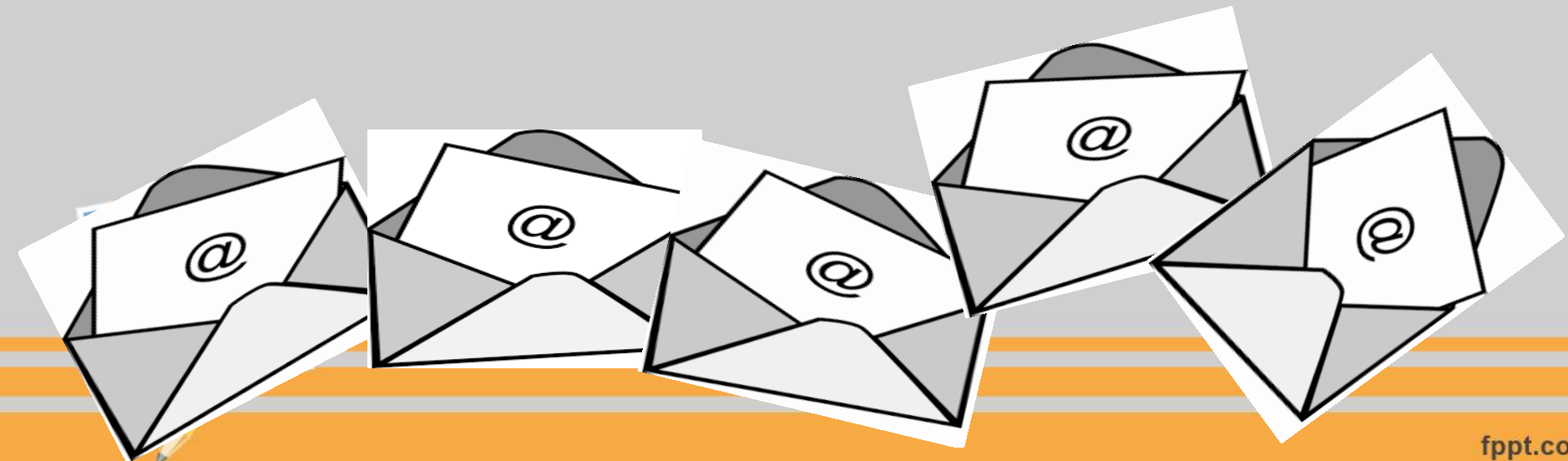


# **INFORMATIVE AND POSITIVE MESSAGES**

*Komunikasi Bisnis*



# Background

Build U'r  
Comm!



“Remember  
that your  
communication  
has a lot of  
competition out  
there”

Around  
the two  
or three  
points



By air mail  
Par avion

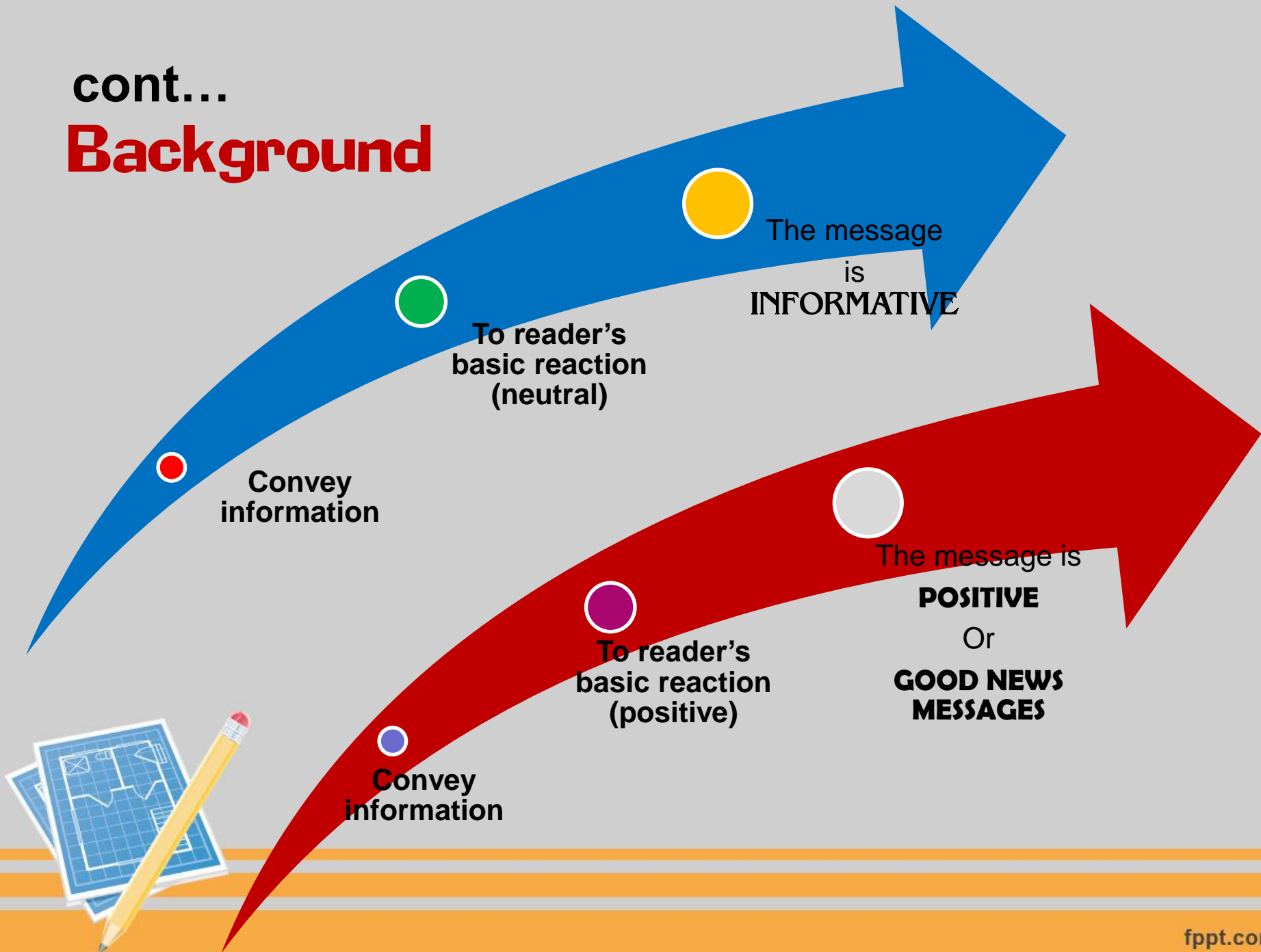
Cont...

Business messages must :

1. meet the needs of the writer (n' the writer's organization)
2. Be sensitive to the audience
3. Accurately reflect the topic being written about

cont...

# Background



cont...

# Background

Informative and positive messages include :

Acceptances

Positive answers to reader requests

Information about :  
Procedures, products, services or options

Announcements of policy changes that are neutral or positive

Changes that are to the reader's advantage



# Writing Letters Memos

## Letters

- Go to someone outside your organization

## Memos

- Go to someone in your own organization

**Note :** The differences in audience and format are the only differences between letters and memos.



# Organizing Informative Positive Messages

Give any good news and summarize the main points

Give details, clarification, background

Present any negative elements  
– as positively as possible

Explain any reader benefits

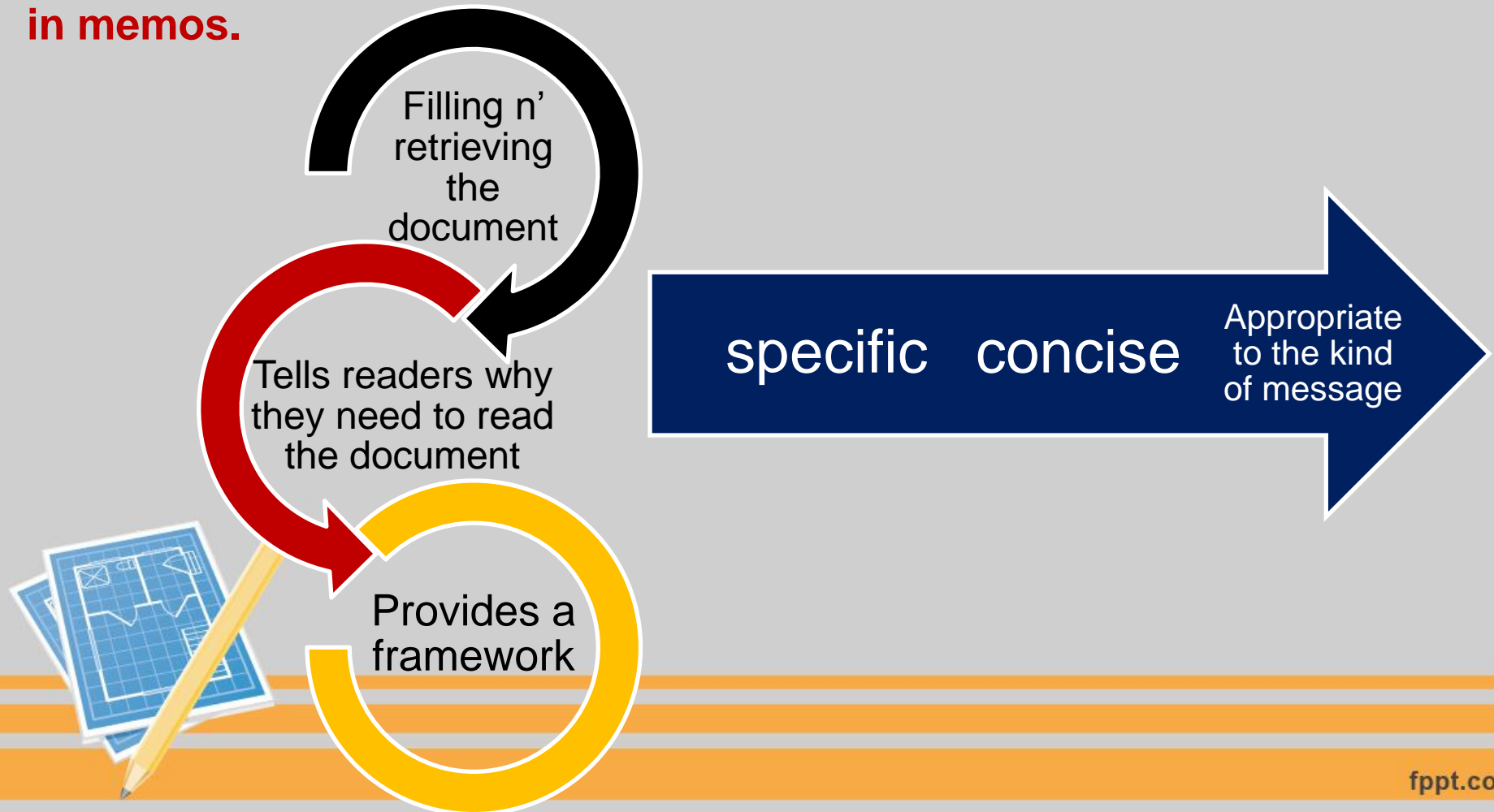
Use a goodwill ending: positive, personal, and forward - looking



Lihat contoh A positive letter...

# Subject Lines for Informative and Positive Messages

A subject line is the title of a document, it is standard in memos.



## Ex a positive memo....

March 1, 2017

To : All Chamber Employees and Members of the Chamber Insurance Group

From : Lee Ann Rabe, Vice President for Human Resources

Subject : Health Care Benefits for Same-Sex Longterm Partners

Beginning May 1, same-sex longterm partners of employees covered by the Chamber Health Plan will be eligible for the same coverage as spouses.

In order to have .....

.....

.....

.....



cont...

# Subject Lines for Informative and Positive Messages

**Note** : When you have good news for the reader, build goodwill by highlighting it in the subject line. When your information is neutral, summarize it concisely for the subject line.

**Ex :**

**Subject : Discount on Rental Cars Effective January 2**

Starting January 2, as an employee of Amalgamated Industries you can get a 15% discount on cars you rent for business or personal use from Roadway Rent-a-car.



# Ending Informative and Positive Messages

## Note : **Goodwill**

endings should focus on the business relationship you share with your reader rather than on the reader's hobbies, family, or personal life.



**Ex....**

**Weak closing paragraph** : Should you have any questions regarding this matter, please feel free to call me.

**Goodwill paragraph** : Many employee-patients appreciate the freedom to leave the hospital for a few hours. It's nice working with a hospital which is flexible enough to offer that option.

**Also acceptable** : Omit the paragraph; stop after the explanation.



# References

- Locker, Kitty O., 2006. *Business And Administrative Communication*. New York : McGraw-Hill/Irwin

