

EMAIL INFORMAL DAN MEMO BISNIS

Tutorial Sesi ke-3
Bahasa Inggris | MKWI4201 | 3 SKS

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EMAIL STRUCTURE



MENULIS *EMAIL*

Menentukan alamat <i>email</i>	Gunakan alamat <i>email</i> yang professional, misal: <i>namalengkap@gmail.com</i> daripada <i>bluejeansfans@yahoo.com</i> atau <i>t4yl0r5w1ft@yahoo.com</i> .
<i>Subject Line</i> yang Jelas	Tentukan perihal/topik yang mencerminkan isi <i>email</i> , misal: " <i>Subject: Broken Ceiling on the 1st Floor</i> ". Jangan mengirim <i>email</i> tanpa <i>subject</i> atau menulis isi <i>email</i> di bagian <i>subject</i> .
Menentukan Salam Pembuka/ <i>Salutation</i>	Gunakan <i>dear + first name + second name</i> , misal: <i>Dear Mark Spencer</i> . Jika namanya tidak diketahui, gunakan jabatannya, misal: <i>Dear Sales Manager</i> atau <i>To Whom It May Concern</i> .
<i>Finishing an email</i>	Akhiri dengan ucapan terima kasih atau bahwa Anda menantikan balasan. Ekspresi yang dapat digunakan: " <i>I look forward to hearing back from you.</i> " atau " <i>Thank you very much for your consideration.</i> " Jika mengandung lampiran gunakan ungkapan " <i>Please find attached ...</i> ".
<i>Punctuation</i> dan tata bahasa	Sebelum mengirim <i>email</i> , cek kembali apakah <i>email</i> Anda menggunakan tata bahasa, ejaan, dan tanda baca yang tepat.

PERBEDAAN *EMAIL* FORMAL DAN INFORMAL

Perhatikan contoh *email* di bawah ini. Keduanya dalam konteks bisnis namun bahasanya berbeda.

Dear Sir/Madam,

I would like to take a moment to introduce myself and my company. My name is Julie Liberty and I am a Marketing Manager at Draysigns Co. Our company provides customers with cutting-edge technology for all their email signature needs.

I'd love the opportunity to speak or meet with you to discuss your needs further and to tell you more about how Draysigns Co. can help you succeed. You can contact me at 415-818-6060 with any questions you may have.

Thank you,
Julie Liberty

Dear Michael,

Thank you for your active involvement in the project. The extra effort and hard work you put in the project helped us complete the project as per schedule. This shows your dedication and commitment to your work.

Once again, thank you so much for being a part of the project. Keep the good work going.

Regards,
Ryan

PERBEDAAN *EMAIL* FORMAL DAN INFORMAL

Salutation &
close

Colloquial
phrases

Vocabulary

Abbreviations

Emoticons

MEMO BISNIS

Memo (memorandum) berisi pesan/informasi yang digunakan untuk komunikasi internal antara rekan kerja atau pegawai, atau antara atasan kepada bawahannya.

Memo	Email
<ul style="list-style-type: none">• Relatif lebih pendek, singkat, padat, dan jelas	<ul style="list-style-type: none">• Relatif lebih panjang
<ul style="list-style-type: none">• Biasanya langsung menyatakan maksud pengirim tanpa pembukaan dan penutup	<ul style="list-style-type: none">• Memiliki bagian antara lain pembuka, isi, dan penutup
<ul style="list-style-type: none">• Hanya untuk komunikasi internal; tidak dapat digunakan untuk menyampaikan pesan kepada orang lain di perusahaan/organisasi lain	<ul style="list-style-type: none">• Bisa digunakan baik untuk keperluan komunikasi internal organisasi/perusahaan maupun eksternal dengan pihak luar
<ul style="list-style-type: none">• Bisa bersifat komunikasi massa, digunakan untuk mengirimkan informasi ke banyak orang dalam perusahaan/organisasi yang sama.	<ul style="list-style-type: none">• Merupakan bentuk bentuk komunikasi antarpribadi, ditujukan kepada pihak atau klien tertentu

CONTOH MEMO BISNIS

To: Computer Programming Division

From: Vice President Lumbergh

Date: February 19, 2021

Subject: Attaching cover sheets to TPS reports

This is to remind the division that, starting today, we are now filing all Testing Procedure Specification (TPS) reports with new cover sheets. The reason for this change is simple. In addition to a new format, the cover sheets provide a summary of the report as well as the updated legal copy. The new cover sheets also include Initech's new logo.

Though this change may initially seem like a headache and an extra step, it is necessary to include the new cover sheets due to their updated information. Failing to do so will result in a confusing and inaccurate product being delivered to our customers.

Please be sure to follow this new procedure.

Best regards,
Vice President Lumbergh

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