

THE IMPORTANCE OF GOOD ENGLISH WRITING SYSTEM FOR THE BUSINESS PEOPLE IN PROMOTING THE PRODUCTS

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ABSTRACT

The title of the research aims to know about The Importance of Good English Writing System for The Business People in Promoting the Products. Language of promotion has a power to persuade consumer's desire to the product in society. It builds some images of ideology of product, then it also uses sign systems or language which has relationship with moral values of the customers. In this research, the writer used a descriptive method through literature study by collecting some data taken from relevant books or websites. The result of research shows that the business people should determine the right English writing when they want to promote the products. They should know not only the spelling, language purpose, but also the punctuations. Last but not least, the writer suggests the business people must notice and learn a lot on how to write good English sentences. It is a must for them to learn English grammar to make the understandable sentences for the customers.

Keywords: Good English Writing, Promoting, Product.

ABSTRAK

Judul penelitian ini adalah untuk mengetahui pentingnya sistem penulisan bahasa Inggris yang baik bagi para pelaku bisnis dalam mempromosikan produknya. Bahasa promosi memiliki peranan yang sangat kuat untuk membujuk para pembeli kalangan masyarakat. Hal tersebut juga menciptakan kesan ideologi sebuah produk. Selain itu, hal itu juga menandakan adanya system bahasa yang bisa mengikat hubungan moral para pembeli. Dalam penelitian ini, penulis menggunakan metode deskriptif melalui penelitian literatur dengan cara mengumpulkan data dari buku buku yang relevan, ataupun dari internet. Hasil penelitian membuktikan bahwa para pelaku bisnis semestinya mempertimbangkan penulisan bahasa Inggris yang benar ketika mereka ingin mempromosikan produk produknya. Mereka semestinya memahami bukan hanya ejaan, tujuan bahasa, tetapi juga tanda baca. Pada akhirnya, penulis menyarankan bagi para pelaku bisnis untuk memperhatikan dan mempelajari banyak bagaimana menulis bahasa Inggris yang baik. Merekapun harus mempelajari kalimat yang bisa difahami oleh para konsumen.

Kata kunci: Penulisan Bahasa Inggris, Promosi, Produk

BACKGROUND

Language is a vital communication tool which is used by human to interact with others. Through language, someone creates reality and arranges it. Language lift to surface of the hidden things to become reality. Language is also used to depict experience of someone. Experience talks about an event, processes, people, objects, abstractions, quality, situation, and social relations around. In language, we do not only talk about symbol system in culture of human whom in the form of written language and or oral language. But also, it talks about social phenomena of broader culture in society, like clothes, food menu, ritual, and others. Discourse in mass media is also a tool as one of language phenomena. The discourse has bearing with effective and intensive communications system. Therefore, the culture of human can be built and defended the existence. Language is also used to give information to others about a thing, assure others about a truth or a thing and affects others' behavior and other's opinion. Language is also used to depict or tell how to form or to present a goods or objects, and to describe the taste of an object. Language is also able to be used to talk about the events which happened to others. So, language must be in its context and situation. Syamsuddin (1992:2) said that "language as only meaningful in its context of situation." In the world of advertisement, language also has an important role. Language is considered as mediation equipment in advertisement production process. Tarigan (1993:23) said that there are four purposes of language usage, they are oneself expression, exposition, art, and persuasion. 70 | The 35th Anniversary Slamet Riyadi University, UNISRI Solo 2015 Language in advertisement uses transactional language which prioritizes the content of communication. Language also can be conceived as interactional language which has the priority in interrelationship between addresser and addressee. In the simple paper,

the writer wants to explain about the role of language in mass media's advertisement which is able to affect the readers, the listeners, and the audience. Language has a powerful role and it is sharper than knife. Language, if it is used by someone who does not have ethics mouth, represent an action which is difficult to be traced. Because, language is graphical sound aspect language and sign then it is capable to make someone falls and badly suicides. In language, there is a hidden strength which is called communications. Language is able to move the world with the supreme awful power and we can find the power of language in advertisement which is capable to affect the people

Language is a symbol system in human culture. As Levi-Strauss (in Kasiyan, 2008:133) stated that language symptom is not only limited to the meaning of written language or oral language, but also all social phenomena of broader culture in society, such as clothes, food menu, ritual and others. In this case advertisement discourse in mass media is also seen as one of language phenomena. In the beginning, the function of language is as a tool of communication naturally, to build collective social understanding in society. Then, the existence of language is known as cultural text and will give a description of socio-cultural reality. Language is no longer limited about meaning as a reflection of social reality, but having ability (power) to form or to construct social reality. As Jessica Murray (in Kasiyan, 2008:134) stated that there are few people who observe that language has a big impact to our perception and point of view about something. In its development, language is not solely as a means of communication or a code system toward values which refer to one of monolithic reality meanings. Socially, language continuously is constructed in a certain social setting. As the representation of certain social relations, language always

forms subjects, strategies, and certain discourse themes. Language is visual which is in the form of visual picture or symbol and has a power to construct certain ideology which will also affect and form subjectivity and our awareness. Visual language is as also very effective as written language and oral language. In advertisement, language has a role to reflect the naturality of use value toward product commodity or service which are advertised. Here, language is also as a media to spread capitalistic consumerism ideology to society. The power of language which has brought the colonization of human cultural symbolic in advertisement, actually, is one of proves that the friction of language represents of one potency which can poison the existence of civilization at the present and the future. As Stanley Baldwin (in Kasiyan, 2008: 144) stated that although the use of words may be abused and the fight for their honors may at times seem hopeless, we must never give up the struggle to use them solely in the service of truth. So, in making advertisement, people should pay attention to the choice of words. It is very important. Language has a huge power that can change social phenomena.

METHOD

In this research, the writer used a descriptive method through literature study by collecting some data taken from relevant books or websites.

Qualitative research is a study based on the quality of the purpose of a study. It is designed in a general research conducted to find the unlimited objects of study. They do not use the scientific method into a standard (Sukardi, 2013:19). Meanwhile, Mulyana (2008:151) states that Qualitative research is a research by using scientific method to reveal a phenomenon by describing data and facts through words thoroughly toward the subject of research. Briefly, qualitative research is emphasized on words.

The qualitative method is also a method which applies interpretive ways by showing the research in a descriptive method. Descriptive method including a survey and facts-finding purpose of description is a description of the statement of affairs as it exists at present. It means that descriptive analysis method is a method that aims to describe and create systematically, factually. It also explains accurate information on the data (Kothari, 2004:17).

Product Promotion

Promotions is the part of marketing that specifically involves communicating company or product information to targeted customers. This is a key component of the broader marketing system, because it is what usually makes customers aware of the product, attracted to the brand, interested in buying and ultimately, loyal customers. Advertising, public relations and personal selling are three staple methods of promotion, though some new techniques have emerged in the early 21st century.

Advertising takes up a significant portion of a company's budget allocated toward marketing and promotion. It includes the development and paid delivery of brand or product messages through media. Companies usually have internal advertising departments that design and develop ads, or they work with advertising firms who specialize in the advertising process. Since the business people pay for ad placement in media such as television, radio, newspapers and magazines, the business people generally have more control over the message than you do through some other promotional methods.

The evolution of the Internet and related technologies has given rise to digital and interactive promotional methods. Email marketing, online advertising and mobile advertising have all become common components of promotional campaigns.

These methods are often relatively affordable for small businesses and offer direct connections to tech-savvy consumers who spend significant time online. Social media portals such as Twitter, Facebook and YouTube also provide inexpensive ways to interact with customers in real time.

Marketing is more than just an advertising campaign; it should result in revenue for the business. Understanding the different ways to promote the product or service can help the business people make the right choice for your business. The following are some ways of promoting the products:

1. Print and Graphic Arts Media

Depending on the type of message you want to communicate to your customers, print media offers different options, including: brochures, business cards, newspaper ads and magazines.

- Brochures, posters and packaging are a cost-effective way to provide a variety of messages and detailed information about your products and services.
- Business cards can be used to support your networking activities and give potential customers the information they need to contact you.
- Local newspaper advertising is a way to reach people in your community and repeatedly exposes them to your message in order to create a stronger local presence for your business.
- Magazines have the advantage of targeting a more specific audience of subscribers who are interested in the topics it covers.

2. Electronic Media

Electronic media is a general term for any media that requires an electronic device for the content to be accessed. Some of the most common forms of electronic media include

television, radio, internet and content for mobile devices.

- Television content captures more audience time than any other media and is targeted at home audiences.
- Radio is cost effective, and the audience is usually loyal to a station's program format.
- The internet offers you a variety of different ways to market your product or service on a website or by email.
- Cell phones and smartphones allow for marketing tactics that let you reach customers directly on their mobile devices.
- Social media marketing encourages online interaction between your customers and your business using various social networking sites.

RESULT AND DISCUSSION

We often find some mistakes in English writings either in short messages or advertisements. They make mistakes both in spellings, grammar, and sentence purposes. The following are some common English errors in business English language:

1. Using texting language

These days, we use our phones all the time for texting and messaging. The people may even message supervisors, co-workers and customers sometimes. The people probably use texting language to do this.

While texting language is fine for messaging friends and family, the people should avoid using it in business. This is because texting language does not use standard English spelling and vocabulary, and it often uses abbreviations (short forms) of words and phrases.

For example, you might text something like this: "Pls B there B4 6 pm. TY".

Pls means "please," B means "be," B4 means "before" and TY means "thank you." Not

everyone will understand this message. Even if your reader understands all the informal language and abbreviations, this message seems like you were being lazy or did not care about being mature and professional.

In business, we must always use standard English spelling and vocabulary that everyone can understand. Therefore, this message should be written as follows:

“Please be there before 6 pm. Thank you.”

2. Forming Very Long Sentences

A common mistake is writing very complex sentences which are long and difficult to understand, with little or no punctuation. Long and complex sentences will contain many ideas. Your reader might not be able to understand each individual idea if they are all written together.

Punctuation includes periods (.), commas (,), question marks (?), exclamation points (!) and other markings which separate ideas, phrases and sentences. You should always separate your most important ideas into separate sentences using the proper punctuation.

Here is an example of a sentence that is too long and complex, without much punctuation:

“We wish to inform you that the weather is bad so our shipment will be late and now we are trying to get in touch with the shipping company to see what they can do to make sure the delivery comes on time therefore we hope it will not cause any problems for you”.

You can rewrite the above sentence more effectively by breaking it into three shorter sentences and using professional words where possible. Here is an example of how you can do this:

“We are writing to inform you that our shipment has been delayed due to bad weather. We are now working with the shipping company to speed up delivery. We apologize for any inconvenience”.

3. Combining many ideas into one paragraph

Another common mistake is including too many ideas or topics into one paragraph.

The paragraph below talks about 3 different topics:

“You are invited to our project meeting at 3 pm to discuss our weekly progress. The samples will not arrive in time for our sales launch next month. John is still waiting for your customer survey forms to write his report”.

Instead, you should start a new paragraph for each new idea or topic. For example:

“You are invited to our project meeting at 3 pm to discuss our weekly progress”. (This paragraph will contain more information about the meeting.)

“The samples will not arrive in time for our sales launch next month”. (This paragraph will contain more information about the samples.)

“John is still waiting for your customer survey forms to write his report”. (This paragraph will contain more information about the report.)

If the topics are very different, you may want to write three different emails. Then each email can focus on a separate issue.

4. Repeating words unnecessarily

Repeating words unnecessarily (when there is no need to repeat anything) is another common mistake in business writing. For example:

“The shipment has been delayed due to bad weather, but we are not sure when the shipment will arrive”.

Instead of repeating “the shipment,” replace it with the pronoun “it.” For example:

“The shipment has been delayed due to bad weather, but we are not sure when it will arrive”.

5. Using incomplete sentences

Incomplete sentences do not make sense and can confuse the readers. For example, this is not a complete sentence:

“Since we are planning to hire new staff for our Customer Service Department”.

The completed sentence could look something like this:

“Since we are planning to hire new staff for our Customer Service Department, we will be able to handle more customers”.

6. Misspelling words

Spelling mistakes can make your writing look unprofessional. Luckily, they are very easy to fix.

For example: “We didn’t expect to recieve so many orders this year”. The correct spelling is “receive.” You can easily avoid this problem by using the spellchecker that is built into most software applications. Spell-checkers will usually underline the misspelled words in red. Some spell-checkers can be set to autocorrect, and the misspelled words will be automatically corrected as you type.

7. Confusing singular with plural

A very common mistake among English learners is using the singular form where plural form should be used and vice versa. If you are talking about one, single thing, you must use the singular form, and when you are talking about multiple things you must use the plural form. This is often challenging because in many languages the plural form does not exist.

In the following example, using the plural form for the word “information” is incorrect. “Information” collectively refers to facts about a certain subject and has no plural form. “All the informations you need are in this folder”. In English, uncountable nouns (for example, information, water, coffee) and collective groups (for example, staff, work, information) are considered as single units.

Unlike countable nouns, they cannot be made plural by adding -s to the end of the word. They are always discussed in singular form,

so they are used with singular verbs or pronouns.

The correct sentence should be: “All the information you need is in this folder”.

In the following example, using the singular form of the word “customer” to refer to more than one customer is incorrect. “Customer” is a countable noun and to make it plural, you add -s.

“We have more customer visiting our store this month”.

The correct sentence should be:

“We have more customers visiting our store this month”.

8. Leaving out articles “a,” “an” and “the”

Not including “a,” “an” and “the” is a very common mistake among English learners. This is because articles may not exist in other languages.

In English, these 3 little words are very important. They are used to show if you are referring to a specific noun (“the”) or an indefinite noun (“a” and “an”).

For example, the dog is describing a dog that we already know. We both know this dog, and you know which specific dog I am talking about. However, a dog could be any dog in the whole world. You do not know which dog I am talking about, so this is indefinite.

In the following example, imagine that your boss is introducing you to a consultant whose arrival has been talked about. There are two articles missing. For example: “This is consultant who will work with us for week”.

The correct sentence should be:

This is the consultant who will work with us for a week.

This is the consultant who will work with us for the week.

9. Changing tenses mid-sentence

Tenses are very important in English because they show the time when an event happened. However, other languages may use fewer or

no tenses at all. This is why many English learners find tenses difficult to understand.

In the following example, the sentence starts with the present tense and then changes to the past tense.

For example:

The manager is (present) not in today because he was (past) feeling unwell.

As a general rule, you may find it easier to simply use the same tense in one sentence.

The correct sentence should be:

The manager is (present) not in today because he is (present) feeling unwell.

10. Translating directly from your own language

It is a very common practice for English learners to do direct translations from their own language when speaking or writing in English.

They think in their own language and translate their thoughts word for word into English.

As a result, their writing will reflect (show) the grammar and sentence structures of their own language rather than those of English.

Remember that every language has its own grammatical rules and structures. No two languages are the same. Here is a simple English sentence the people might say as they are leaving work:

“I’m going home now”.

In Korean, the direct translation for this sentence would be: “I now home go”.

In Japanese, it would be: “Now house return”.

CONCLUSION

The writer concludes that the promotion language determines the selling progress. it is important for the business people to understand English totally to advertise their products. It is aimed at making the costumers understand the language purpose of the business people toward their product promotion. They must know how to write English properly. Indirectly, they must find the right English teachers to teach them.

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