

# JENIS-JENIS SURAT DALAM BISNIS

Tutorial Sesi ke-4  
Bahasa Inggris | MKWI4201 | 3 SKS

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## HAKIKAT PENULISAN DALAM BISNIS

### Keuntungan Menggunakan Dokumentasi Tertulis

- Sebagai arsip/rekaman untuk kemudian dipelajari Kembali dan mendapatkan umpan balik
- Meningkatkan efisiensi dan efektivitas antarorganisasi
- Meningkatkan citra perusahaan dalam komunitas

### Kekurangan

- Memakan waktu
- Membutuhkan *skill* untuk menulisnya
- Pengirim dokumen tidak selalu langsung menerima umpan balik (ketidakpastian)

## JENIS-JENIS PENULISAN DALAM BISNIS

### Korespondensi Bisnis:

- Surat
- Email
- Faksimile

### Memo:

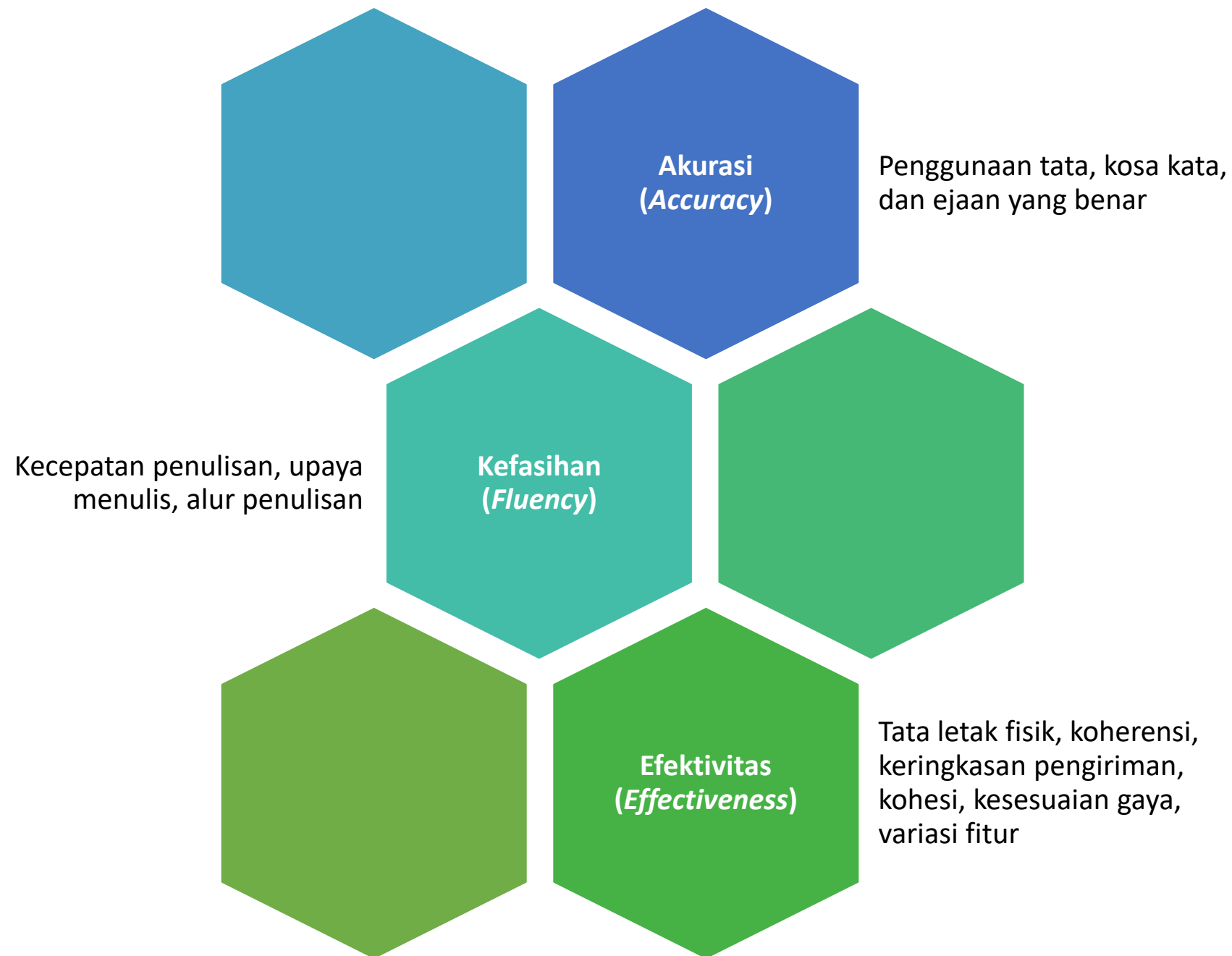
- Komunikasi tertulis dalam lingkup internal perusahaan

### Dokumentasi dan Spesifikasi Teknis / Business Requirements Specification (BRS)

### Laporan-Laporan:

- Laporan rutin, laporan penelitian, laporan rahasia, laporan tahunan, laporan penyelidikan, laporan teknis, dll.

# STANDAR PENULISAN



## UNSUR-UNSUR SURAT BISNIS FORMAL



## CONTOH SURAT RESMI

**Kop Surat**

PT Jatin & Brothers  
Jalan Ruko Biru 12, Semarang

**Nama penerima**

Manager  
Krishna Collection  
Jalan Dr. Moch Hatta 40  
Tasikmalaya

**Referensi/subjek**

Subject: Regarding delay in order

**Tanggal**

14 March 2021

**Salam pembuka**

Dear Sir,

**Badan surat**

We hereby write to inform you that your order no. 582/JPL which was due for delivery on 12 March 2021 would be late by a few days.

Due to the peak season, we have received orders in bulk. Some of these are urgent and need to be completed without any delay. With reference to our previous conversation, we think you will not have a problem with the delay since you do not have an urgency. We will update you regarding the confirmed date of delivery soon, however, I assure you that it will be delivered to you before 20 March 2021.

We apologise for the inconvenience caused. Thank you for your cooperation.

**Salam penutup  
Nama & jabatan  
pengirim**

Yours truly,  
Syarif Qasim  
Shipping Manager

# STRUKTUR LAPORAN





# CONTOH LAPORAN

## Report on Staff Turnover in GHS Corporation

### Introduction

The human resources manager requested this report to examine the high turnover rate of employees at GHS Corporation. The information in this report was gathered by members of the human resources department over three months. The five-member team analyzed administration records and working conditions, as well as interviewed staff. In this report, recommendations are made to minimize the high turnover rate among the staff working at GHS Corporation.

### Background

GHS Corporation has been operating for 10 years. It employs 200 people, with most of the employees tasked with processing fees for insurance clients. Despite operating in a region with substantial unemployment, the annual turnover has been between 60 to 65% every year.

### Findings

The most significant issue found by the HR team when interviewing staff was the lack of support to new mothers who require child care services to be able to come to work. Employees mentioned their frustration at not having an in-house child care system that could help them continue working.



## CONTOH LAPORAN (LANJUTAN)

Another issue mentioned by the staff was the lack of communication between employees and upper management. They expressed their concerns about receiving inconsistent and late instructions. They shared how they didn't know the main business objectives which led them to lose interest in the company and their jobs.

### Conclusions

The main issues that we found were as follows:

1. Lack of support to new mothers in regards to childcare
2. Lack of communication between the staff and upper management

### Recommendations

To address these two main issues, we recommend the following steps be taken:

1. An in-house childcare center can be established at minimal cost to GHS, encouraging mothers to return to work.
2. Each department should choose an employee ambassador to represent the interests of staff in management meetings. This ambassador can express concerns and relay outcomes to their teams to increase engagement.

# STRUKTUR MEMO

## 1. Kepala Memo

- Penerima
- Pengirim
- Subjek
- Tanggal



## 2. Badan Memo

- Pembuka
- Isi
- Penutup
- Lampiran (jika ada)

## CONTOH MEMO

To: All staff  
From: Leila Smith, General Manager  
Date: February 18, 2021  
Subject: Recurring data security issues

It has come to my attention that the company has experienced a series of data breaches in the last two weeks because of the recent change in our firewall security system. I know some of you have lost files on your workstations and there has been at least an accidental leak of sensitive company information. We are taking steps to address the issue to prevent further data security lapses.

In the meantime, we are switching to a temporary data management system until our engineers and external consultants can fix the problem. We welcome comments and suggestions on how to solve this problem so we can get back to delivering results for our customers.

Thanks for your understanding.

## REFERENSI

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