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ENGLISH FOR BUSINESS AND OFFICE

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Cover Design:

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Layout:

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Editor:

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ISBN:

978-623-459-149-1

First Print:

September, 2022

Hak Cipta 2022, Pada Penulis

Hak Cipta Dilindungi Oleh Undang-Undang

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PREFACE

The deepest gratitude and there is no other word that we should say besides the syukur, because thanks to His grace and gift this book entitled English for business and offices has been able to be published to be consumed by a large audience. In the midst of this kind of globalization era, business relations have no limits anymore. If an entrepreneur wants to be successful in business, mastering English is one of the paths to be taken. Therefore, Business English has finally become one of the English topics that is currently very hotly discussed.

Especially for learners who are included in the EFL (English as Foreign Language) like most Indonesians. Unlike the general English topic, Business English is more specific to doing business only. The material that will be taught in business English classes is also devoted to business situations, for example for meetings, negotiations, sending emails, to presentations. In the business world or the world of work, having the ability to communicate well is very important. In order for our business or work to develop, of course we are required to be able to communicate more broadly. This will usually involve a foreign language, especially English.

Here are some commonly used English vocabulary related to the workplace or office. Almost every employee yearns for career improvement and of course an increase in income every month. However, to get these two things, of course, requires hard work, perseverance, and of course must be supported by qualified abilities and expertise. And, it is undeniable that in today's digital era and globalization, many companies make communication skills using English as a benchmark and a condition for improving the careers and income of their employees. Good communication skills and being able to speak fluent English, are the initial capital to lead to success in a career.

Therefore, the book entitled English for business and offices is present as part of an effort to increase the treasures, discussions on English for business and offices. But in the end we admit that this paper has some flaws and is far from perfect, because in fact perfection belongs

only to god. Therefore, we are happy to openly accept various criticisms and suggestions from all readers, this is certainly very necessary as part of our efforts to continue to make improvements and improvements to the next work in the future. Finally, we would like to express our gratitude to all parties who have supported and contributed to the entire series of processes for the preparation and publication of this book, so that this book can be present before the reader's hearing. Hopefully this book will be useful for all parties and can contribute to the development of science in Indonesia, especially related to the English for business and offices.

September, 2022

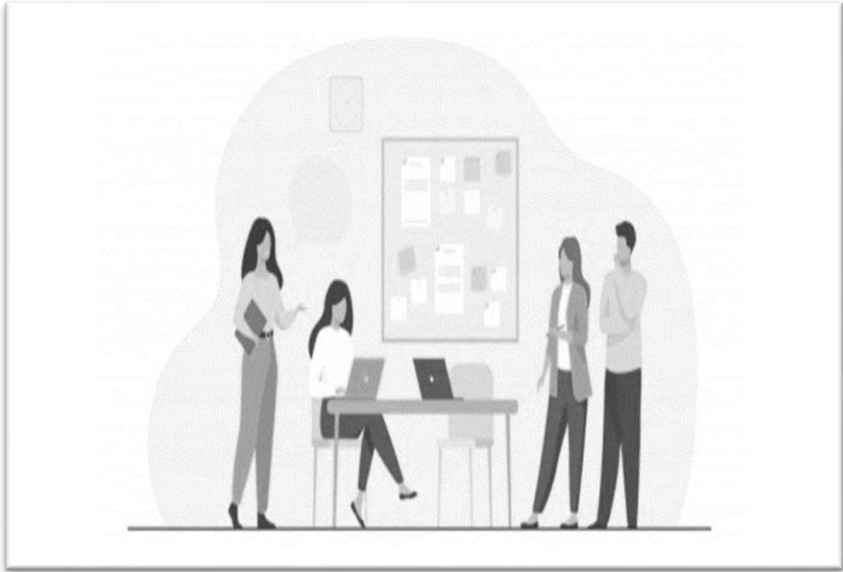
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ENGLISH FOR BUSINESS AND OFFICE

CHAPTER 3: ROUTINE CORRESPONDANCE

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Sekolah Tinggi Pariwisata Ambarrukmo (STIPRAM)

CHAPTER 3

ROUTINE CORRESPONDANCE

A. FOREWORD

In this very high speed of mobility, meeting other people directly to discuss something is not always possible. Especially if we need to reach out a huge number of people. It must be ineffective to meet them one by one. Sending letters or text to convey a message is considered the most convenient way to reach out people. By sending letters or text we can express our view, opinion, thoughts, idea and telling a new information as well. Even when you have uncertainty on the information you have got, you may ask this using letter or text. However, those only can be expressed in a simple, common, and formal way through written correspondence, or in a business field this is called as business correspondence.

Some examples of business correspondence that maybe we are already familiar with such as job application letters, a letter to customers, inquiry letters, and complaint letters. In business, there are some types of correspondence. They are made in different purposes particularly but in general they share common importance of having correspondence. Those are internal correspondence, external correspondence, routine correspondence, sales correspondence, personalized correspondence, and circulars. In this chapter, we are going to go in a deep into routine correspondence: Information shares, request for information/action, complain and claim, as well as reply.

As the name suggest ‘routine’, it is boring. However, it doesn’t mean that they are unimportant. Just imagine if you unintentionally deleted an email containing the location of important presentation. Being competent to make them great lead to some benefits: boost career progress, build personal and company image, spend time and money effectively (Hanson, 2021).

This chapter presents you with common standard of routine correspondence and variety of effective routine correspondence based on its purpose. Moreover, nowadays netiquette as well as the use of common channel of routine correspondence is discussed further.

After completing this chapter, you are expected to be able to:

- a. Follow the basic standard of writing routine correspondence
- b. write routine correspondence effectively according to its purpose
- c. follow the nowadays netiquette
- d. decide to use email, letter, or memo
- e. familiarize yourself to some term/phrases regarding to routine correspondence

B. BASIC STANDARD OF WRITING ROUTINE CORRESPONDENCE

Both communicating a set of idea and conveying your image as well as your company image are two main outcomes that need to be considered in writing routine correspondence (Hanson, 2021). To be good at communicating a set of idea make sure that the message complies these characteristics.

- Good organization. Starting the message with a main idea, then provide it with necessary details
- Audience awareness. Make sure that the message meets the audience need. Of course, your supervisor needs different message from your co-worker.
- Clarity. Make it simple but clear.
- Conciseness. Because it is routine, unnecessary detail will be bothering.
- Courtesy. Be firm but keep the tone positive and polite.
- Correctness. Careless attention on grammar will damage the writer credibility.

More importantly, conveying your professionalism image as well as your company image by having careful attention on spelling and capitalization. Although routine correspondence is an everyday communication, it is important to make them great. No matter what, make sure you recall the three P's for avoiding mistake. Plan what you're going to say, polish your writing before you send it, and proofread it (Gregg, 2016).

C. GENERIC STRUCTURE OF ROUTINE CORRESPONDENCE

This generic structure can be used for email, memo, and letter. By following this, people will recognize you as a competent writer. The basic format for routine correspondence with an opening, body, and closing is a must. They need to be adjusted based on its purpose (information share, request for information/action, complain/claim, or reply).

- Opening: state the purpose of the message upright here. Put the most important info (the main idea) in the opening. Readers receive a lot of mail. They might only look at the first few lines of your content.
- Body: necessary details best put in it, such as date, times, price, or documents needed. For efficiency, help the reader have a quick understanding by using bullets (detailed items) and numbering (indicate a sequence/level of priority).
- Closing: state the action regarding to the information or the expected outcome.

Note: current email program enables flash the first few words of incoming messages in the audience's computer. Therefore, make sure they catch up the most important info on the flash so that it can attract them to read further if they decide that it is important.

D. THE PURPOSE OF ROUTINE CORRESPONDENCE

Generally, routine correspondence keeps business operation running smoothly day to day by communicating both internally and externally in written way. Based on the purpose, it fits into four categories: information share, information/action request, complain and claim, and reply.

1. Information Share

Explaining how to operate equipment, apply for funding, renew a membership, or submit a payment are common information shared among co-workers, subordinates, or customers.

Learn how this email of information share is said to be effective.

<p>From: ted@rosco.wcompany.com sent: Tue 6/14/2011 10:28 AM To: alco@rosco.wcompany.com Cc: Subject: CHP funding opportunity</p> <p>Good morning. CHP opens a new funding opportunity. You can apply via the Ministry of Creative Economy.</p> <p>You can go to www.rosco.wcompany.com/writingbusiness/ for proposal guideline standards. Don't forget to always check the Ministry's general page on Funding Program and Support to make sure that your proposal meets the requirements. Careful review is needed so send the proposal to me before submitting to the web officially.</p>	<p>Informative subject line</p>
<p>It is look like the deadline of the proposal is at the end of the month. You might want to get on it right away.</p> <p>Ted Brown, manager of company development 614-444-81</p>	<p>Main idea is stated in the beginning</p>
<p><i>This email may contain confidential material. If you were not an intended recipient, please notify the sender and delete all copies. We may monitor email to and from our network.</i></p>	<p>It is followed by necessary details.</p>
	<p>The tone is positive.</p>
	<p>Additional contact provided with the signature block</p>
	<p>A confidentiality notice is included</p>

Note: How about sharing bad news? You may need to start it with good news, a compliment, gratitude, agreement, facts, understanding/empathy, or apology (LibreTexts, 2021).

2. Request for Information/Action

The main character of routine correspondence of requesting for information/action is assertive but polite (Hanson, 2021). Figure 2 gives a good exposure of requesting for information/action message.

Rocky Company
 XYZ 1991A
 Diz, MVT3T 2L3
 102-222-5432
www.RC.com

May 8, 2011

Town Deck's Department
 Rich Building, 105 Street
 Diz, MVT4T 2L5

SUBJECT: Information request: Samsam Foods' Proposal Investment

We're interested in investing on your product. Please provide us with information regarding the proposal investment from Samsam Foods to produce a kid friendly food with a high nutrition. Rocky Company is concerned that the product may have a serious impact on existing food businesses.

Specifically, we are requesting the following documents:

- The catalogue of the products
- The report provided by Samsam Foods on the nutrition info

The RC will be meeting on July 1 to discuss its position on the Samsam's proposal. We would appreciate having the documents by June 15 so that we can distribute copies to our members and give them time to study the information.

Sincerely,
Alice Sanders
 President, RC

The subject line is specific

The request is clear accompanied with neutral language.

The necessary documents are listed.

The date and its explanation are specific.

The writer's title and signature are included.

3. Complain and Claim

Business relationship is not always shining. We also need to complain or claim. We need our business partner do an action that we want. Therefore, complain and claim must be effective, positive (controlled tone) and accompanied with reasonable compensation demand (LibreTexts, 2021). Special for complain and claim, it is suggested to follow 3 steps process (Rebecca, 2008): state the problem, express your feeling, and ask for action. Study the following complain and claim message (PressBook, 2022).

Rocky Company
 XYZ 1991A
 Diz, MVT3T 2L3
 102-222-5432
www.RC.com

May 8, 2011

Els' Computer
 Rich Building, 105 Street
 Diz, MVT4T 2L5

SUBJECT: Refund for unwanted accessories purchase

Please refund our company for the \$87.88 unwanted accessories that was charged to my Visa that I have refused at the point of sale.

This past Wednesday (June 16), I purchased an Acer laptop at the Rich Building location of Els' Computers and was asked by the sales if I would like to add accessories to the purchase. I declined and we proceeded with the sale. When I got to my office and reviewed the receipt (please find the pdf scan enclosed), I noticed the accessories that I had declined was added to the bill after all.

Please refund the cost of the accessories to the Visa account associated with the purchase by the end of the week and let me know when you've done so. I have enjoyed shopping at Els' Computer for the reasonable prices and variety of brand available. I would sincerely like to return to purchase a printer soon.

Much appreciated.

Bella
 Manager of purchasing department of RC

Clear subject

Main action request

Justify the
 claim/complain

Deadline

4. Reply

Not all message needs a reply. Imagine, information shares to a large group, such as a departmental memo to 60 employees, if everyone wrote the sender just to say thanks, the notification of reply would irritate them. Only respond if you have valuable information to share with all the recipients or just the sender. Examine the following point to help you decide whether a message needs a reply or not.

1) Reply to information & action request

When responding to information or action requests, only deliver the necessary information or confirm that the action has been or will be completed except you have good reasons for refusing.

2) Reply to express acknowledgment

Acknowledging our partner or co-worker is important to maintain good relationship. However, not all message needs to be reply then result in unwanted notification and message load. Situation that needs necessary thank such as the senior employee mentored the new co-worker so that he/she show a better performance, exceptional hospitality under difficult circumstance, etc. Be selective on it. To make it special have a hand writing card is recommended.

3) Reply to Complain and Claim (apologize)

Business doesn't always run smoothly. Sometimes our company unintentionally give a wrong product or poor service. Such as damaged, delay, or lost shipment or maybe one business may violate another business rights. In such cases, a complain or a claim letter/email is made to make your company aware of what went wrong and what they want to be done about it.

Good customer service is pivotal to make a business survive. A smart customer service will see a complaint as both valuable information about customer expectations and an opportunity to win back a customer. Moreover, in this age of social media, winning a customer means winning their social network. Admitting fault with an apology means validate the customer. A reply to apologize or to response a complain and claim is essential to hold these points:

Points	Examples
Sincere	<i>We are genuinely sorry that you were disappointed with the customer service experience.</i>
Responsible	<i>We are sorry for inconveniencing you and will speak with all sales staff about the importance of carefully checking the accuracy of any bill of sale before sending</i>

	<i>the order for payment.</i>
Specific	<i>In another 3-4 days, you can expect this glitch to be completely fixed.</i>
Improvement-focused	<i>To improve our service, we will be shutting down all of stores for a day so that our employee can receive racial sensitivity training.</i>

Note: if you genuinely didn't do the fault, you can still express this positively by saying 'We apologize for the misunderstanding'

E. EMAIL, MEMO, OR LETTER

Email, memo, and letter have their role in routine correspondence. Although email, nowadays, has replaced many paper-based document, but it is still important to know its best used based on the purpose.

- **Email**

Email is favourable because it is fast, cheap, and efficient. It useful for internal and external correspondence. You may use it when you need a speed. You need to limit your emails to one screen page only. If you still have any detail to tell, it's better to have it as an attachment. Ensure that you use email protection services and software or just consult it to your company's information technology department.

Note: email with technical errors can be recognized as spam.

- **Memo (shortened from memorandum)**

It's usually known as less formal correspondence that more appropriate for internal co-worker, subordinate, or supervisor within organization. It is still functional especially in a company in which some employee cannot access to computers. Memos usually are put in a strategic place.

Basically, memo consists of two parts, the identifying information at the top and the message itself. The identifying information includes four easily recognized parts – to, from, date, and subject. Here, memo needs to tell these clearly and concisely. 1) time, when it will be held – 2) participants, who is necessary to be participated - 3) place, where it will be held – 4) reasons, why is it an important topic.

- **Letter**

Letter go on for two or three pages. The reasons of using letter over email are: 1) confidentiality. It needs an intention to share it to unintended audience, but email can be shared unintendedly by careless click on the mouse; 2) formality. Some message need formality to give compliment for the receiver 3) signature. Letter is still use because of this reason, legality.

Furthermore, it is different from minor complaints that only need to be communicated in person on the phone or email. Serious complaints or claims need to be delivered in formal letters to have a paper trail in case they need evidence in a lawsuit (LibreTexts, 2021).

It is usually essential for goodwill message, for example: you may need to welcome a new client, acknowledge a business gift or courtesy by sending a handwritten thank-you (it is discussed more intensely on the other chapter).

Common layout for email and letter (Hanson, 2021).



F. USEFUL PHRASES

There are some expressions/phrases are just culturally accepted among a native of English. If you're not a native speaker of English, it is strongly suggested to not translate your language into English using translation tools. It's because every language has their own way to express certain phrases that cannot be translated literally. If you do, other people may get confused or even get misunderstanding. Those result in your image of being unprofessional.

The following phrases are commonly used in writing routine correspondence that might help you (Wallwork, 2014).

Function of phrases	Formal	Less formal
Initial salutation	Dear Adam Richard	Hi there
	Dear Sales Manager	Dear All
	Dear Sir/Madam	
Introducing yourself	My name is Natalie Carter. I am the marketing manager of XYZ Company.	Hi William, nice to meet you. I'm Nichole in the Accounts Department.
	My name is Natalie Carter. I look after RTs Company in Jakarta.	Good morning. I work with Natalie in business development.
Inquiry	I was wondering if by any chance you ...	My questions are: ...
	I am writing to you because ...	I have some questions about ...
	I would be extremely grateful	I have a couple of simple requests: ...
Ending	We look forward to hearing from you.	Thank in advance.
	I would be grateful for any further information.	
Thanking to respond	Thank you for your interest in ... Thank you for the letter of the ...	-
Replying an inquiry	In reply to your letter of the ..., we wish to inform you that ...	As requested, I am sending you ...
	We have passed on your enquiry to our ...	Here is the information you requested:
Specifying	I have attached ... for your	-

attachment	review. are enclosed	-
Announcing	To all concerned, we are now moving forward on ... The following issues are based on ...	
Asking for a reply	I would appreciate your immediate attention to this matter. I look forward to hearing from you.	Appreciate your early reply. Please could you get back to me by the end of the day.
Refusing action	At the moment I'm afraid it's just not possible. I would be happy to discuss the requirements with you, but ...	

G. NETIQUETTES OF ROUTINE CORRESPONDENCE

Most people in a workplace use email for written communication now more than letter and memo. It's because it is costless and practical. However, it comes with its drawback. Most people often complain about junk mail. In order to have a good image of employer who is professional, we need to understand and follow the rule of online communication using internet, which is known as netiquettes. To make it brief, it is explain here using Dos and don'ts.

Dos

- Make sure that you only send the message to intended person, so you don't need to bother others.
- Use clear subject line. One word or vague subject may result in deleted unread message. Ex: Meeting (vague subject), Anniversary committee meeting Wednesday @ 1 PM.

- Respond promptly to an email don't let emails pile up in your inbox check for new messages several times a day.
- If you'll be offline for an extended period of time, use an auto out of office reply feature.
- Do not keep sending the same email over and over again.
- Make sure it's easy for others to contact you.
- have different personal and company email account

Don'ts

- Don't use unfamiliar abbreviations, jargon, and emotions
- Don't use read flagged words unnecessarily
- Don't use words like urgent, critical, and top priority
- Don't writing everything in capitals. It is considered shouting.
- Don't always start with introducing your names. Only if the addressee new for you.
- Don't use emotional tone and threat, such as 'heads will roll'.

H. SUMMARY

Routine correspondence is the most frequently communication used in a workplace. It is convenient, easy to use, and appropriate for routine business needs. They share the similar basic component: opening, body, and closing that can be adjusted based on its purpose of correspondence. Moreover, they shared the same characteristics as follows (Gregg, 2016).

1. Those are simplified for the busy workplace.
2. They give busy readers information quickly.
3. Most often them focus on day-to-day activities and operations in an organization.
4. Routine correspondence is not as formal.
5. demand a great deal of time and thought
6. they represent your company.

There are many types of business routine correspondence, but mostly can be categorized as:

1. routine correspondence for information sharing
2. routine correspondence for asking for information/action

3. routine correspondence for complaining and claiming
4. routine correspondence for replying

Always keep in mind that routine correspondence is well written for five reasons: good organization (begin with the most important information), important details are included, the tone is positive, provide contact info, include confidentiality notice.

Messages do not have to be long because most people prefer brevity. However, they must contain the necessary information.

TASK AND EVALUATION

- A. Write a suitable subject line for each of the situations described below.
 1. A request for a co-worker who are in customer service department to give you a document contains a list of a new customer in a year.
 2. An announcement that a payroll-deduction option is available for employees wanting to have gold investment.
 3. A message to a regular customer announcing that the order of office supplies has been run out.
- B. Assume that you work for the human resources department of an advertising company that is attempting to reduce its paper consumption. Write a message to the employees encouraging them to submit ideas for a new employee awareness program. Workers should be encouraged to submit ideas on ways to reduce paper waste in return for staycation prizes. Answer the following questions to plan the message:
 1. Which two of these groups would be the audience for this message?
 2. Choose a channel (email, memo, or letter) that would be the most effective in delivering the message to your target audience?
 3. Define a suitable subject line for the message?
 4. Write down the main idea that must be contained in first paragraph
- C. Write an email of information share about a new photo copy machine and a set of rules to use it.

- D. Think that you've ever felt mistreated in a business transaction, write a complaint or claim letter asking that the company correct the wrong.
- E. Write a reply to the above message. Ensure that you want to make betterment and continue the good relationship.

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AUTHOR PROFILE

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Penulis Pada 25 Januari 1989 di Sleman Yogyakarta, berasal dari keluarga yang berkultur Jawa. Setelah meraih sarjana pendidikan bahasa Inggris, aktivitas Pramugara lebih banyak dihabiskan untuk menulis dan mengajar di beberapa sekolah serta menggeluti profesi Guide. Tahun 2014 melanjutkan studi S2 dan Hanya dalam waktu dua tahun gelar magister Pendidikan bahasa Inggris diraihinya (M.Pd) dan di tahun 2018 ia melanjutkan studi S3 di Malaysia, Hingga saat ini penulis masih tercatat mahasiswa di Universitas Tun Hussein Onn Malaysia.

Angesti Palupiningsih, M.Pd.



The Author has a concern with the world of education. Obtained Bachelor's and Master's Degrees from State of Yogyakarta University in English Education Study Program for the Bachelor Degree and Applied Linguistics Study Program with concentration in English Education for the Master Degree. She has been working as an educator since 2007 and has been a lecturer of English for Tourism from 2015 until now. Currently working as a lecturer in the English for Tourism Subject at Ambarrukmo Tourism College of Yogyakarta. Besides teaching, she is also active in writing articles in the field of learning English and tourism. She has ever received a research grant with the title 'Identification of Local Wisdom as an Effort to Increase Tourist Attraction in Nglanggeran Ancient Volcano Ecotourism Area, Patuk District, Gunung Kidul Regency.' Some of her researches are in the field of learning English with the theme of motivation, assessment of learning English, and English for tourism. Some of his researches are entitled 'Need analyzes on English Macro-Skills for The Tourism Students of Higher Education', 'Washback of Broadcast Project-Based Assessment for Tourism 4.0 Era on Students' Learning', and 'Authentic Assessments Effectiveness on Students' Motivation and Interactions in English Speaking Activities.'

ENGLISH FOR BUSINESS AND OFFICE

In the midst of this kind of globalization era, business relations have no limits anymore. If an entrepreneur wants to be successful in business, mastering English is one of the paths to be taken. Therefore, Business English has finally become one of the English topics that is currently very hotly discussed. Especially for learners who are included in the EFL (English as Foreign Language) like most Indonesians. Unlike the general English topic, Business English is more specific to doing business only. The material that will be taught in business English classes is also devoted to business situations, for example for meetings, negotiations, sending emails, to presentations. In the business world or the world of work, having the ability to communicate well is very important. In order for our business or work to develop, of course we are required to be able to communicate more broadly. This will usually involve a foreign language, especially English. Here are some commonly used English vocabulary related to the workplace or office. Almost every employee earns for career improvement and of course an increase in income every month. However, to get these two things, of course, requires hard work, perseverance, and of course must be supported by qualified abilities and expertise. And, it is undeniable that in today's digital era and globalization, many companies make communication skills using English as a benchmark and a condition for improving the careers and income of their employees. Good communication skills and being able to speak fluent English, are the initial capital to lead to success in a career.