



THE ROLE OF CORRESPONDENCE OR LETTER IN THE WORLD OF BUSINESS

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ABSTRACT

Correspondence is a very important communication tool and is carried out at all times in daily tasks. Generally, correspondence consists of letters and memoranda. In the business world, correspondence is needed because business correspondence is an activity of correspondence between one party and another party, both individuals and institutions, which is related to business matters and definitely requires a good means of communication between internal companies and external parties. The correspondence function itself involves the work of dictation, typing and conveying information.

Keywords: Correspondence, Business World, Correspondence Function

INTRODUCTION

In a business, each subsystem in the organization must interact, cooperate, coordinate and produce synergy to achieve individual, group and organizational goals. Therefore, cooperation that is established both within and outside the organization is very important in order to achieve the goals of the organization concerned. So that cooperation and coordination can be carried out well, communication is necessary. According to Sedarmayanti (1997), in a broad sense communication is the process of conveying opinions, messages or symbols that contain meaning between individuals or groups.

A business definitely needs communication media, both between internal companies and with external parties. One form is a letter or correspondence. According to Sedarmayanti (1997) correspondence is a form of communication using letters as a tool. Correspondence is a very important communication tool and is carried out at all times in daily tasks. Generally, correspondence consists of letters and memoranda. The correspondence function concerns the work of dictation, typing, and conveying information. Correspondence materials are the basis for making important decisions within the company.

The role of correspondence is also increasingly important, because relations between departments cannot always be done face to face or only by telephone. Letters can be used as a means of communicating with one another.

DISCUSSION

1. Understanding Correspondence

According to Priansa and Garnida (2013) correspondence is communication between an employee and another person, between an employee and an organization or vice versa, between an employee and an agency or vice versa, between an agency and an agency, between an organization and an organization and so on with letters as a medium.

2. Understanding Letters

The following are several formulations regarding letters according to several experts:

a. According to J. Wajong

A letter is a written statement/speech to one or more people who are not present.

b. According to S. Hidajat

A letter is a piece of paper or more on which a statement or news or something is written that someone wants to ask, report or ask someone else.

c. According to Prajudi Atmosudirdjo

A letter is a piece of paper written in the personal name of the writer or the name of a position in an organization designated at a certain address and contains communication material.

Thus, it can be concluded that a letter is a communication medium containing written statements regarding data or information that you want to convey or ask about to the recipient of the letter.

3. Business letter

According to Djoko Purwanto (2006) a business letter is a letter used by a person, organizational institution, or agency to convey written business messages to other parties using certain media.

4. Characteristics of Letters

According to Ramelan (2005), several characteristics of letters are:

- a. A letter is a written message
- b. The content of the message in the letter is information
- c. Letters have standard parts
- d. Letters have a standard form
- e. The letter has one core message
- f. The language style of a letter can be formal and informal

5. Mail function

Even though communication tools are developing rapidly, their use is still maintained because letters have the following functions;

a. As a communication tool

Letters can convey information from one party to another on behalf of individuals or organizations. The information contained in the letter can be in the form of notifications, requests for information, questions, information, decisions, statements, thoughts, introductions, demands, etc.

b. As written evidence

Used as evidence if a dispute occurs between organizations or officials who have a correspondence relationship. When there are differences, the letter becomes a guide to the truth about something.

c. As a reminder tool

Letters can be used to find out about things in the past. When an event that occurred in the past is about to be revealed, a letter that has been kept as an archive becomes a reminder.

d. As historical evidence

Because letters can be used to find out the history or development of an organization/agency.

e. As an ambassador or representative of the organization

By having a letter, it represents the organization in communicating or meeting face to face with other parties.

f. Letter as a work guide

Letters can be used as a guide in carrying out work. Some letters, such as decision letters, letters of instruction contain implementation instructions or technical instructions for a job so that they become guidelines for completing a job.

6. Letter Classification

1. According to the content or manufacture, they are divided into:

- 1.1. Business letter
- 1.2. Official letter
- 1.3. Personal letter,

2. According to the purpose and objectives of writing, they are divided into:

- 2.1. Letter of notification
- 2.2. Decree
- 2.3. Certificate
- 2.4. Letter of assignment
- 2.5. Quote request letter
- 2.6. Offering letter
- 2.7. Mail order
- 2.8. Demand letter
- 2.9. Bill

3. According to its form, it is divided into:

- 3.1. Postcard
- 3.2. Postal documents
- 3.3. Cover letter
- 3.4. Memo or note

4. According to the number of targets aimed at, they are divided into:

- 4.1. Ordinary mail
- 4.2. Circular letter

5. According to Content Security, they are divided into:

- 5.1. Ordinary mail
- 5.2. Confidential letter
- 5.3. Secret letter
- 5.4. Top secret letter

6. According to the Urgency of Completion, they are divided into:

- 6.1. Ordinary mail
- 6.2. Mail soon
- 6.3. Important letter

7. According to the Letter Flow Procedure, it is divided into:

- 7.1. Incoming mail
- 7.2. Outgoing mail

8. According to the delivery method, they are divided into:

- 8.1. Postal letter
- 8.2. Telegram
- 8.3. Facsimile
- 8.4. E-mail

7. Forms of Letters

The form of the letter is the placement of the parts of the letter. There are various forms of letters that can be identified by the following characteristics:

- a. Full Block Style (full straight form) is characterized by placing all parts of the letter on the left margin. This form is the most practical and efficient in terms of work, both time, energy and thought.
- b. Block Style (straight shape) several parts of the letter are placed in the right margin, such as the date of the letter, closing greeting, name of agency, signature and seal, position of signer of the letter, and full name. Paragraph changes in this form are also marked by adding spaces.

- c. Semi Block Style (half-straight shape) is almost the same as block style, the difference is in the alternation of each paragraph. If the block style form is marked by adding spaces, then the semi block style form is marked by adding spaces and is typed by indenting/to the right with approximately 5 strokes.
- d. The Indented Style (curved shape) of writing addresses in letters is uneven or shaped like a ladder, and each new paragraph is typed indented.
- e. Hanging Paragraph (hanging form) is the same as block style, the only difference is in writing the address and paragraph. Each paragraph is written left aligned, and the next line is written indented.
- f. Old Official Style (old Indonesian official form) is characterized by placing the number, attachment and subject sequentially not separately under the letterhead. To write the destination address in the old official style, it is located on the right side below the date of the letter.
- g. New Official Style (new official Indonesian form) writes the destination address in the left margin after the number, attachment and subject.

8. Criteria for a Good Letter

The criteria for a good letter is the most important role in writing a letter, because the resulting letter is a reflection of the letter writer and can facilitate the achievement of an organization or company's goals. There are many criteria that must be met in writing a good letter. Apart from having to apply the principles of efficiency and effectiveness to be able to compose a good and interesting letter, the writer must master the criteria for a good letter. According to Thomas Wiyasa Bratawidjaja (1995) the criteria for a good letter are as follows:

- a. Letters are written in an attractive form and arranged according to the rules.
- b. Simple sentences, straightforward and easy to understand. The words used must be clear, precise and unambiguous, and correct in accordance with Indonesian grammar.
- c. The language of the letter must be respectful, polite and sympathetic so that the reader of the letter feels respected.
- d. Use abbreviations that are commonly used in correspondence.
- e. Arranged systematically, in detail, consistently and chronologically.
- f. Use punctuation and capital letters appropriately.
- g. Use standard business terms.

To produce a letter that meets the criteria mentioned above, the writer needs to know the criteria for mastering the problem, mastering written language, and having knowledge about correspondence.

9. Business Letter Language

The language characteristics of business letters are complementary, meaning they complement each other. As stated by Bratawidjaja (1995), the characteristics of business letter language:

- a. Clear
The information conveyed can be understood correctly.
- b. Straightforward
Straightforward has the meaning of the English expression business like, namely practical, nimble and fast.
- c. Charming and Polite
Menatic language here is language that is lively and able to arouse the reader's interest.

10. Parts of a Letter

1. Letter Head (Letterhead)

The letterhead or letterhead is the characteristic of an institution, business organization, body or agency which includes, among other things, the name of the

agency, complete address, telephone number, facsimile number, post office box number, website and e-mail address, and logo or emblem of the agency.

2. Letter Date

The date of the letter serves to inform the recipient of the letter about when the letter was written. The date of the letter is written in the order of the name of the place (city) where the letter is written followed by the number, date, month name and year number. When writing months, it is best not to abbreviate or use numbers but to write the name of the month in full.

3. Number, Attachments and Subject

Numbers, attachments and subjects are written sequentially downwards, starting with a capital letter and then spaced out and followed by a colon. For official letters and business letters, usually the word "attachment" is only needed if there are files attached to the letter. Next, the sequence number for writing the letter is in accordance with the existing filing code. And finally, writing the words "thing" and "subject", the writing pattern should be done consistently and in the same way as choosing between writing "thing" or "subject".

4. Name and Mailing Address

When writing a person's name, pay attention to the writing of the name concerned, including the use of greetings such as father, mother, or brother and academic degrees or honorary titles. Write the name and address of the addressee correctly, including spelling, greetings and academic or non-academic and non-academic titles. Writing a person's name begins with a capital letter for each element, rather than using capital letters throughout.

5. Greetings

An opening greeting is a respectful greeting made to another party before delivering a message. The use of opening greetings in writing a letter varies greatly according to the letter you want to convey, both formal and informal. The use of opening greetings that are often found in the business world include: With respect, greetings.

6. Content of letter

The content of the letter is the essence of the letter delivered to the recipient of the letter. In general, when writing the contents of a letter, try to use words that are easy to understand, clear, concise and not long-winded. The body of the letter includes the opening paragraph, body paragraph and closing paragraph.

7. Closing

A good letter needs to include a closing greeting as an expression of respect, or simply to show the etiquette of sending a letter. Closing greetings that are often used include our respects, my respects.

8. Signature, Name and Title

Business letters and official letters are considered valid if they are signed by an authorized official, for example the head of an agency. The signature is below the closing greeting. By signing a letter, it also means ratifying the contents of the letter. After you have signed the letter, don't forget to include the sender's name and position.

9. Copy

This section is only included if the letter requires a copy to several related agencies or parties.

10. Initials

Initials are also called passwords, which are identification marks for the officer who created the concept and typed the letter. Initials are generally placed at the bottom left.

11. The Role of Correspondence in the Business World

In the business world, correspondence is definitely necessary to collaborate with other companies. Therefore, correspondence has a role in the business world, as follows:

- a. Create good and correct letters
- b. Creating good collaboration
- c. Spread the activitie.

CONCLUSION

1. In the business world, people must always interact with each other, both individuals, groups and organizations, therefore cooperation that is established both within and outside the organization is very important in order to achieve the goals of the organization concerned. In order for cooperation and coordination to be carried out well, communication is necessary. One of the important ways of communication is writing letters or correspondence. Having this letter will make the cooperative relationship between one company and another clearer and more focused. The collaborative relationship can be officially seen or explained in the correspondence letter contained in the collaboration agreement.
2. Correspondence itself has an important role, namely creating good, clear and precise letters. In business, business correspondence is defined as correspondence activities in business matters. This includes the process of creating messages via mail, sending letters, as well as receiving letters. In everyday life, mistakes in writing various letters still occur a lot. Therefore, the criteria for a good letter is the most important role in writing a letter, because the resulting letter is a reflection of the letter writer and can facilitate the achievement of an organization or company's goals. There are many criteria that must be met in writing a good letter. Apart from having to apply the principles of efficiency and effectiveness to be able to compose a good and interesting letter, the writer must also master the criteria for a good letter. This aims to convey information, ideas and requests that support activities and exchange information and ideas which are the key to the smooth running of business activities.

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