDACTED]
Date: 14 december 2015 12.33.41 WIB
Subject: offering

Dear Mr Hannes,

Good Morning sir, I'm Siti from Wintons Teak Factory. I was very glad that you came to our company. I attach pricelist and some catalogues of the product that we have talk before,

Thank you & Kind Regards
Siti

- 1 Lampiran
- PI 78112_germany.pdf

Labels: DATE, SUBJECT, SALUTATION, COMPLIMETRAY CLOSE, SIGNATURE, COPY CIRCULATION, BODY OF LETTER

From: [REDACTED]
To: siti (site@ptjif.com)
Date: December 14, 2016 7:34 AM
Subject: B/s: B/s: B/s: offering

Dear siti,

Thanks for your fast respond, I hope that we could be good partner in this business, I will read your attachment first. Please wait for the information from me.

Best regards,
Hannes Engler
xxxxxxxxxx
www.xxxxxfur.de

Labels: DATE, SUBJECT, SALUTATION, COMPLIMENTARY CLOSE, SIGNATURE, BODY OF LETTER

4. Fourth Correspondence

From : Mayasa gallery (mayasa.galery@gmail.com) Sun, Aug 28, 2016 at 10.10 PM

To : louise.xxxxx@xxxmail.com DATE

Good evening Mr. louise, } SALUTATION

Thank you for visiting our showroom and factory, I was glad to see you again today.

Founded in 2004, we produce the Suar Wood and Recycled Boat Furniture, regularly we create new design in responding the customers' desire.

We welcome to have the possibility business relation with you.

The following I attached the quotation of Suarwood and Recycled Boat Furniture.

If any information gq needed, please contact us via Email or the contact below.

Thanks }
Regards, } COMPLIMENTARY

MAYASA
GALLERY } SIGNATURE

Blog : <https://www.mayasagallery.com>
Facebook : <https://www.facebook.com/Mayasa.Jepara>
WA : 08232xxxxxxx
BBM : xxxxx
Instagram : @mayasagallery
Twitter : @mayasagallery

Quotation Mr.louis.xlsx
1607K } ENCLOSURE

BODY OF LETTER

From : Mr. Louis (louise xxxxx@xxxmail.com) Mon, Aug 29, 2016 at 9.02 AM

To : Mayasa gallery (mayasa.galery@gmail.com) DATE

Dear, } SALUTATION

Ok thanks very much,
Now, I would like to have an email (or 2) with only the pictures!!! As I said, in excel file, pictures are too small, and quality not good.
I need your pictures in better quality so I can explain my brother. Thanks

Cordialement/ best regards, } COMPLIMENTARY
- - - - -

Louis xxxxxx
Sales and Marketing Manager
[REDACTED]
[REDACTED] } SIGNATURE

BODY OF LETTER

5. Fifth Correspondence

From : [Mayasa gallery \(mayasa_gallery@gmail.com\)](mailto:mayasa_gallery@gmail.com) Wed, Jul 27, 2016 at 12:35 PM

To : info@xxxmail.com DATE

Dear Mr. Hendrik, } SALUTATION

Thank you for visiting our showroom some days ago. Your family is kind.

Please find the following attachment. I attach the invoice and the quotation of Recycled Boat Furniture. } BODY OF LETTER

I am waiting for your feedback.

Thank you

Regards, } COMPLIMENTARY CLOSE

MAYASA } SIGNATURE
GALLERY

Blog : <https://www.mayasagallery.com>
 Facebook : <https://www.facebook.com/Mayasa.Jepara>
 WA : 08232xxxxxxx
 BBM : xxxxx
 Instagram : @mayasagallery
 Twitter : @mayasagallery

Quotation Mr. Hendrik.xlsx } ENCLOSURE
 981K
 Recycled Boat Furniture Pricelist June 2016.xlsx
 2847K

From : Mr. Hendrik (wieger.xxxx@xxxmail.com) Wed, Jul 27, 2016 at 6:33 PM

To : [Mayasa gallery \(mayasa_gallery@gmail.com\)](mailto:mayasa_gallery@gmail.com) DATE

Hello, } SALUTATION

I will do next week when we are back. } BODY OF LETTER

Oke?

Regards } COMPLIMENTARY CLOSE

Hendrik wiegers } SIGNATURE

7. Seventh Correspondence

From : info.rotanjepara@gmail.com
Fri, 8 January, 2016 at 7:40 AM

To : [REDACTED]

Good morning Mr. wilfred } SALUTATION

thank you for your response in alixxxxxx.com

We are Rotan Jepara, we would like to offer outdoor indoor furniture which made of wood, rotten and aluminium frame. The quality is very good and the price is affordable. We also receives custom model according your request. And we also welcome if you are interested in making bussiness relationship with us. Here I attach some catalogue of our product.

Thanks and best Regards, _____ COMPLIMENTARY CLOSE

susi hermayanti } SIGNATURE
assistant manager }

 **Rotan Jepara**
High Quality, Low Price

Custom Made Furniture Rattan Manufacturer and Exporter
Jl. Jepara- Kudus Km 23. Pulodarat, Rt/Rw. 21/02. Pecangaan Jepara 59462
Phone/WA : +62821 3525 3010
Website : www.rotanjepara.com

 Cataloge sample.xlsx } ENCLOSURE

BODY OF LETTER

From : [REDACTED]
Mon, 11 January, 2014 at 9.02 AM

To : info.rotanjepara@gmail.com

Dear, } SALUTATION

Ok thanks for your fast respond, I have read your attachment you sent me, now I want to know about the shipment and payment.

best regards, } COMPLIMENTARY CLOSE

Zelig Wilfred } SIGNATURE

BODY OF LETTER

8. Eighth Correspondence


From : info.rotanjepara@gmail.com
To : [REDACTED]
Wed, 2 March, 2016 at 9.34 PM

Good morning Mrs. Kaitlyn, } SALUTATION

Based on your request before, on attachment, I offer summary for some sample of stacking chair with the pricelist, I hope you will be interested in, the pricelist included FOB price, and we will give you 10% discount on 1000pcs minimum order. } BODY OF LETTER

Thanks and best Regards, _____ COMPLIMENTARY CLOSE

Susi Hermayanti
assistant manager

 **Rotan Jepara**
High Quality, Low Price

Custom Made Furniture Rattan Manufacturer and Exporter
Jl. Jepara- Kudus Km 23. Pulodarat, Rt/Rw. 21/02. Pecangaan Jepara 59462
Phone/WA : +62821 3525 3010
Website : www.rotanjepara.com

Stacking chair pricelist.xlsx } ENCLOSURE
2500 Kb

From : [REDACTED]
To : info.rotanjepara@gmail.com
Wed, 2 March, 2016 at 12.02 PM

Dear, } SALUTATION

Oke thank you, good catalog, but is there guarantee for this transaction? Many store do that! } BODY OF LETTER

Cordialement/ best regards, } COMPLIMENTARY CLOSE

Narve Kaitlyn } SIGNATURE

9. Ninth Correspondence

From : info.rotanjepara@gmail.com
To : [REDACTED]
Mon, Aug 29, 2016 at 8.10 AM

Good evening Mr. Daniel } SALUTATION

We are very glad you came to our company yesterday.
For make our relationship longer, i would like to offer our best product for you. We hope that you will interested in our product.
On attachment, please kindly find our offer summary for requested product.

Thanks and best Regards, _____ COMPLIMENTARY CLOSE

Susi Hermayanti
Assistant Manager

 **Rotan Jepara**
High Quality, Low Price

Custom Made Furniture Rattan Manufacturer and Exporter
Jl. Jepara- Kudus Km 23. Pulodarat, Rt/Rw. 21/02. Pecangaan Jepara 59462
Phone/WA : +62821 3525 3010
Website : www.rotanjepara.com

 Catalogue mr daniel.xlsx
1200 Kb

DATE

BODY OF LETTER

SIGNATURE

From : [REDACTED]
To : info.rotanjepara@gmail.com
Wed, Aug 31, 2016 at 12.58 PM

Dear, } SALUTATION

Thank you, i'll read it and give feedback to you soon _____>

Cordialement/best regards, } COMPLIMENTARY CLOSE

Daniel } SIGNATURE

DATE

BODY OF LETTER

NO.	DIFFICULTIES OF WRITING	QUESTION
1	Comprehension	<ol style="list-style-type: none"> 1. What are the difficulties of understanding the content caused by your reading ability? 2. Or another factor, for example because of the language style used by buyer?
2	Conception of ideas	<ol style="list-style-type: none"> 1. What is the part of business letters which need think of idea? 2. Do arranging business letters needs your creative idea? 3. Do you confuse when you first offering the product by sending to the buyer?
3	Composition	<ol style="list-style-type: none"> 1. Do you have difficulties in following the accepted standard format of business letters? 2. Is this difficulties disturb your communication with your buyer? 3. What format do you usually use when you send business letter? 4. What are the reason you use your own format?
4	Language accuracy 1) Grammar 2) Vocabulary 3) Punctuation 4) Spelling (mistyping)	<ol style="list-style-type: none"> 1. Do we need use correct grammar even the buyer non-native have complication in grammar? 2. Do correct grammar affects on the business? 3. Are your partners in correspondence use the different diction? 4. Do you get difficulties in recognizing new words? 5. Do you choose the easy words for non-native buyer? 6. What is the difficulties in choosing easy words for non-native? 7. Could you give me the example of vocabulary which only found in this business? 8. Do you pay attention in using punctuation in writing business letter? 9. Is there any special requirement of using punctuation in business letter?

		<p>10. When you mistype some words, how do you realize it?</p> <p>11. Do you reread before you send the email to correct it?</p> <p>12. What is the most mistakes you correct?</p>
5	Lack of time	<p>1. Do you have limited time in writing business letter?</p> <p>2. Which part does need long time?</p> <p>3. What is the cause that parts need long time?</p> <p>4. How many times do you need to make one business letter?</p> <p>5. In one day with some difficulties above, how many letters do you write usually?</p>





YAYASAN PEMBINA UNIVERSITAS MURIA KUDUS
UNIVERSITAS MURIA KUDUS
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Gondangmanis bae Kudus Po Box 53. Telp 0291-438229

PERMOHONAN UJIAN SKRIPSI

Yang bertanda tangan dibawah ini:

Name : IQLILUDIN AL QUDSY

NIM : 201232034

Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan menempuh ujian skripsi.

Bersama ini kami lampirkan hal-hal sebagai berikut :

1. Surat pernyataan mahasiswa tentang orisinalitas skripsi.
2. Surat keterangan selesai bimbingan skripsi.
3. Naskah skripsi 4 eksemplar.
4. Tanda bukti pembayaran biaya bimbingan dan ujian skripsi.
5. Transkrip nilai yang telah lulus dengan IPK minimal 3.0

Kudus, Januari 2017

Mengetahui,

Ka.Prodi

Pendidikan Bahasa Inggris

Diah Kurniati, S.Pd, M.Pd.
NIS. 0610701000001190

Pemohon

Iqliludisn Al Qudsy
201232034



YAYASAN PEMBINA UNIVERSITAS MURIA KUDUS
UNIVERSITAS MURIA KUDUS
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Gondangmanis bae Kudus Po Box 53. Telp 0291-438229

STATEMENT

Name : Iqliludin Al Qudsy
NIM : 201232034
Study program : Pendidikan Bahasa Inggris

Skripsi Title : **THE STUDY OF CORRESPONDENCE IN EXPORT-IMPORT FURNITURE BUSSINESS IN JEPARA**

States that the skripsi is indeed the scientific work of mine, not from other. I only make some certain quotation from other as references. I need to support my skripsi

Kudus, January 2017

The writer


Iqliludin al qudsy
NIM. 201232034



YAYASAN PEMBINA UNIVERSITAS MURIA KUDUS
UNIVERSITAS MURIA KUDUS
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Gondangmanis bae Kudus Po Box 53. Telp 0291-438229

KETERANGAN SELESAI BIMBINGAN SKRIPSI

Yang bertanda tangan di bawah ini :

Nama : Dr. Ahmad HilalMadjdi, M.Pd.

NIP/NIS : 0610713020001020

Jabatan : Pembimbing I

Nama : Farid Noor Romadlon, S.Pd, M.Pd.

NIP/NIS : 0610701000001227

Jabatan : Pembimbing II

Menerangkan bahwa :

Nama : Iqliludin Al Qudsy

NIM : 201232034

Program studi : Pendidikan Bahasa Inggris

Telah menyelesaikan bimbingan skripsi yang berjudul :


**THE STUDY OF CORRESPONDENCE IN EXPORT-IMPORT
FURNITURE BUSSINESS IN JEPARA**

Demikian surat keterangan ini dibuat untuk mengajukan permohonan ujian terakhir.

Kudus, januari, 2017

Pembimbing II

Pembimbing I


Farid Noor Romadlon, S.Pd, M.Pd
0610701000001227

Dr. Ahmad HilalMadjdi, M.Pd.
0610713020001020

CURRICULUM VITAE

Iqliludin Al Qudsy was born on October 10th 1994 in Kudus. He lives in Karangmalang rt 03/rw 04 gebog kudas. His father's name is Moh. Masruri and his mother's name is Khusnul Hidayah. He has one young brother named Hilmi Amimudin.

He graduated from MI NU AL KHURIYAH 01 Besito Gebog kudas in 2006, then he continued his study in junior high at MTs NU IBTIDAUL FALAH Samirejo Dawe Kudus, and also in MA NU IBTIDAUL FALAH for his senior high school. After graduated, he continued to Universitas Muria Kudus majoring the study program of English Education Department in 2012.

