

HANDOUT PERTEMUAN 2

Dosen	:	Rahmania Utari, M. Pd. & Priadi Surya, M. Pd
Tujuan Perkuliahan	:	<ul style="list-style-type: none">• Memahami aturan dasar surat-menyurat dalam English• Mengenali macam-macam layout surat• Mengenali bagian-bagian surat• Mengenali gaya penulisan tanggal, nama dan alamat tujuan, panggilan kehormatan
Pokok Bahasan/Sub Pokok Bahasan	:	Form and mechanical structure I
Pengalaman Belajar	:	<ul style="list-style-type: none">• Mendengarkan ceramah• Berlatih menggunakan salutation•
Sumber	:	<ul style="list-style-type: none">• Gartside, L. (1989). <i>Modern Business Correspondence</i>. Jakarta: Binarupa Aksara• Dominguez, S. (2008). <i>Model Surat Profesional untuk Perusahaan</i>. Bandung: Citra Aditya Bakti• Ridha, S. (2007). <i>Membuat Surat-Surat Bisnis Indonesia-Inggris</i>. Jakarta: Visimedia

BASIC RULES

There may be some modification or improvisation about writing business letter, but even so, it is better to follow established practice, which is convenient if only because it provides a standard to which the business world has become accustomed. Using the custom of mechanical structure can avoid confusion and waste of time for both sender and receiver.

LETTER STYLE

Although formality in business letter-writing is rapidly giving way to less conventional and more friendly style, the lay out or mechanical structure of the letter as it is called still follows a more or less set pattern determined by custom and not resulting from any deliberate plan. Choice of lay out is a matter of individual taster, and while departures from customary form may not be wrong, they may reflect to disadvantage of those who indulge in them, in much the same way as peculiarities of dress and conduct reflect upon those who practice them.

There are three types of lay out: blocked letter style, indented letter style, and semi-blocked letter style.

1. Blocked letter Style

The practice of displaying letters in the blocked style saves typing time and is now firmly established. Its outstanding feature is the commencement of all typing lines, including those for the date, inside name and address, salutation, subheadings, and complimentary close at the left hand margin of the paper. The loss of clarity occasioned by the absence of indentations may be made good by increasing number of separate line-spacings between paragraph from two to three as shown in fig.1.

With this style it is customary to use “open” punctuation, the style of punctuation that omits all but essential punctuation marks outside the body of the letter, e.g from the inside name and address, the salutation and the complimentary close. This again saves typing times, since it restricts punctuation to its essential purpose of making meaning clear.

2. Indented letter style

This style is the first line of each paragraph of the letter, usually five spaces for pica type, and six for elite, though deeper indentations are sometimes preferred. Use of the blocked style for the inside name and address help to give the letter a tidy appearance as shown in fig 2.

The effect of indenting is to throw into relief the thought-form of the letter and this helps the reader. Traditionally, such items as heading, complimentary closures and designations are centred in relation to the length of the typing line and full,ie. “closed” punctuation is used throughout. Criticism of the indented style is that it involves much extra work, especially where a word-processing typewriter is not used.

3. Semi-blocked letter style

The blocked style suffers from the disadvantage that placement of the date and reference data on the left hand side of the paper causes inconvenience when particular letter are required from the files. Because of this, many businesses prefer to modify the blocked style by placing date and reference data on the extreme right of the paper, thus making particular letters more readily identifiable in the filing system.

Other variations of the blocked style are sometimes adopted and create a particular form of “house-style”, for example placement of the complimentary close and designation of signatory in blocked form in the middle of the typing line (see fig.3).

SEVEN PARTS IN THE BUSINESS LETTER

The style of display adopted is determined by personal taste or by a firm's preferred house-style, but whichever style is used, the business letter consist of seven parts.

1. The letter head
2. The reference and date
3. The inside name and address
4. The salutations
5. The message
6. The subscription or complimentary close
7. The writer's signature and designation.

A common fault is to type the letter too high on the paper. It should be neither too high nor too low, but nicely placed to preserve an appearance of balance and dignity. Another fault is to leave too little space for the signature. For this, not less than 4cm should be allowed between the complimentary close and the writer's designation. However faultless a business letter may be in matter, style and tone, it will not only create a bad impression but also weaken its effect if it is not attractively displayed.

SALUTATION

Whether you are writing a formal business letter to other companies, clients, vendors, government agencies, and/or customers, the format and tone of the letter has to sound *professional*. You need to sound polite and show respect to the person you are sending the letter to. Business letter is looked up a means of communication where organizations and/or individuals pass essential messages to one another. Now, these letters can be sent for various reasons like inquiry about products, job application, thank you letter, follow up letter, etc.; the point is that as there can be hundreds of reasons why someone would send a formal business letter to an organization or customer, there are certain etiquette that should be adopted. And that is the purpose of this article. We will go over some important business letter salutation etiquette everyone should be aware of.

Different Types of Business Letter Salutations

Apart from keeping a close eye on the word choices and the format of your letters, proper salutation styles need to be given top priority. The salutation is generally at the beginning of any letter and is the first thing a recipient would notice. So, depending on who you are sending a letter to, follow the correct [business letter salutation](#) etiquette mentioned below.

When the Recipient is Unknown

If you have never met the recipient before, are unaware of his/her name, and/or don't know their gender, you need to be very careful as to how to salute them. The best bet is to write *Dear Sir*, *Dear Madam*, or *Dear Sir or Madam*. On the other hand, when the gender of the recipient is unknown, then go with the old time favorite *To Whom It May Concern*. This covers both the sexes and sounds very formal, and that's the tone you want in your letter.

When You Know the Recipient

At times, after communicating with a certain client, customer, or organization, you two might know each others' first names. In this case, even though a formal business letter is being written, the salutation etiquette will change just a bit. In such cases, you can use the salutations like *Dear John/Jane*, *Dear Mr. John*, or *Dear Ms. Jane*. On the other hand, if your relationship with the recipient isn't that friendly and open, then play it safe and forget about including his/her first name. However, you don't want to say *Dear Sir/Madam* or *To Whom It May Concern* either. Here, you can opt to use their last name and write *Dear Mr. Smith* or *Dear Ms. Smith*. If it is a female recipient and you may or may not be aware if she is married or a single, the salutation with "Ms." is perfect; generally, the salutation of "Miss" is not favored.

Proper Punctuation Usage

Now that you know what the different salutation types are, let's now move on to the punctuation use for these formal business letters. After you have decided which salutation to use for the recipient, using the correct punctuation matters too. I know that there is a lot of to remember and follow for writing just 2 to 3 words in the beginning of a letter, but as I said earlier, it matters a lot. Your professionalism and attitude towards the recipient shows with what and how you write a letter.

For American English, after the name of the recipient, use a (:) colon; for example, you will write *Dear Mr. Williams:*. On the other hand, for British English, after the name of the recipient, use a (,) comma; for example, you will write *Dear Ms Williams,*. These punctuations are supposed to be used for formal business letters.

Closing Salutations

After you have finished your letter, the closing salutation has to be included as well. This is very simple as there aren't that many confusing factors like gender, formal, informal, etc. For closing

a letter, simply write *Sincerely*, *Faithfully yours*, *Yours truly*, or *Yours sincerely*. However, if you would like to sound a little less formal in your closing salutation, then use *Kind regards* or *Best regards*.

These business letter salutations and endings mentioned in the article can be used for email and actual letters. Follow the proper business letter salutation etiquette as the tone in the letters play a huge role.