

BUSINESS ENGLISH



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FOREWORD

This book consists of 14 units, each of which contains practical materials of Business English designed for students of Faculty of Economics and Business. The topics of the units have been carefully selected to motivate students to develop their competencies in Business English. Each unit begins with a text, based on a real life communicative situation followed by opportunities for individual, pair and group work on various tasks. This book also includes a wide range of activities and approaches designed to appeal to different personal learning styles. This Business English book will help students to activate knowledge of English and gain the necessary confidence and skills to use the language for their own purposes. The exercises that follow are specially chosen to expand learners' passive and active vocabulary and feed them with ideas which can be used by learners in their writing projects.

Each unit has a reading section and vocabulary but the order of the sections varies from unit to unit. Each section focuses on a particular area of language use, but also integrates and practices other skills. The passages vary in length depending on their purpose. The reading passages have been chosen for their intrinsic interest. They are drawn from a variety of sources: newspapers, magazines, letters, literature and the Internet. The purpose of reading exercises is to help and encourage students to read without stress, for enjoyment, and for specific information.

The writer would like to express her gratitude to all advisors, teachers and students for their contributions, encouragement, kind support, assistance and invaluable advice so that this is now ready to be published.

ACKNOWLEDGMENTS

First and foremost, we would like to praise and thank to the almighty God who has granted countless blessing, knowledge, and opportunity to the writers, so that we have been finally able to accomplish this book. The writers realize that many parties have provided constructive suggestions, so the highest appreciation are extended to:

1. Dr. Drs. I Made Sukamerta, M.Pd as the Rector of Universitas Mahasaraswati Denpasar;
2. Dr. Ir. I Made Tamba, MP as the Head of Research and Community Service Institution, Universitas Mahasaraswati Denpasar;
3. Prof Dra. Luh Putu Artini, M.A., Ph.D as the content and design validator;
4. Prof. Dr. Made Budiarsa, M.A as the language validator; and
5. All parties who have provided their help during the preparation of this book.

The book is far from being perfect, therefore the writers are looking forward to suggestions and constructive feedback for the betterment. Finally, we do hope that this book can make a good contribution to many parties.

Denpasar, 1 Desember 2020

The writers

BUSINESS ENGLISH BOOKMAP

Unit 1 The Secret of Business

The students will be able to:

- comprehend the reading text about the secret of business
- choose the correct statement and correct the false sentence using own word
- fill in the blanks with an appropriate word from the box
- write about their planning on their own business in the future
- practice using simple future tense

Unit 2 Social Media for Marketing

The students will be able to:

- comprehend the reading text about the use of social media for marketing
- fill in the blanks with an appropriate word from the box
- find and correct the mistake in a paragraph
- write Instagram posts that interest shoppers

Unit 3 Describing Product

The students will be able to:

- comprehend the reading text about product description
- fill in the blanks with an appropriate word from the box
- write a good description about company's products and /or services
- use simple present tense to describe things

Unit 4 Job Interview

The students will be able to:

- comprehend the reading text about job interview
- choose the correct statement and correct the false sentence using own word
- match each word with a word that is similar in meaning
- fill in the blanks with an appropriate word from the box
- check the writer main purpose in reading
- check the questions that an interviewer would ask in interview session

Unit 5. E -Commerce & Mobile Commerce

The students will be able to:

- comprehend the reading text about e-commerce & mobile commerce
- choose the correct statements and correct the false sentences using own word
- fill in the blanks with an appropriate word from the box
- match the word with its antonym
- find and correct mistakes in a paragraph

Unit 6 Business Correspondence

The students will be able to:

- comprehend the reading text about business correspondence
- choose the correct statement and correct the false sentence using own word
- match each word with the meaning on the right
- fill in the blanks with an appropriate word from the box

Unit 7 Business Presentation

The students will be able to:

- comprehend the reading text about business presentation
- choose the correct statements and correct the false sentences using own word
- complete the paragraph by choosing the word provided
- match the sentences with a word in the box provided

Unit 8 Marketing

The students will be able to:

- comprehend the reading text about marketing
- choose the correct statement and correct the false sentence using own word
- find the antonym
- fill in the blanks with an appropriate word from the box
- find and correct mistakes in a paragraph

Unit 9. Customer Complain

The students will be able to:

- comprehend the reading text about customer complaint
- choose the correct statement and correct the false sentence using own word
- match the word in the left column with the definition on the right column
- find and correct the mistake in a paragraph
- comprehend the complaint and write a solution to the case

Unit 10 Brand

The students will be able to:

- comprehend the reading text about brand
- check the true information based on the text
- choose the correct statements and correct the false sentences using own word
- match each word with a word that is similar in meaning
- fill in the blanks with an appropriate word from the box
- find and correct mistakes in a paragraph.
- write about favorite brand
- practice using simple present

Unit 11 Online Business

The students will be able to:

- check the true information based on the text
- comprehend the reading text about online business
- choose the correct statement and correct the false sentence using own word
- find the synonym in the reading text
- write a paragraph about online business name

Unit 12 Recruitment

The students will be able to:

- comprehend the reading text about recruitment
- choose the correct statement and correct the false sentence using own word
- match each word with a word that is similar in meaning
- fill in the blanks with an appropriate word from the box

Unit 13 Application Letter

The students will be able to:

- comprehend the reading text about application letter
- choose the correct statement and correct the false sentence using own word
- fill in the blanks with an appropriate word from the box
- find the phrases in the reading text then match each word with its meaning.
- find and analyze the information on application letter provided
- write a letter of application

Unit 14 Business Communication

The students will be able to:

- comprehend the reading text about business communication
- choose the correct statement and correct the false sentence using own word
- find the antonym
- match each word with a word that is similar in meaning

UNIT 1

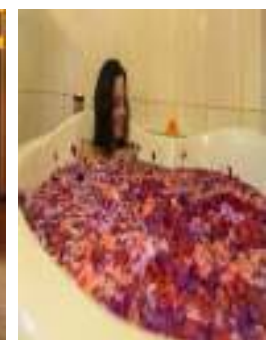
THE SECRET OF BUSINESS

BEFORE YOU READ

You are going to read the text about the secret of business. First, answer the following questions!

1. What do you think about the biggest challenge to start a business?
2. What is the secret of success in business?
3. Do you have a certain strategy to be a successful entrepreneur?

The secret of business is to know something that nobody else knows



<https://www.murnis.com/pdf-files/majalah-bali/>

Few businesses enjoy the privileges of monopoly power in their chosen fields of operation. Most marketers are increasingly global, increasingly crowded and, therefore,

increasingly competitive. To achieve commercial success firms need to do something different as Greek shipping magnate Aristotle Onassis said” they need to know something that nobody else knows” in order to stand out from the competition.

Faced with competitions, the strategy for most firms is to differentiate. This involves offering costumers something that the competitions cannot or does not offer a Unique Selling Proposition (USP). The concept was developed by US advertising executive Rooser Reeves in the 1940s to represent the key point of dramatic difference that makes a product salable at a price higher than rival products. Tangible USPs are hard to acquire and hard to copy, which makes them unique

Firms must distinguish their product and service from the competitions at every stage of production-from raw material extraction to after-sales service. Products such as Nespresso coffee-makers and Crocs footwear, and service-providers such as majority Asian-owned hotel group Tune hotels, are all heavily differentiated, each having a strong USP.

The primary benefit of uniqueness, however it is achieved, is greater customer loyalty and increased flexibility in pricing. Differentiation guards products and services form low-priced competition; it justifies higher prices and protects profitability; and it can give businesses the competitive advantage needed to stand out in the market.

Murni’s Success Secrets

Murni is often called The Mother of Ubud. She pioneered tourism in Ubud and is still extremely active in her restaurant, shop, accommodations and spa. Ni Wayan Murni finds comfort outside the spotlight simply by being herself. Her hair is mostly grey now but it’s hard to miss the grace and spirit that sparkles in the woman’s eyes, now in her late 60s. She used to cycle all the way from Ubud to Sanur and then Kuta to sell Balinese batik clothes, recalled the woman, fondly known as Murni, who arrived in her Balinese kebaya blouse. “It was a long way but at that time there wasn’t any traffic at all”, she added, while sitting comfortably in her legendary restaurant, Murni’s Warung, in Ubud, Bali.

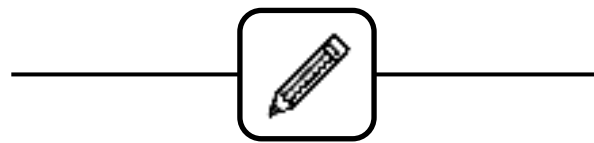
Just like Ubud, which has grown from a sleepy town to a bustling city, her business has expanded fast from when she started it in the 1970s. She is now known as one of Bali’s most successful businesswomen. A part from Murni’s Warung, which continues to attract high-profile clientele who cannot wait to taste her signature recipes such as

Balinese Smoked Duck or Sweet Sour Shrimp, she has launched several other businesses, from a villa to a spa. But the restaurant was not her first venture.

She opened two antiques shops in Ubud in the 80s and 90s to accommodate her passion of collecting artifacts and fine textiles. Murni also entered the property business with Murni's Houses in downtown Ubud and the luxurious Murni's Villas located on the road to Kintamani. Three years ago she opened Tamarind Spa, which offers Balinese massages with a serene garden view and waterfall. Her latest venture was co-authoring two books with Jonathan Copeland — the bestseller *Secrets of Bali* and *Murni's Very Personal Guide to Ubud*.

She also values the loyalty of her staff, retaining those who have been with her through the highs and lows since she first opened the restaurant. "My recipe for success is to just be myself". "I like people", "I like to talk". "I made a business for myself but I share with people".

*Adopted from Sarah Larter. 2014. The Business Book. London: Dorling Kindersley limited.
<https://www.murnis.com/murni/articles-about-murni/murnis-success-secrets/>*



AFTER YOU READ

A. Answer the following questions!

1. What is Unique Selling Proposition (USP)? Explain using your own word?
2. Why do people have to have Unique Selling Proportions in business?
3. What do you know about Ni Wayan Murni?
4. What is her secret of success?
5. What should the company do to make costumer interested in their products?
6. Do you think that the customer feedback is the secret of business success?

B. Mark each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. By doing something different, we will get commercial success firms.

[] _____

2. Greater customer loyalty and increased flexibility in pricing are the main benefits of uniqueness.

[] _____

3. The writer states that all products can be unique.

[] _____

4. Murni continues her parent's business

[] _____

5. Murni values the loyalty of her staffs

[] _____

C. Fill in the blanks with an appropriate word from the box!

| | | | | | | |
|-------------|-----------|--------------|-------------|-----------|------------|-----------|
| product | services | entrepreneur | risk | continued | durable | interests |
| consistency | costumers | buying | manufacture | booming | productive | |

1. _____ is the No.1 priority for branding.
2. A company's brand is the experience it provides _____ during the entire _____ relationship.
3. By building _____, _____ or information that improves the lives of others, we can quite literally transform your business and catapult it into the stratosphere.
4. The way of the successful _____ is to focus on the solution rather than the problem.
5. Harrington says that whatever you sell, _____, create or dream up, do it with the consumer's best _____ at heart.
6. Customer feedback is responsible for the _____ success of a new business.
7. Food truck is becoming a _____ business in Bali
8. Once you have bought a _____ good, they do not need to buy in the near future.
9. _____ can be used more broadly to describe something that produces a positive result.

D. Imagine that you will open your own business for example food store or some other business. What will you prepare for the equipment and supplies? How much will this equipment cost? Will you rent the equipment or buy it? will you create a website for your business? Write your plan here!

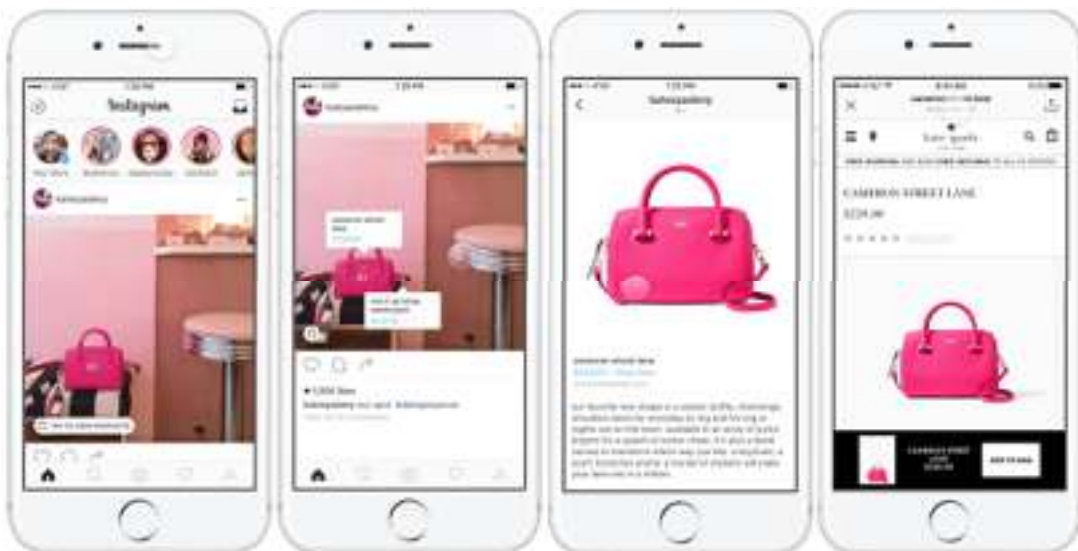
UNIT 2 SOCIAL MEDIA FOR MARKETING

BEFORE YOU READ

You are going to read the text about Instagram as a Contributor to Social Network Marketing. First, answer the following questions!

1. What are some benefits of having social networks in our lives?
2. Do you have an Instagram?
3. Do you think that Instagram can help the marketers to market their product?

Instagram as a Contributor to Social Network Marketing



<https://www.hopperhq.com/blog/shopping-tags/>

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. The customers are already interacting with brands through social media, and if the brands are not speaking directly to their audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, they are missing out! Great marketing on social media can bring remarkable success to any business, creating devoted brand advocates and even driving leads and sales.

Instagram can help a company to promote their products or services. The point that makes Instagram different from other social media is that Instagram is applying a visual

based strategy. Everything about Instagram is about photograph. Instagram marketing is an effective way to advertise a product as it is said that a picture speaks a thousand words. Additionally, Instagram can help one in saving cost for brand designing. Every image taken for a product can be edited and filtered using the Instagram functions. Instagram has provided a function known as “hash tags” for the convenience of indicating the relevant photos and videos pertaining to the product of any business. By clicking the hash tags, it allows the Instagram users to view pictures and videos that is relevant to the hash tag. Therefore, many fashion companies are now having an Instagram account to promote their products. Moreover, social media also provide the marketers an easier way to understand their customers.

Indonesia now Instagram’s largest market in APAC

Instagram has unveiled Indonesia to be its largest community in Asia Pacific with more than 45 million monthly active users. This was up from 22 million in early 2016 and makes Indonesia one of the top markets for Instagram, which currently has 700 million monthly active global users.

The study also found 80% of Indonesian Instagram users following businesses, and that one third of its most viewed Instagram Stories to come from businesses in Indonesia. This indicates the country being considered to be a destination which enables Indonesian brands to grow.

One example includes Blibli.com, which according to Instagram’s statement, was the first Indonesian business to tap on a new visual format, Ads in Stories. The brand’s campaign enjoyed strong brand results, according to Instagram. This included a 22-point lift in ad recall and a seven-point lift in message association among women aged 25 to 34. Blibli.com was also said to have seen success outside of its brand metrics, having seen almost 5,000 incremental conversions as a result of its ads in Stories.

The social media platform has also found Indonesian users to be one of the top users of its Instagram Stories function, producing twice as many stories as the global average. According to Instagram’s statement, this is reflective of the “passionate local community” which uses Instagram to share personal stories. Indonesia Instagram users also have been found to explore their passions and strengthen relationships through InstaMeets organised in Indonesia.

“We have a strong local culture of sharing moments that matter to us, so it’s no wonder that Indonesia is among the top Instagram Stories producers in the world,

producing twice as many stories as the global average,” Sri Widowati, country director of Indonesia, Facebook, said.

The Effectiveness of Social Media Marketing to Introduce Tenun Products

Kain Ikat Bali or *Endek* is a form of cultural product that was initially used only by parents and nobility, but now most of the Balinese people can use them, whether for big ceremony or prayer to the Temple. *Endek* resulting from weaving industry in Bali has averagely still using traditional motifs and designs, some of which are only used during the village ceremony. Those fabrics called *Wastra* in Balinese, has very important role during ceremonies. Even *Endek* has some of certain decoration that is sacredly connected during ceremonies or can only be used by certain people. *Endek* Denpasar are mostly dominated by domestic tourists as well as the Japanese. Domestic travelers generally like *Endek* in the form of clothing, handbags, or wallets, while the foreign tourists are likely to enjoy *Endek* cloth in the form sheet. To introduce the existence of this woven fabric, it requires different ways of marketing technique that is trying to attract the public. One of the woven fabric sales center in Denpasar. *Endek* has used a variety of ways to market and introduce as well as commodify their woven fabrics to varieties of other useful items for the community. One of the latest marketing techniques that is done is by using social media such as Instagram.

There are various ways that can be done by businesses in marketing their products, which some are by advertising in newspapers, distributing pamphlets, brochures, or perhaps among the most expensive one television advertising. But lately, with the increasing trend of social media- *Instagram, Facebook, Line, Telegram, Whatsup* and etc- users all over the globe, that is loved by all levels of society, not only by our young people but also by parents who initially just want to try the apps or who have felt the benefits directly, it could be one alternative marketing techniques that are not only cheap, but also can be very rewarding. This issue will be the subject of this study, to see how effective the promotion or marketing done via instagram conducted by Ananda Weaving Bali in introducing their products.

Adopted from <http://www.ijmbs.com/Vol7/issue4/2-raj-vinaika.pdf>

Adopted from <https://old.marketing-interactive.com/indonesia-now-instagram-largest-market-in-apac/>

Adopted from <https://www.atlantispress.com/proceedings/ictgtd-16/25868940>



AFTER YOU READ

A. Answer the following questions!

1. What is Instagram? Explain using your own word!
2. How can you use Instagram to promote a business?
3. What is the best strategy for Instagram marketing?
4. What is the function of hashtag?
5. How to get brand deals on Instagram?
6. What makes Instagram different from other social media?
7. Why do some people use Instagram for business marketing?
8. Based on the above reading, mention and explain the benefits of having Instagram for increasing sales!
9. Do you really need social media for marketing your business? Which social media platforms should your business have a presence on?

B. Fill in the blanks with an appropriate word from the box!

marketed brands employees marketers advertise
promote product business brand designing

1. Instagram has proven to be an effective platform for marketers to reach a new audience in a way the audience wants to be _____ with visuals and short messages.
2. Instagram has become the perfect opportunity for _____ to get quick messages and photos to their target audiences.
3. We can _____ anything your company may be doing—from _____/services to customers to conferences.
4. Social networking has become a very important area for marketing brands and people into _____ nowadays.
5. Instagram provide a unique way for _____ to stay in touch with their customers using just pictures and their captions as a tool.
6. Instagram is a great place to _____ your products.
7. Instagram can help one in saving cost for _____.

- C. Find and correct ten mistakes in the following paragraph. (The first mistake has been corrected).

is
Kain Endek ~~are~~ one of famous Bali's heritages in the world for the art of weaving. The ancestors bequeathed weaving techniques to the next generation, which involve all diligence, patience and a high artistic value. Materials and process can varies, for example, is made from silkworm yarn, spun by hand, colored with natural dyes from plants and done in a long time, even years. This weaving technique has been founding since ancient times. The result was much admiring, not only for local tastes, but also evokes the sense of world community. Nowadays, the influence of social media is very important from the standpoint of business. Many benefits can be drawn from the use of social media, among others is the projection of a broader product introducing and to increasing sales. It has been proving by Ananda Tenun Bali, which has been using Instagram as a form of market to capture a wider market segment, introducing their products, and simultaneously increase sales. This of course can be emulating by other business centers in this age of globalization, where technology and active role of social media can great assist the growth of the business.

- D. Imagine that you are selling products on Instagram. Discovers ways to showcase and promote your product on Instagram. Please write Instagram posts that interest shoppers!

UNIT 3 DESCRIBING PRODUCT

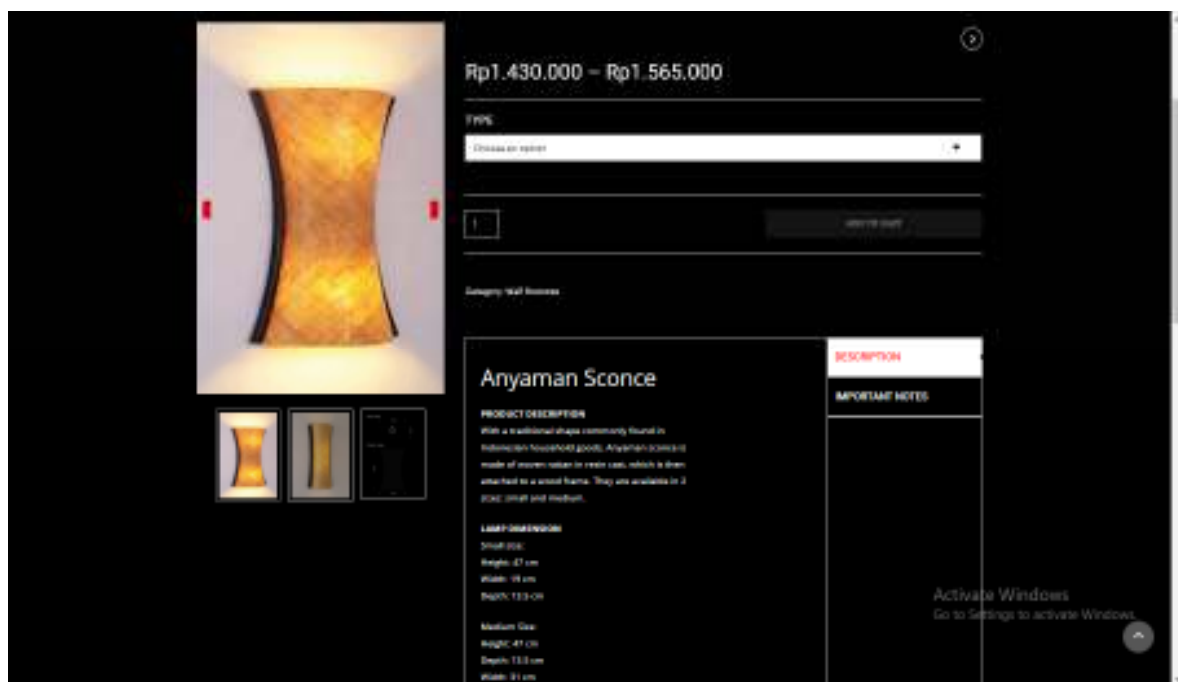
BEFORE YOU READ

You are going to read the text about How to Write the Products or Services Section.

First, answer the following questions!

1. Have you ever had to convince someone to buy something?
2. What skills does one need in order to be a successful salesperson?
3. Why are product descriptions important?

How to Write the Products or Services Section



<http://pimentrougelighting.com/online-store/wall-lamp/anyaman-sconce>

The product above is called Sconce. It is a traditional shape commonly found in Indonesian household goods, *Anyaman* sconce is made of woven rattan in resin cast, which is then attached to a wood frame. The products or services section of your business plan should clearly describe what you are selling with an emphasis on the value

you're providing to your customers or clients. This includes an in depth look at all of the elements related to what you are selling.

Describe and Compare

The section needs to explain exactly what you are selling and how it fits in the marketplace. It's easier to describe the value provided if you are the only business in the area selling the product or service in question, but it is likely competitors are doing something similar.

Provide information about your competitors' offerings, how they are similar to yours, and how they are different. It's possible your business has a slightly different take on the product or service or is targeting a slightly different audience. It's also possible what you are offering is almost identical to what your competitors are offering, but demand in the marketplace is high enough to support multiple businesses doing the same thing. Explain your situation.

Price Points

In addition to describing the actual products or services, break down how much they will cost. Products may come in different sizes, quantities, or varieties that will impact price, and services might be more or less extensive depending on the price being charged. Address what competitors are doing in this regard as well. Perhaps you are offering higher or lower quality for a different demographic but be clear about the cost and who can afford it.

Order Fulfilments

Explain what happens once someone purchases what you are selling. If it is a product, they might buy it from a retail store, have it delivered from your online shop, or perhaps they submit a custom order in advance and pick it up at a later date. If you are offering a service, it might be something that involves clients coming to you, or you might go to them. Whatever the details, make sure the process is clear.

Technology

If special technology is involved, outline what it entails. This could be specific technology you need in order to provide your services, or it might be technology clients or customers need in order to take advantage of what you're selling. For example, if signing up clients for a training seminar, you might need specific hardware and software for a presentation.

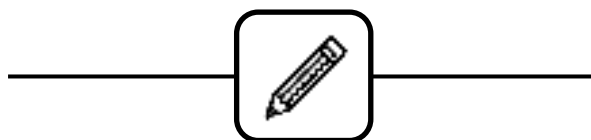
Perhaps you are selling software that requires the latest version of a particular operating system. Be sure these details are provided.

Tips for Writing the Products or Services Section

Make your description of available products or services an effective part of your business plan by following these tips:

- **Focus on the customer:** The purpose of the products or services section is to clearly express the benefits you're providing to your customers or clients. Focus on that goal by addressing how what you are selling benefits your customers. Show how it makes their lives better, easier, or more profitable.
- **Get to the point:** State the value upfront, then elaborate throughout the rest of the section while providing supporting materials. For example, if the primary benefit of what you are offering is that it saves time, state as much right away. Follow this statement with details about how it saves time and data to support the claim.
- **Keep It simple:** Assume the reader has little to no understanding of your industry and product or service. You are the expert in the industry, but the basics may not be as clear to those reading your business plan.
- **Show what makes you unique:** While describing similar products and services that are already in existence, take some time in your description to express how your product or service stands out as something different.
- **Include the fine print:** While the bulk of your products or services section should focus on the result, you also should include information about your pricing and how you arrived at that price point.

Adopted from <https://www.thebalancesmb.com/how-to-write-the-products-or-services-section-2951563#tips-for-writing-the-products-or-services-section>



AFTER YOU READ

A. Answer the following questions!

1. Why do we have to describe our product clearly?
2. What are some tips to describe a product? Explain your answer using your own word!
3. Why do we have to show the uniqueness of our product?
4. How would you promote a new product? What marketing methods would you employ?
5. What are the main feature/specifications you take into consideration when purchasing a cell phone?

B. Fill in the blanks with an appropriate word from the box!

descriptions product benefits refund sell
scannable brands sales customer trust

1. Making a list of your frequently asked questions and including answers in your _____ will make life easier for you and your customers.
2. There are a lot of different ways to format _____ descriptions.
3. If possible, you should also try to make your product descriptions _____ to allow for a quick read.
4. Product descriptions are essential for ecommerce _____ and can actually help you increase _____
5. Product descriptions enhance the _____ experience by making your site look professional and helping you _____ your product.
6. By educating customers on the key _____ and unique value proposition, your product description can help get more sales, lower _____ rates, and build customer _____

C. Now work with a partner and try to write a good description about these Indonesia's product!

1.



2.



3.



UNIT 4

JOB INTERVIEW

BEFORE YOU READ

You are going to read the text about job interview. First, answer the following questions!

1. Do you always have to be completely honest in an interview?
2. What impression will you try to give in an interview?
3. What is the most important thing that a jobseeker should prepare before an interview?

10 Best Job Interview Tips for Jobseekers



When you have successfully mastered the dual arts of how to make a resume and how make a cover letter, and you begin receiving requests for interviews, it's time to understand how to succeed in the job interview so that you are ever closer to your goal of obtaining one or more job offers. This article focuses on the ten most important job interviewing tips for jobseekers.

1. Conduct Research on the Employer, Hiring Manager, and Job Opportunity

Success in a job interview starts with a solid foundation of knowledge on the jobseeker's part. You should understand the employer, the requirements of the job, and the background of the person (or people) interviewing you. The more research you conduct, the more you'll understand the employer, and the better you'll be able to answer interview questions. Scour the organization's website and other published materials, search engines, research tools, and ask questions about the company in your network of contacts.

2. Review Common Interview Questions and Prepare Your Responses

Another key to interview success is preparing responses to expected interview questions. First, ask the hiring manager as to the type of interview to expect. Will it be one-on-one or in a group? Will it be with one person, or will you meet several members of the organization? Your goal is to try to determine what you'll be asked and to compose detailed yet concise responses that focus on specific examples and accomplishments.

A good tool for remembering your responses is to put them into a story form that you can tell in the interview. No need to memorize responses (in fact, it's best not to), but do develop talking points. There are excellent tools available to help you with interview questions and responses.

3. Dress for Success

Plan out a wardrobe that fits the organization and its culture, striving for the most professional appearance you can accomplish. Remember that it's always better to be overdressed than under and to wear clothing that fits and is clean and pressed. Keep accessories and jewelry to a minimum. Try not to smoke or eat right before the interview and if possible, brush your teeth or use mouthwash.

4. Arrive on Time, Relaxed and Prepared for the Interview

There is no excuse ever for arriving late to an interview. Short of a disaster, strive to arrive about 15 minutes before your scheduled interview to complete additional paperwork and allow yourself time to get settled. Arriving a bit early is also a chance to observe the dynamics of the workplace.

The day before the interview, pack up extra copies of your resume or CV and reference list. If you have a portfolio or samples of your work, bring those along too.

Finally, remember to pack several pens and a pad of paper to jot notes. Finally, as you get to the offices, shut off your cell phone. (And if you were chewing gum, get rid of it.)

5. Make Good First Impressions

A cardinal rule of interviewing is to be polite and offer warm greetings to everyone you meet from the parking attendant to the receptionist to the hiring manager. Employers often are curious how job applicants treat staff members and your job offer could easily be derailed if you're rude or arrogant to any of the staff. When it's time for the interview, keep in mind that first impressions, the impression interviewers get in the first few seconds of meeting you, can make or break an interview.

Make a strong first impression by dressing well (see #3), arriving early (see #4), and when greeting your interviewer, stand, smile, make eye contact, and offer a firm“ but not bone-crushing“ handshake.

Remember that having a positive attitude and expressing enthusiasm for the job and employer are vital in the initial stages of the interview; studies show that hiring managers make critical decisions about job applicants in the first 20 minutes of the interview.

6. Be Authentic, Upbeat, Focused, Confident, Candid, and Concise

Once the interview starts, the key to success is the quality and delivery of your responses. Your goal should always be authenticity, responding truthfully to interview questions. At the same time, your goal is to get to the next step, so you'll want to provide focused responses that showcase your skills, experience, and fit with the job and the employer. Provide solid examples of solutions and accomplishments but keep your responses short and to the point.

By preparing responses to common interview questions (see #2), you'll ideally avoid long, rambling responses that bore interviewers. Always attempt to keep your interview responses short and to the point. Finally, no matter how much an interviewer might bait you, never badmouth a previous employer, boss, or co-worker. The interview is about you and making your case that you are the ideal candidate for the job.

7. Remember the Importance of Body Language

While the content of your interview responses is paramount, poor body language can be a distraction at best or a reason not to hire you at worst. Effective forms of body language include smiling, eye contact, solid posture, active listening, and nodding.

Detrimental forms of body language include slouching, looking off in the distance, playing with a pen, fidgeting in a chair, brushing back your hair, touching your face, chewing gum, or mumbling.

8. Ask Insightful Questions

Studies continually show that employers make a judgment about an applicant's interest in the job by whether or not the interviewee asks questions. Thus, even if the hiring manager was thorough in his or her discussions about the job opening and what is expected, you must ask a few questions. This shows that you have done your research and that you are curious. The smart jobseeker prepares questions to ask days before the interview, adding any additional queries that might arise from the interview.

9. Sell Yourself and then Close the Deal

The most qualified applicant is not always the one who is hired; the winning candidate is often the jobseeker who does the best job responding to interview questions and showcasing his or her fit with the job, department, and organization. Some liken the job interview to a sales call. You are the salesperson and the product you are selling to the employer is your ability to fill the organization's needs, solve its problems, propel its success.

Finally, as the interview winds down, ask about the next steps in the process and the timetable in which the employer expects to use to make a decision about the position.

10. Thank Interviewer(s) in Person, by Email, or Postal Mail

Common courtesy and politeness go far in interviewing; thus, the importance of thanking each person who interviews you should come as no surprise. Start the process while at the interview, thanking each person who interviewed you before you leave. Writing thank-you emails or notes shortly after the interview will not get you the job offer, but doing so will certainly give you an edge over any of the other finalists who didn't bother to send thank-you notes.

Final Thoughts on Job Interview Success

Succeeding in job interviews takes research, practice, and persistence. The more effort you put into your interview preparation, the more success you'll see in obtaining job offers especially if you remember and follow these ten jobs interviewing tips.

Adopted from <https://www.livecareer.com/career/advice/interview/job-interview-tips>



AFTER YOU READ

A. Answer the following questions!

1. What are the keys of success in an interview?
2. What are typical interview questions that, as a candidate, you think should not be included in a job interview process?
3. How should you prepare yourself for an interview?
4. What is meant by “critical decision” in the sentence “.....*studies show that hiring managers make critical decisions about job applicants in the first 20 minutes of the interview*”?
5. Having a good impression are vital in the stage of interview, how to make a good first impression?

B. Mark each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. Question preparation is one of the keys of success in an interview.

[] _____

2. Body language is an important thing for job interview.

[] _____

3. By asking a few questions in interview day to the hiring manager, it shows that the jobseeker curious about the job.

[] _____

4. Succeeding in job interviews takes research, practice, and persistence.

[] _____

5. The smart jobseeker usually prepares a list to ask days before the interview.

[] _____

6. After completing the preparation of job descriptions and job specifications, the next step is decide a strategy to recruite the potential candidates.

[] _____

7. Structured recruitment plan is important to attract potential candidates.

[] _____

8. The candidates are required for achieving the objectives of an organization.

[] _____

C. Match each word with a word that is similar in meaning!

- | | | |
|----------------|----------|------------------|
| 1. request | (par.1) | a. certain |
| 2. applicants | (par.5) | b. certified |
| 3. specific | (par.2) | c. tenacity |
| 4. determine | (par.2) | d. try |
| 5. qualified | (par.9) | e. consideration |
| 6. persistence | (par.10) | f. demand |
| 7. interview | (par.1) | g. specify |
| 8. attempt | (par.6) | h. candidate |
| 9. attitude | (par.5) | i. debriefing |
| 10. judgement | (par.8) | j. behaviour |
| | | k. professional |
| | | l. appearance |

D. Fill the blanks with an appropriate word from the box!

jobseekers observes candidates interviews goals arise

1. Many _____ failed their first interview.
2. There is still much to be prepared for job _____.
3. To achieve the _____ that we want in interviews, we must prepare everything well.
4. The interviewer always _____ the person in the interview.
5. We must be confident in interviews even though there are many other _____.

F. Check (✓) the writer's main purpose in writing the text.

1. _____ To inform
2. _____ To inspire
3. _____ To entertain

G. Which of the following might you be asked at a job interview? Check (✓) the answer!

- a. _____ What have been your achievements date?
- b. _____ Are you happy with your career to date?
- c. _____ What do you like about your present job?
- d. _____ What are your weaknesses?
- e. _____ What kind of decision do you find most difficult?

UNIT 5 E-COMMERCE & MOBILE COMMERCE

BEFORE YOU READ

You are going to read the text about E-commerce and M-Commerce. First, answer the following question!

1. What do you know about e-commerce and m-commerce?
2. What are the differences between e-commerce and m-commerce?
3. How to become a good seller through e-commerce and m-commerce?

E-commerce is becoming Mobile Commerce



<https://www.orderhive.com/the-shift-from-e-commerce-to-m-commerce-filling-the-conversion-gaps-faster-than-ever>
<https://m.hitekno.com/internet/2020/02/28/170339/gojek-tingkatkan-keamanan-dengan-hadirnya-layanan-berteknologi-ai>
<https://nextren.grid.id/read/011886272/gojek-siapkan-3-fitur-baru-yang-menarik-berikut-ini-kegunaannya?page=all>

The term e-commerce (electronic commerce) refers to all buying and selling carried out on the Internet. M-commerce (mobile commerce) specifically involves transactions that are made through a mobile telecommunications network. These

transactions can range from the small, such as making an eBay purchase, to the potentially huge, such as trading stocks and shares. M-commerce works in a similar way to e-commerce, with websites and apps adapted or originated for mobile and handled devices. It can also include direct carrier billing, when purchases can be added to a mobile phone bill. Another function is tap to pay, where a customer makes payments using a mobile device that has been installed with credit card information via a program such as Google Wallet. The customer holds the device against a pay point enabled with a technology called near field communication (NFC); this established a radio connection between two devices to complete a transaction.

Growth of m-commerce

The value of online sales made on mobile devices is predicted to grow exponentially. North American research specialist Forrester forecasts US m-commerce sales to show compound annual growth of 48 per cent in the five years from 2012 to 2017, with the value of m-commerce over the same period increasing by 250 per cent on smartphones and more than 425 per cent on tablets.

In the UK, which leads Europe in the growth of m-commerce, Barclays PLC expects m-commerce to grow by 55 per cent over the same five-year period, while traditional online sales will grow by only 8 per cent and in-store sales by 1.6 per cent

Go-Jek Acquires Three Leading Fintech Businesses, Cementing Its Leadership In Indonesia's Fast-Growing Payments Market

Nadiem Makarim, Founder and CEO of GO-JEK Group said: "Our technology is changing lives throughout Indonesia – it supports the sharing economy and connects buyers, sellers, consumers and savers across the country. From the beginning, we have aimed to make life better for users, which is why we've grown to become an important part of the daily lives of millions of Indonesians."

"We are now taking GO-JEK to the next stage. Through the acquisitions announced today, we will be working hand in hand with three likeminded companies who share our vision and ethos. This marks a significant development in our position at the heart of Indonesia's vibrant fintech industry.

"We are very excited to welcome Kartuku, Midtrans, and Mapan into the GO-JEK family. We have collaborated with them and followed their progress for a number of years and are looking forward to working together on a shared mission to stimulate

economic growth and improve lives through increased financial inclusion in Indonesia. This is in line with the Indonesian government's aspiration for the country to become the largest digital economy in Southeast Asia by 2020."

Today, GO-JEK is the leading mobile-based consumer transactional platform in the country with 15 million weekly active users. It is also Indonesia's largest ride-hailing, food delivery and instant logistics business and leading digital wallet provider, with 900,000 drivers, more than 125,000 merchants and over 100 million transactions processed through its platform per month.

*adopted from Sarah Larter. 2014. The Business Book . London : Dorling Kindersley limited.
adopted from <https://www.gojek.com/blog/gojek/go-jek-cementing-its-leadership-in-indonesias-fast-growing-payments-market/>*



AFTER YOU READ

A. Answer the following questions!

1. Give definition about e-commerce and m-commerce by using your own word?
2. What are the differences between e-commerce and m-commerce based on the text?
3. How should merchants promote their e-commerce sites?
4. Is e-commerce profitable? Give a reason!
5. What security risk does e-commerce involve?
6. How does m-commerce work? Explain!
7. is m-commerce an easy commerce?
8. According to the research, is m-commerce growing worldwide? Explain!
9. Will m-commerce destroy retail?
10. What is special about Gojek?
11. How does Gojek make money?
12. What makes Gojek successful?

B. Mark each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. M-commerce refers to the activities of buying or selling products and services with the use of electronic systems such as the internet.

[] _____

2. E-commerce refers to the process of buying or selling products and services with the use of internet or cellular data.

[] _____

3 Both e-commerce & mobile commerce have different meaning but both these terms help users to make their life easy.

[] _____

4. In this fast moving generation, the world of technology has really improved our lives a lot. With the help of internet, everything is available on your fingertips.

[] _____

5. In North America, it is estimated that m-commerce sales increased 27 percent in five years from 2012 until 2017.

[] _____

6. In the world of e-commerce, we have removed the buyers headache to a physical shop, which automatically means, they are saving their time as well as money.

[] _____

7. GO-JEK is the first local transport, logistical and payment startup was founded in Indonesia.

[] _____

8. GO-JEK seeks to bring improvements to a large group of informal workers.

[] _____

C. Fill in the blank by choosing the correct words in the box!

| | | | | |
|------------|---------|------------|--------------|--------------|
| smartphone | network | mobile | internet | |
| payments | tap | bay | mobile | e – commerce |
| activities | | compulsory | connectivity | carry |

1. In this modern era _____ is needed by everyone.

2. E-commerce and m-commerce requires a _____ to access.
3. Banking apps is part of _____commerce.
4. E-commerce refers to all buying and selling carried out on the_____.
5. In Australia, Commonwealth Bank Customers can make tap and 90 _____as retailers.
6. This transaction can range from the small such as making an _____ purchase.
7. More and more people access the internet with mobile _____ rather than with desktop computers.
8. M-commerce is basically derived from the idea of _____. So it can be said that m-commerce is a part of e-commerce.
9. E-commerce _____ include the use of computers and laptops, whereas, in m-commerce, smartphones, tablets, iPad etc can be used.
10. Unlike m-commerce, the use of the internet is _____ in the e-commerce.
11. The _____of m-commerce is larger than e-commerce.
12. M-commerce devices are easy to _____ anywhere because they are lightly weighted which is not possible in e-commerce.

D. Match each word with a word that is opposite in meaning!

- | | |
|----------------|-----------------|
| 1. transaction | a. harmful |
| 2. convenient | b. idleness |
| 3. increase | c. unemployment |
| 4. service | d. decrease |
| 5. commerce | e. damage |
| | f. calm |
| | g. put |

E. Find and correct *ten* mistakes in the following paragraph. (The first mistake has been corrected).

GO-JEK is a local transport, logistical and payment start up, it was ~~founds~~ **founded** in 2010. It was originally a motorcycle rents for ride type of service. Now, it has evolve into a popular on-demand mobile platform, and an industry rated application maker. It also provided a wider variety of services like transportation, logistics, mobile payments,

food delivery, and many other on-demand services. Essentially a transport system, GO-JEK seek to bring improvements to a large group of informal workers. Now, GO-JEK own the largest fleet of motorcycles, cars, and trucks and it is Indonesia's biggest non-governmental employment creator. In fact, GO-JEK is Indonesia's first formal member of startup ecosystem that sought to develop its minor business operations into larger entities. No wonder, GO-JEK 's corporate motto reflect its service motivated corporate goals: speed, innovation, and social impact. GO-JEK's noble corporate goals ensures that drivers who joins it would see increases in their basic income that eventually make them self-sufficient citizens.

UNIT 6

BUSINESS CORRESPONDENCE

BEFORE YOU READ

You are going to read the text about business correspondence. First, answer the following questions!

1. Who writes business letters?
2. Why should we write business letter?
3. What are the key things to consider when writing business letters?
4. Why is written communication important?
5. What should we avoid in writing business letter?

5 Common Types of Business Correspondence



<http://foundersguide.com/5-common-types-of-business-correspondence/>

Business correspondence is a form of written communication used for business purposes. It is usually made between organizations, within the organization, or between

clients and the organization. Email can be considered as a form of business correspondence when used to represent a company or for the purpose of the business.

Written communication is important in a business for various reasons. It serves as a formal way of exchanging information while maintaining professional relationships between organizations, employees, and clients. It can also serve as future reference for the information being communicated.

The 5 most common types of business correspondence

There are different kinds of business correspondence that are typically used in organizations. The 5 most common types of business correspondence include internal correspondence, external correspondence, sales correspondence, personalized correspondence, and circulars.

1. Internal Correspondence

Internal correspondence is a written communication between the employees, units, departments, and branches of the same organization. Internal correspondence can either be formal or less formal. Routine internal correspondence are usually less formal, such as quick instructions between a supervisor and a staff, and these are normally in the form of email.

There are other more formal types of internal correspondence which include promotion letter, written reprimand, notice to explain, memorandum, formal requests for approval, and letter of approval or dismissal. These types of communication are ideally printed on paper, signed by the sender, and physically received by the recipient.

2. External Correspondence

External correspondence takes place between different organizations, or between an organization and their individual clients. This is a form of written communication made by a company to those who do not belong to their organization.

External correspondence is commonly made to vendors, creditors, suppliers, existing customers, prospective clients, financial institutions, government offices, law and accounting firms, business affiliates, sponsors or donors, and other offices that have either direct or indirect business relationship with the company.

3. Sales Correspondence

Sales correspondence refers to sales-related communications. It is not limited to just selling a product or service, but it also includes other activities relating to sales. Sales correspondence include marketing letters, offer and discount letters, sales proposals,

invoices, statement of accounts, sales reports, order confirmation, purchase orders, letters of authorization, collection letters, and such.

For the purpose of selling, it is important to know how to write quality sales letters to be able to communicate effectively. Also, marketing and offer letters should reflect truthful and non-misleading information. Other kinds of sales correspondence — such as invoice, purchase orders, and collection letters — must contain accurate information.

4. Personalized Correspondence

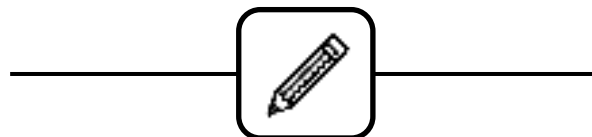
Personalized correspondence involved personal and emotional factors. Despite being labelled as “personalized”, this type of correspondence can also be used for business purposes. Examples of personalized correspondence include letters of gratitude, letters of favours or requests, appreciation notes, letters of congratulations of commendation, and such.

This correspondence doesn’t need to have a very formal tone. Though this can be done via email, writing an actual, physical letter is more preferable because it has a sense of personal touch. You may use a regular office paper for this, or perhaps a personalized yet cheap note pads, or a greeting card for a certain purpose (e.g. Thank You card, Congratulations card, etc).

5. Circulars

Circulars are notices that are communicated to a large number of people within the organization. It is also referred to as office instructions or announcements. Often, general announcements (such as changes in contact information, details about meetings with shareholders, instructions about certain protocols, etc) are being communicated via circulars.

Adopted from <https://www.express.co.uk/comment/columnists/jennifer-selway/422733/Letter-writing-being-scratched-out>



AFTER YOU READ

A. Answer the following questions!

1. What is business correspondence?

2. Explain some types of business correspondence and support your explanation with example!
3. What are the differences between internal correspondence and external correspondence? Give example!
4. Is sales correspondence needed by all companies? Why?
5. Which type of business is correspondence suitable for making a job application letter? Why?

B. Mark each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. External correspondence letter is intended for communication between employees.

2. Business correspondence can create a good working relationship.

3. Business correspondence can be made without purpose.

4. Sales correspondence is important for the purpose of selling.

5. Email cannot be considered as a form of business correspondence when used to represent a company or for the purpose of the business.

6. Routine internal correspondences are usually less formal, such as quick instructions between a supervisor and a staff, and these are normally in the form of email.

7. Circulars can also be categorized as an announcement.

C. Match each word with the meaning on the right!

- | | |
|-------------------|-----------------------------------|
| 1. Correspondence | a. divide into more subdivisions. |
| 2. Approval | b. giving wrong impression. |

- 3. Branches c. a note made for future use.
- 4. Memorandum d. accepting something as satisfactory.
- 5. Misleading e. communication by exchanging letters with someone.

D. Fill in the blanks with an appropriate word from the box!

loss communicated decoding debacle written
 Positive debt perceived overrate sender

1. _____ e-mail messages are likely to be interpreted as neutral.
2. Neutral e-mail messages are likely to be _____ as negative.
3. People who send e-mails _____ their ability to communicate feelings.
4. There is a gap between how a _____ *feels* when he writes the e-mail and the way the emotional content is _____, which can cause an error in _____ on the part of the receiver.
5. One simple e-mail can lead to a communication _____ if the e-mail is not clearly _____ and well thought out from the recipient's point of view.
6. _____ is an amount of money borrowed by one party from another.
7. Economic _____ leans toward the side of facts and figures and is more "clear-cut" when compared to non - economic loss.

UNIT 7 BUSINESS PRESENTATION

BEFORE YOU READ

You are going to read the text business presentations. First, answer the following questions!

1. How to prepare an interesting business presentation?
2. Is business presentation important for the sales? Explain!
3. How can the presenter improve audiences' action?

Purpose of Business Presentations



<https://lancangkuning.com/post/5113/karakteristik-penyaji-presentation-yang-baik-when-presenting-material.html>
<https://www.ekrut.com/media/tips-presentation>

Effective business presentations can help an organization to reduce internal conflict and increase external sales. Business presentations can be used to confirm a company's financial viability, to cast vision for a managerial staff and to honor the accomplishments of valued employees. Business presentations often take on distinctive characteristics depending on their overall purpose and the audience for which they are intended.

Many business presentations, such as quarterly accounting reports and departmental project updates, serve the primary purpose of communicating information.

These presentations provide ideas, opinions and data for a specific audience. In preparing an informative presentation, you seek primarily to teach your audience about your chosen subject. To do so, you need to learn about your audience and how much they already know about the subject, and you need to gather accurate, reliable and credible information. Referencing specific authority figures and providing significant data can also help your audience to better understand your subject.

Some business presentations have a primary purpose of persuading an audience to adopt a certain belief or to make a specific choice. Persuasive business presentations occur both internally, such as when a manager seeks to convince the staff to begin recycling, or externally, such as when members of one company makes a sales presentation to members of another organization. When you prepare a persuasive presentation, you seek to provide credible information in a compelling way, and you seek to craft an effective argument as well. Persuasive presentations often involve proposing a change in belief or action that may either reinforce or change the status quo.

Business presentations may at times serve the purpose of not only persuading the audience to accept a certain perspective, but also motivating the audience toward a specific action. Motivational presentation use persuasive tactics. These presentations, though, focus more extensively on igniting the emotions and feelings of the audience. Sales managers, for example, may give a motivational speech during the annual sales meeting, just as a coach will make a motivational speech to a football team at halftime. Understanding your audience's priorities, concerns, and motivations will help you to spur your audience to action.

Other business presentations serve the purpose of celebrating some aspect of business culture or some individual or group in a business community. Celebratory business presentations include toasts given at dinners and events, goodwill speeches made on historically significant dates, inspirational speeches given during a memorial or eulogy, and congratulatory messages recognizing achievements. These presentations help to demonstrate an individual's commitment to the company and his co-workers and to show the company's commitment to its employees and its ideals. Developing celebratory business presentations often involves researching your subject and practicing your delivery, as well as considering the needs and concerns of your audience.

Adopted from <https://bizfluent.com/info-7875472-purpose-business-presentations.html>



AFTER YOU READ

A. Choose the best answer!

1. What should the presenter prepare in doing an informative presentation?
 - a. gather accurate & reliable information to teach the audiences about the subject.
 - b. provide credible information and craft an effective argument.
 - c. give a motivational speech and understand your audience's priorities
 - d. understand your audience's priorities, concerns, and motivations
2. What is the advantage of showing a business presentation?
 - a. to reduce internal conflict and increase external sales.
 - b. to change the wrong procedures in each company.
 - c. to increase the employees' confidence in business
 - d. to make a belief that business is not easy.
3. Which word is symbolized a business presentation?
 - a. weakness
 - b. presenter
 - c. teacher
 - d. writer
4. Who must the presenter's focus on when deliver a presentation?
 - a. the audiences
 - b. the moderator
 - c. the presenter
 - d. the narrator
5. "...presentations often involve proposing a change in belief or action that may either reinforce or change the status quo". The sentence above refers to...?
 - a. members of another organization.
 - b. persuasive presentations.
 - c. specific authority figures.
 - d. business presentations.

B. Read the question carefully and answer the question briefly!

1. What is the general purpose of business presentation based on the text above?
2. Why should the presenter prepare data before doing a presentation?
3. What does a motivational presentation mean?
4. How can a business presentation help an organization to reduce internal conflict?
5. What should we do to develop ideas from business presentation?

C. Decide each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. Motivating the audience is not needed toward a specific action when delivering a presentation.
[] _____
2. A presentation must provide ideas, opinions and data to make a certain information.
[] _____
3. Informative presentations involve proposing a change in belief or a change of the status quo.
[] _____
4. Motivational presentations extensively focus on igniting the emotion.
[] _____
5. Informative tactic is needed in performing a motivational presentation.
[] _____
6. Persuasive business presentations occur in internal and external.
[] _____
7. Business presentations deliver some aspect of business culture.
[] _____
8. Effective business presentations are not useful to reduce internal conflict and increase external sales.
[] _____
9. The main purpose of a business presentation is to persuade the audience to accept a certain perspective.
[] _____

[] _____

D. Fill in the blanks with an appropriate word from the box!

project presentations significant referencing
persuading belief motivating audience

One of business presentations is quarterly accounting reports and departmental 1. _____ updates, serve the primary purpose of communicating information. These kinds of 2. _____ provide data, opinions and ideas. 3. _____ specific authority figures and providing 4. _____ data are really helpful to make your 5. _____ understand your subject. They have a primary purpose of 6. _____ an audience to adopt a certain belief or to make a specific choice also motivating the audience toward a specific action.

E. Match the following sentences with a word in the box.

internal conflict audience managerial staff
motivational presentation argument accounting report

1. A problem that occurs in an organization is caused by something within that organization.
2. A presentation that motivates the audiences toward a specific action.
3. An opinion comes from the audiences along the presentation.
4. People that take attention along the presentation.
5. The whole report about all data in a company.

UNIT 8 MARKETING

BEFORE YOU READ

You are going to read the text about introduction to marketing. First, answer the following question!

1. What do you know about marketing?
2. How will you market your product?
3. How to make your customer trust and respect your product?
4. Will you use social media to help you to market your product?

Introduction to Marketing



<https://www.balijayatrans.com/2015/04/pasar-badung-denpasar.html>
<https://fokuspapua.com/belanja-di-hypermart-bisa-liburan-ke-bali/>

We use a large variety of goods and services in our daily life. How do all these goods and services reach our home? Obviously, the business houses who produce the goods and services have to ensure that these are to be sold, and so they have to make the consumers/users aware of their products and place them at points convenient to the consumers. This involves several activities such as product planning, pricing, promotion, use of middlemen (wholesalers, retailer etc.) for sale, warehousing, transportation etc. All these activities taken together are termed as Marketing.

We know that the businessman produces goods and services for our use. These are not necessarily produced at the places where they are consumed or used. Even in

villages, now-a-days you find the products manufactured all over India and in other countries. This implies that the manufacturers must be making efforts to ensure that their products are in demand and reach the ultimate consumers all over the globe. So, when you go to the market to buy a readymade shirt you find that there are several options available to you in terms of quality of cloth used, design, colour, price etc. and you can buy what suits you most. This also implies that the manufactures assess the needs of the consumers, their tastes and preferences and plan the products accordingly. Not only that, they also ensure that people are aware about the product and its features. All these activities are said to be part of marketing function of any organisation. Thus, marketing refers to the process of ascertaining consumers' needs and supplying various goods and services to the final consumers or users to satisfy those needs. Basically, marketing is the performance of business activities that direct the flow of goods and services from producers to consumers or users. The American Marketing Association defines marketing as an organisational function and set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders.

DIFFERENCE BETWEEN MARKETING AND SELLING

The terms 'marketing' and 'selling' are related but not synonymous. 'Marketing' as stated earlier, emphasises on earning profits through customer satisfaction. In marketing, the focus is on the consumer's needs and their satisfaction. 'Selling' on the other hand focuses on product and emphasises on selling what has been produced. In fact, it is a small part of the wide process of marketing wherein emphasis is initially on promotion of goods and services and eventually on increase in sales volume. Marketing has long term perspective of winning over consumer loyalty to the product by providing him maximum satisfaction. However, selling has short-term prospective of only increasing the sales volume. In marketing, the consumer is the king whose needs must be satisfied. In selling, the product is supreme, and the entire focus is its sale. Marketing starts before production and continues even after the exchange of goods and services has taken place. It is so because provision of after sale service is an important component of marketing process. Selling starts after the production and ends as soon as the exchange of goods and services has taken place.

Adopted from <http://download.nos.org/srsec319new/319EL19.pdf>

AFTER YOU READ

A. Answer the following questions!

1. Why are marketing and selling different?
2. Which one is more profitable, marketing or selling?
3. How will you market a product if your budget was reduced to half?
4. How to overcome failure in marketing?
5. What are the aspects you look while launching a product?
6. What are the keys of marketing success?
7. How can we know that the goods developer distributed their goods around the world?
8. What are the advantages of the marketing concept?

B. Mark each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. Marketing and selling almost have the same meaning.

[] _____

2. Goods sellers are the one who distributes their product to the costumer.

[] _____

3. Marketing has a long-term winning goal over customer loyalty to the maximum satisfaction.

[] _____

4. Selling and marketing are interchangeable terms for the same business activity.

[] _____

5. Marketing is the performance of business activities that direct the flow of goods and services from producers to consumers.

[] _____

6. The focus of marketing is only on the seller and consumer's satisfaction.

[] _____

C. Match the words on the left column with their antonym on the right!

1. maximum

a. minimum

2. producer

b. disaffiliation

- | | |
|-----------------|----------------|
| 3. relationship | c. consumer |
| 4. benefit | d. abasement |
| 5. promotion | e. loss |
| 6. profit | f. marketing |
| 7. expensive | g. cheap |
| | h. cooperation |

D. Fill in the blanks with an appropriate word from the box!

| | | | |
|----------|---------------|------------|-------------|
| consumer | marketers | place | product |
| service | strategies | developing | intangible |
| price | communication | business | competitive |

- The _____ gather information regarding what are the needs of the _____ and then decide upon what to produce.
- Your customers are not just limited to the people who buy your _____ off the shelf – investors, distributors, retailers, and other stakeholders are also in this bracket.
- Marketing is the primary way to sell your product or _____ and grow your business.
- Marketing _____ can also communicate an overall value to their customers.
- _____ a marketing strategy is vital for any business.
- Product refers to the physical goods or the _____ services that you offer.
- It is critical to choose the right _____ for your product or service.
- Promotion covers all the _____ tactics that you will use to spread the word.
- To measure value in practice, it is crucial to have a shared understanding of exactly what value is in _____ markets.
- Even when no comparable market offerings exist, there is always a _____ alternative.

- E. Find and correct *seven* mistakes in the following paragraph. (The first mistake has been corrected).

satisfy

Balinese produce and sell textiles to ~~satisfying~~ tourist demand as well as to dress pleasingly before the gods in temple ceremonies and rites of passage. Textiles is an integral part of every ritual or ceremony, from a toothfiling to a cremation, and incorporate powerful motifs and symbols. Color also play a big role; it enable the Balinese to communicating with deities within the context of a religious event. A priest dress in white, the color of purity and *shunye* (the Cosmic Void), which allows him to communicates directly with sacred beings. Shiva's color, yellow, is worn by worshippers at almost any ceremony. Dressing stylishly in sumptuous clothes is also a mark of social standing. You can often tells an aristocrat by the silk brocade she wears or the gold thread lining the sarung of a Brahman man.

UNIT 9

COSTUMER COMPLAINTS

BEFORE YOU READ

Look at the title and the picture on the text below. Then check (✓) the information you think will read about in the text.

1. _____ Businessman should give a general completion for their customer.
2. _____ Recognizing the customer's personality before solve their complaints.
3. _____ The situation of the customer can be controlled by the business owner.

Six Steps to Dealing with Customer Complaints



<https://interactive.co.id/blog/strategi-pelayanan-restoran-yang-baik-dan-disukai-pelanggan-part-1-139.html>

At some point, everyone in business has to deal with an upset customer. The challenge is to handle the situation in a way that leaves the customer thinking you operate a great company. If you're lucky, you can even encourage him or her to serve as a passionate advocate for your brand.

When it comes down to it, many customers don't even bother to complain. They simply leave and buy from your competitors. Research suggests that up to 80 percent of customers who leave were, in fact, "satisfied" with the original company. Obviously, customer satisfaction is not enough. Businesses nowadays need to positively delight customers if they want to earn their loyalty.

Here are some customer-oriented tips I have learned while working in the business coaching:

1. Listen carefully to what the customer has to say and let them finish. Don't get defensive. The customer is not attacking you personally; he or she has a problem and is upset. Repeat back what you are hearing to show that you have listened.
2. Ask questions in a caring and concerned manner.

The more information you can get from the customer, the better you will understand his or her perspective. I've learned it's easier to ask questions than to jump to conclusions.

3. Put yourself in their shoes.

As a business owner, your goal is to solve the problem, not argue. The customer needs to feel like you're on his or her side and that you empathize with the situation.

4. Apologize without blaming.

When a customer senses that you are sincerely sorry, it usually diffuses the situation. Don't blame another person or department. Just say, "I'm sorry about that."

5. Ask the customer, "What would be an acceptable solution to you?"

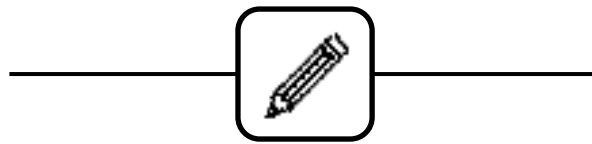
Whether or not the customer knows what a good solution would be, I've found it's best to propose one or more solutions to alleviate his or her pain. Become a partner with the customer in solving the problem.

6. Solve the problem, or find someone who can solve it— quickly!

Research indicates that customers prefer the person they are speaking with to instantly solve their problem. When complaints are moved up the chain of command, they become more expensive to handle and only add to the customer's frustration.

There is no getting around customer complaints, regardless of your industry. However, by employing these steps and taking the time to review the issue with the customer, you can turn challenges into something constructive.

Adopted from <https://www.eonetwork.org/octane-magazine/specialfeatures/sixstepstodealingwithcustomercomplaints>



AFTER YOU READ

A. Discuss the following questions!

1. Why is resolving customer complaints important?
2. Why is follow up important when resolving a customer's concern?
3. What are some good strategies to calm down angry customers?
4. Your customer has been waiting in line for a long time and she is very annoyed. What should you do?
5. What should you do if a customer is rude to you?
6. A customer asks you a question and you don't know the answer. What should you do?
7. A customer keeps getting more and more irate. Nothing you say makes the customer calm down. What should you do?
8. How do we avoid arguing with our customer when we try to solve their problem?
9. What are the causes of complaints from the customers in business?
10. Do you agree that the customer feedback is the secret of business success? Explain!
11. How do you professionally respond to a complaint?

B. Mark each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. Handling customer complaints can be hard.

[] _____

2. When a customer has a problem, listen with a perspective that is positive and empathetic.

[] _____

3. Business owner do not need to delight customers if they want to earn their loyalty.

[] _____

4. As a business owner your goal is to solve the problem with customer not argue.

[] _____

5. Costumer complaints improve your service education.

[] _____

7. Costumer complaints give a negative impact for business.

[] _____

8. There are many benefits that we can get from dealing with costumer complaints.

[] _____

9. Blaming the costumers is the solution to stop complaint.

[] _____

10. As an entrepreneur who facing the complaints from customer, we only try to make the customer satisfied.

[] _____

11. In business, when our customer found something fault in our service or goods, we have to apologize although that is not our mistake.

[] _____

12. Entrepreneur who succeeds are entrepreneurs who can provide the best products for their customer.

[] _____

C. Match the word in the left column with the definition on the right column!

1. complain

a. entailing a great expense.

2. owner

b. ignoring something.

3. expensive

c. a person or thing that furthers.

4. promoter

d. a person who purchases.

5. customer

e. person who has possession of

f. a person who manage the company

g. express dissatisfaction

D. Find and correct thirteen mistakes in the following paragraph. (The first mistake has been corrected).

are

Customer complaints is timeless. No matter the size, nature, or success of your business, you'll always has at least a small percentage of people who is not happy with what you did. Good customer service are important for ensure that customers is satisfied. Customer complaints are important for a companies because they helps making the company better. It is important to understanding the different types of customer and how to handle each one. A customer with complaint that were solve is much more likely to returning to the business again.

E. Read the following complaints and try to give a solution!

a) "My room is too hot/cold"

Guest comfort is paramount for any hotel, and temperature is a vital part of that comfort. A guest cannot relax and enjoy themselves while sweating or shivering which is why room temperature is the number one most common guest complaint. According to the data, 24% or nearly 1/4 of all guest complaints have to do with room temperature.

Solution:

b) "I can't access the Wifi."

After room temperature, wifi access is the second most common complaint. Wifi complaints make up 14 percent of total complaints logged in the service app, and to no one's surprise. Nearly 100% of modern guests have a phone, laptop, or tablet that they would like to connect to the internet, whether that is to research local attractions or work on a business trip.

Solution:

c) “I can hear too much noise in my room.”

When people book a hotel room, they expect peace and quiet for a relaxing stay. Of course, the city and other guests don’t always comply with this situation. Hearing outside noise in the room makes up 11 percent of guest complaints and often for good reason.

Solution:

d) “I found a ____, my room isn’t clean!”

Hotel rooms are expected to be spotless and pristine for each new guest, and an uncleanly room is any hotelier’s definition of a bad day. From hair in the tub to sneakers left in a bottom drawer, guests usually have legitimate reasons for complaints about room cleanliness. These complaints make up about 10 percent of the total complaints in a year.

Solution:

e.) “I have a problem with your hotel service...”

The fifth most common guest complaint at 9% is a problem with some service in the hotel. Perhaps their room service meal was late or cold, or they couldn’t book a spa treatment, or the concierge desk would not do something for them that concierge desks do not do.

Solution:

UNIT 10

BRAND

BEFORE YOU READ

You are going to read the text about brand. First, answer the following questions:

1. Why are brand names important?
2. Name three different sources of brand names!
3. What brands do you like or follow on social media and why?
4. Have you ever thought about developing a business? What brand do you want to have?

Look at the title below. Then check (✓) if you think these adjectives describe the title

1. () Famous
2. () Unique
3. () Amazing
4. () Labelle
5. () Priceable

You are your brand



from <http://masterbrand.info/>

What is a brand? It is a group of goods that have the same name and are made by the same company. For example, Coca-cola is one brand of Soda. Nike, Adidas and Converse are all brands of sneakers. Over the years, branding has come to mean much

more than that. Manufactures and marketers use the term “brand” to refer to all of the characteristics that people think of when they think of a particular brand.

Branding is important to any business. It says who you are, what you offer and what you stand for. Customers choose one brand over another because of what that brand represents (such as fun, quality, or value) and because they know what they can expect when they do business with a particular brand. Your brand is just as important.

The way you present yourself and your business is part of your brand. Do you want to be seen as trustworthy and reliable? As hip and fashionable? As always up to date and knowledgeable about technology? These are attributes you can convey with your reactions as well as with your company name, colors, logo, tagline, or slogans.

Great Story of Ni luh Djelantik, Bali World Class Footwear



<https://prezi.com/3dguxhytswza/nuluh-djelantik/>
<http://nextentrepreneurs.blogspot.com/2015/11/nuluh-djelantik-sang-desainer-sepatu.html>

Began this shoes business in 2004, Ni Luh Putu Ary Pertami Djelantik has successfully introduced her shoes brand “Nilou” which the name of the brand was derived from her nick name “Ni Luh”. Ni Luh’s products is currently be able to compete with many famous shoes brands in international market. Her carefulness in determine middle to top class of consumers, pushed this woman who born at June 15, 1975 to always prioritize the quality of her products rather than the quantity. Therefore, no need to wonder about the quality of Ni Luh Djelantik products now successfully attracts the consumers, especially in worldwide market.

Most of Indonesia citizens are not recognize the shoes brand of “Nilou”. But who knows that the local product made in Bali has a huge fame in global market, even they have hundreds of outlets which already spread overseas in more than 20 foreign countries. They have successfully entered a worldwide class such as America Market,

France, England, Australia, Japan, Uni Emirates Arab, and some another countries in various continent. Ni Luh Djelantik is one of the most influential footwear in the world, despite the fact that she actually comes from a very small town in Bali. When you stroll around the Petitenget area, you just might have seen a massive sign with the drawing of a red high heel shoe – and in case you are wondering, that is the quintessential sign of Niluh Djelantik’s store, a shoe haven for fashionistas. Bali & Beyond (BB) has always been fond of her collections.

How to build your brand

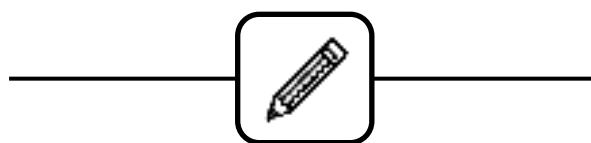
Your brand represents you and your company and tells costumers what they can expect when they do business with you. At the core of branding is trust. Your brand is your reputation. Take care in building it and maintaining it.

Here are some of the characteristics you might want to get across to your costumers.

- You will follow through with any promises you make.
- You will provide a good product.
- You will provide a consistent product. For example, if you are baking and selling muffins, those muffins will be the same size and shape each time. Each batch will taste the same.
- You are reliable.
- You will show up when you are supposed to.
- You will complete your work on time.
- You will bring all of your supplies with you to complete your job.
- You are fair.
- You are pleasant to work with

Making these characteristics part of your brand will help costumers trust you and respect you and your business. They will return to you again and again.

*Adopted from <https://baliandbeyond.co.id/article/read/195/The-Must-Shoe-Go-On>
Adopted from <https://baliupdateinformation.wordpress.com/2015/10/01/niluh-djelantik/>
Adopted from Warren Buffett’s. 2015. *How to start your very first business*. Newyork : Downtown Bookworks*



AFTER YOU READ

A. Check (✓) the information that are true based on the text!

1. () Colours, logo, tagline, and slogan are attributes of brand.
2. () Your brand is not your reputation.
3. () Your brand can be trustworthy if you can maintain it.
4. () Ni Luh Jelantik is an artist.
5. () Ni Luh Djelantik is one of the most influential businesswomen in Indonesia.
6. () Brand do not represent on fun, quality, or value.
7. () The characteristic of the brand will attract customer's attention.

B. Answer the following questions:

1. What is brand? Please support your explanation with example!
2. Why brand is important to business?
3. Why do you need to define your company's brand?
4. What should the brand represent?
5. What do you know about Ni Luh Jelantik?
6. Ni Luh's products is to be able to compete with many famous shoes brands in international market. Can you explain why?
7. Please share 3 links of brand whose brand identity inspires you. What do you like best about them? Is there a unique story behind business name or logo?
8. Share 3 brands/logos that you thought were weak and made you feel that way?
9. What will you do to promote your personal brand?
10. Is it true that brand can change the customer's mind set of how they are thinking about the product? Give the reason as well!
11. How do you maintain your brand to be known by consumers?

C. Mark each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. Brand will remind the characteristics of an item.

[] _____

2. Brand can differentiate items in the same type of product.

[] _____

3. Customers choose many brands that they can expect when they do business

[] _____

4. Brands can represent companies and tell customers what they can expect when doing business.

[] _____

5. Ni Luh Jelantik always prioritize the quantity of her products.

[] _____

6. Ni Luh Jelantik is a famous artist and businesswoman.

[] _____

7. Maintaining and building a brand are important in building customer's trust and respect.

[] _____

8. Every entrepreneur should have an up presence that is professional, informative, and focused on showcasing the entrepreneur's work.

[] _____

D. Match each word with a word that is similar in meaning!

- | | |
|-----------------|----------------|
| 1. marketers | a. client |
| 2. promote | b. distributor |
| 3. customers | c. fame |
| 4. reputation | d. seller |
| 5. entrepreneur | g. support |
| 6. compete | e. businessman |
| 7. supplier | f. economics |
| | g. brand |
| | h. struggle |

E. Fill in the blanks with an appropriate word in the box!

| | | | | |
|-------------|---------------|---------------|-----------|---------|
| competitive | strategy | succeed | naming | product |
| reliable | manage | identity | companies | pricing |
| loyalty | ownership | retail | business | |
| sales | export import | manufacturing | | |

1. PT Sepatu Bata Tbk is an Indonesia-based company primarily engaged in footwear _____ and _____ industry.
2. A strong brand can give you the _____ edge you need.
3. To _____ in the real world, businesses need every advantage they can get.
4. When _____ your company, you'll need to push past the obvious to uncover hidden opportunities.
5. Branding a _____ or service differentiates you from your competitors.
6. Brands evoke emotions, delight us, and feel familiar and _____.
7. Many Chief Executive Officers (CEOs) agree that the way to win is to build and _____ their company's brand.
8. The government should be more serious to protect batik craft pattern designers in order ascertain legal _____ product and design through a formal laws confirmations.
9. Defining your brand _____ and implementing a well-thought-out brand strategy is probably one of the most important _____ objectives a company can have.
10. Strong brands can make you less sensitive to competitive _____.
11. Strong brands can create greater customer _____.
12. A well-defined brand strategy is especially critical for start-up _____ or those looking to expand.
13. Batik needs a better and competitive _____ strategy to win future market globally.
14. PT Mustika Ratu Tbk (MRAT) is targeting _____ growth of 11% in 2020.
15. In addition to expanding the _____ market, Mustika Ratu will also develop new products in the herbal medicine category.

F. Find and correct *nine* mistakes in the following paragraph. (The first mistake has been corrected).

biggest

Batik Keris is the ~~big~~ batik and Indonesian souvenir retail. They sell a variety of Batik product, including scarves, clothing, bags, and other souvenir such as wayang puppets, topeng masks and household goods. The cost of the batik clothing depend

on how the batik was made: namely, batik made using *canting* tend to be more expensive than those made use *cap*. However, the prices for all the products at Batik Keris is very reasonable and is not burdensome at all. On average, a batik shirt costing around Rp. 200,000 (\$20).

G. Do you have a favourite local brand? What is it? and why do you like it?

UNIT 11 ONLINE BUSINESS

BEFORE YOU READ

Look at these sentences and check (✓) the statement that you think will be the main idea!

1. _____ Choosing a good name for your online business can increase your income.
2. _____ Customers will complain to you if your online business name is difficult to be pronounced.
3. _____ Short and unique name is helpful to make your business famous.
4. _____ Online business is one way to help you in doing business promotion.

Choosing the Right Name for Your Online Business



<https://ainoru.com/cara-buka-toko-di-tokopedia.html>

PT Tokopedia was founded by William Tanuwijaya and Leontinus Alpha Edison on 6 February 2009. The company manages Tokopedia.com, which was publicly launched on 17 August. The founders, who was born and raised in small cities in Indonesia, tried to solve the discrepancy issues in the country. Thus, the company mission is to democratize commerce through technology. Starting with a marketplace business, Tokopedia has now grown into a technology company with marketplace, fintech, payment, logistics, fulfilment and new retail businesses. The company's name comes from combining *toko*, Indonesian for "shop", with "encyclopedia".

For its role in developing online business in Indonesia, Tokopedia won the 2014 Marketeers of the Year award for the e-Commerce sector, at the 2015 Mark plus Conference held by Mark plus Inc. on 11 December 2014. On 12 May 2016, Tokopedia was selected as the Best Company in Consumer Industry of the Indonesia Digital Economy Award 2016.

Choosing the right name for your online store is very crucial to becoming successful. The correct name can earn valuable brand image, and the wrong name can lose your money and sales in the form of losing customers. The choice of name is very incredibly important in the case of eCommerce business.

Here are some of the tips that help you in choosing a catchy name and help you in setting up a business that stands out from your competitor:

1. Keep the Name Short and Simple

Short names are easy to memorize, can be remembered and pronounced easily. Short names also have the advantage of fitting easily in the header of your online store homepage. Finding a name with the above qualities can be very challenging as there are many brands introduced every day. If you have a creative mind, it is not hard for you to create a good name for your brand.

Here are some of the strategies for selecting a name:

- Use the combination of small names.
- Form a new word, or you can jerk an existing one which need not be real.
- Use personal pet names or other names associated with your family or a place.

2. Choose a Unique Name

You should conduct market research and find out the names of your competitors. Your name should be unique from your competitors. The name should be reflecting the products you are selling. Try to avoid the common words like technologies, communications, electronics, and future. Choose words that are not regular.

3. Make Sure the Domain is Available

Once you have chosen the name, it is time for you to check for the domain availability. Most probably you must select the .com domain, but it is a bit difficult to get the desired one for your company. Having a custom domain name for your business is crucial, and even if you do not get the desired one, you can make small changes to get the name that suits your brand.

4. Check the Legalities

Once you have chosen the name for your store, verify that the name can be used legally or not. Check with the Patent and Trademark office to check out if the name is registered or yet to be registered. Once you have taken a name, search for it on the search engines like Google and see what names are shown up. Analyze that if you could make it to the top of the list. Use of generic names will make your work tougher while ranking on Google.

5. Don't Copy or Sound Like Your Competitor's Name

After you have performed the business analysis, you might have come across the names of your competitors. Be sure that the name you have chosen is not very close to your competitors. As your competitors are having much more experience than you and if you chose a name similar to them there is a chance of getting confused. So be careful in choosing the name that is unique from your competitors.

6. Choose a Name that can be Used Everywhere

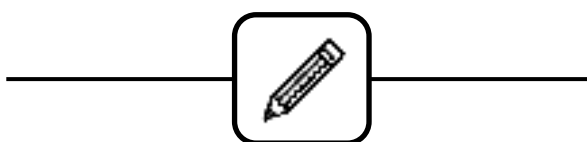
As of now, social websites are becoming very popular, and you have to be active on the social media also. So your company name should be suitable and usable for all the social media sites. The same name should be used for the online stores, like your business name, and display name in social media.

7. Avoid the Use of Special Characters

Characters like &, \$, %, etc. are not allowed in the domain names as the URLs use the characters for special functions. If you are using the special characters in your name, then you must replace them with words like the dollar, percent, etc. But it is better to avoid these characters as they are tough to pronounce.

<https://en.wikipedia.org/wiki/Tokopedia>

<http://www.rksoftwaresolutions.com/blog/how-choose-good-name-for-your-online-store/>



AFTER YOU READ

A. Check (✓) the statements that are true based on the text.

- ___ 1. Short and unique brand names can be easily remembered.

- ___ 2. It is easy to manage online business
- ___ 3. The web is very necessary in online business.
- ___ 4. It is best to keep the brand short and sweet
- ___ 5. The cost of web advertising is very costly.

B. Answer the following questions!

1. Why do we have to choose the right name for our online business?
2. Why is naming so hard?
3. As an entrepreneur, why should we use short name for online business?
4. In your opinion, is it true that online business can increase your business income?
Give the reason as well!
5. What is the purpose of entrepreneurs moving their business to online business?
6. If you have a business, would you change your business into online business?
Would you like to maximize your web presence? Would you give the unique name for your web?
7. A customer left a negative review of our product on a social media site. How do you respond to the customer?
8. What's your reaction if there's same name of business with yours?
9. How will you improve the quality of your product?
10. How will you make your customer trust your product?
11. How will you make your website design more interesting?
12. How will you promote your personal brand?

C. Mark each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. In this era, online business is more interesting.
[] _____
2. Name for online business must be long and use difficult words.
[] _____
3. Unique names are needed to attract consumers.
[] _____
4. Making a short name for online business decrease the income of company.
[] _____

5. Online business gives bad impact for customers.

[] _____

6. Short name is the best way to reduce the typical error.

[] _____

7. The company use online business to promote their business.

[] _____

D. Study the meaning of the words in the reading text and then find the synonym!

1. Entrepreneurs : _____

2. Companies : _____

3. Establish : _____

4. Online : _____

5. Purchased : _____

6. Buyer : _____

7. Promoting : _____

8. Owner : _____

9. Required : _____

10. Cost : _____

E. Write your own online business name and describe it using the tips on the reading text above!

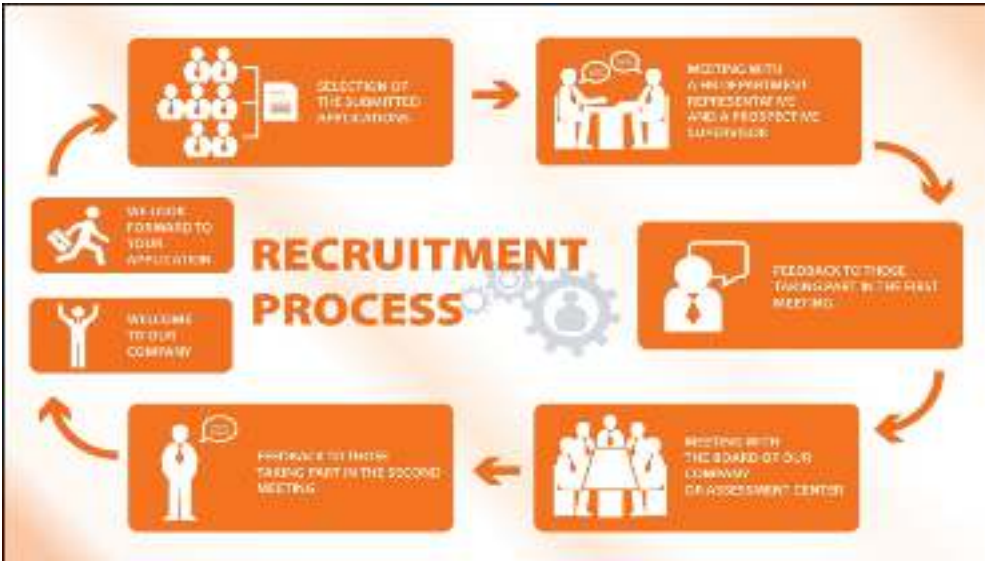
UNIT 12 RECRUITMENT

BEFORE YOU READ

Check (✓) the information you think you will read in the text.

- _____ 1. A candidate must follow the conditions set by a company.
- _____ 2. A company does not have a strategy to achieve company goals.
- _____ 3. A candidate must have a good and responsible attitude.

Recruitment Process



<https://spokey.pl/en/career/the-course-of-recruitment-process/>

Recruitment is a process of finding and attracting the potential resources for filling up the vacant positions in an organization. It sources the candidates with the abilities and attitude, which are required for achieving the objectives of an organization.

Recruitment process is a process of identifying the jobs vacancy, analyzing the job requirements, reviewing applications, screening, shortlisting and selecting the right candidate. To increase the efficiency of hiring, it is recommended that the HR team of an organization follows the five best practices. These five practices ensure successful recruitment without any interruptions. In addition, these practices also ensure consistency and compliance in the recruitment process.

Recruitment process is the first step in creating a powerful resource base. The process undergoes a systematic procedure starting from sourcing the resources to

arranging and conducting interviews and finally selecting the right candidates. Recruitment planning is the first step of the recruitment process, where the vacant positions are analyzed and described. It includes job specifications and its nature, experience, qualifications and skills required for the job, etc. A structured recruitment plan is mandatory to attract potential candidates from a pool of candidates. The potential candidates should be qualified, experienced with a capability to take the responsibilities required to achieve the objectives of the organization. Recruitment strategy is the second step of the recruitment process, where a strategy is prepared for hiring the resources. After completing the preparation of job descriptions and job specifications, the next step is to decide which strategy to adopt for recruiting the potential candidates for the organization.

How to Hire a Worker in Bali

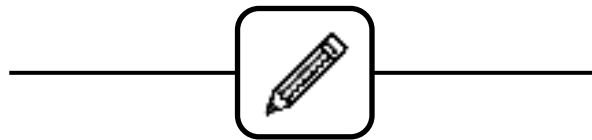
The employment of local staff in Bali offers fundamental challenges. All foreign companies doing business in Bali will need to understand the rules and regulations apply. If you do not do your due diligence on your hiring contracts and recruitment, you might find yourself facing potential lawsuits from the government. How many types of employment contracts are there? What should be included in the contracts? What are the minimum wages in Bali? Do foreign companies need to have a legal entity in Bali to hire local staff directly

In general, an employment contract creates a relationship between an employee and his or her employer. The employment contract is a mutually agreed document, and it initiates certain obligations and rights for both parties. You can find two types of employment contracts in Bali under the Manpower Law of Indonesia: Permanent employment contract and Temporary employment contract. Permanent Employment Contract is the most common type of employment contract and is often offered for permanent positions. There is generally a 3-month probation period under this contract and after the employee will become a full-time or permanent employee once the probation period is over. From that point onwards, termination of an employee will become more complicated as compared to temporary workers. Temporary Employment contract only lasts for a specific amount of time – no more than 2 years – and has been set and agreed in advance. A temporary employment contract is extendable upon its expiry. However, it can only be extended once for a maximum period of 12 months. Temporary

employment contracts are usually used for workers hired for seasonal or short-term projects (usually no more than three years), or projects with new product development and experiments. There will be fewer complications to terminate an employee under a temporary employment contract if the termination is necessary.

The minimum wage in Bali has regional differences to keep pace with the cost of living and development in the city. The minimum wage is based on 40 hours of work per week. Working during public holidays is considered overtime and employees must be paid. Religious Holiday Allowance (THR) also known as *Tunjangan Hari Raya*, is an additional **income** paid to employees by employers before a religious holiday-separating from employee's minimum wages and salaries. Religious holidays recognised for THR are Eid al-Fitr, Christmas Day, Nyepi Day, Waisak and Chinese New Year.

*Adopted from https://www.tutorialspoint.com/recruitment_and_selection/recruitment_process.htm
Adopted from <https://www.cekindo.com/blog/hire-a-worker-in-bali>*



AFTER YOU READ

A. Answer the following questions!

1. What is the meaning of recruitment process?
2. What is the difference between selection and recruitment?
3. Where and how should companies look for new employees?
4. How can companies make sure that they are recruiting the best candidates for the job ?
5. How many types of employment contracts are in Bali? Explain using own word!
6. What should be included in the contracts?
7. Do foreign companies need to have a legal entity in Bali to hire local staff directly?
8. Can you think of other examples of particular personality traits and qualities needed for specific jobs?
9. What traits and qualities that might make someone unsuitable for a specific job?
10. What are the different ways in which a company can find out whether a candidate's intelligence and personality does (or doesn't) make them suitable for a particular job?

11. How would you measure the success of your recruiting process in the short-term and in the long-term?
12. As a candidate, how would you respond to a question that probes your salary history during the interview process?

B. Mark each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. The potential candidate should not have experience.

[] _____

2. The candidate must attend the recruitment process to fulfil the requirement from the company.

[] _____

3. There are 7 best practices that recommended to follows by the HR team to increase the efficiency of hiring.

[] _____

4. Recruitment process undergoes a systematic procedure.

[] _____

5. The first step of requirement process is recruitment strategy.

[] _____

6. The potential candidates do not have to be qualified, experienced with a capability to take the responsibilities required to achieve the objectives of the organization.

[] _____

7. Temporary Employment contract only lasts for 3 months

[] _____

8. Temporary employment contracts are usually used for workers hired for short-term projects

[] _____

9. Permanent Employment Contract lasts for 2 years.

[] _____

10. The minimum wage in Bali has regional differences in order to keep pace with the cost of living and development in the city.

C. Match each word with a word that is similar in meaning.

- | | |
|---------------------|-----------------|
| 1. recruitment | a. tactics |
| 2. candidate | b. obligation |
| 3. identifying | c. mobilization |
| 4. strategy | d. recognize |
| 5. responsibilities | e. nominee |
| 6. experience | f. set |
| 7. screening | g. preceptive |
| 8. mandatory | h. expertise |
| 9. undergoes | i. serve |
| 10. arranging | j. filtering |
| | k. collection |
| | l. Attend |

D. Fill the blank by choosing the correct word in the box!

recruitment candidates attitude vacancy
 organization void whiz

1. The company places great importance on graduate _____ and training.
2. Many _____ join the recruitment in a company.
3. New graduates will look for job _____ in large companies.
4. We need steps to get into an _____.
5. ____ is also one of the assessments for recruiting new employees.

UNIT 13

APPLICATION LETTER

BEFORE YOU READ

You are going to read the text about application letter. First, answer the following questions!

1. Have you ever written a letter?
2. What do you know about application letter?
3. Do you know how to write an impressive application letter?

Application Letter



<https://www.romadecade.org/contoh-surat-lamaran-kerja/>

Applications are commonly invited for posts that are vacant in business or government offices. Letters of application either in response to an advertisement or in the form of a self-initiated proposal are called as solicited and unsolicited letters respectively. The opening paragraph should attract the attention of the reader and stimulate his interest to read the letter further. In an introductory paragraph the applicant should state whether he send the application in response to an advertisement or at the suggestion of someone or on his own initiative. Form the second paragraph onwards, he should now give the details of the important points mentioned in the introductory

paragraph. It contains the biodata of the applicant, such as, educational qualifications, practical experiences, age, marital status, language known etc. In another paragraph, references, if asked for, can be given with full address. In applications, unwanted matter should not be written like family troubles, family expenses etc. If you apply for better prospects, never write adverse remarks about the present employer. In the concluding paragraph, an applicant should mention that he will serve the employer to the best of his ability and assure that he will discharge his duties to the thorough satisfaction of his employer.

A resume is a summary presentation of person's backgrounds, employments, qualifications and intended career plan. The purpose of resume are the followings: To pass the employer's screening process (requisite educational level, years' experience etc.) and to provide contact information, an up-to-date address and a telephone number (A telephone number that will always be answered during business hours). Since the purpose of the resume is to present the information one wants to give, therefore, there is no fixed rules for a resume format. Whatever the format may be, a resume should consist of the following : Name, address and phone number, Career objectives, Education, Experience, Interests , Personal details , Declaration and Referees.

Followings are some tips for preparing an impressive CV

1. Always put the essential things—first arrange the information within each item with your career objective in mind.
2. Emphasize your skills, accomplishments and levels of responsibility attained.
3. Use reverse sequential order, meaning that when items are listed by date, the most recent should come first.
4. The contents of the CV should be completely accurate and honest.
5. Mention anything special that can add weightage to your candidature.
6. Use a clear font and a font size that is easy to read. The font size should not be too small or too large. The ideal font size would be 12.
7. Ideally, a CV should not be more than two or three pages. It should be shorter for fresh graduates.
8. Abbreviation should be avoided.
9. References should be provided, if require

Adopted from <https://www.wikihow.com/Write-a-Character-Reference>,

AFTER YOU READ

A. Answer the following questions!

1. What is an application letter?
2. What can make an application letter be attractive?
3. Based on your opinion, how should the good opening paragraph be in an application letter?
4. What should not be written in an application letter?
5. What do you know about resume?
6. How to make a proper resume?
7. Please mention 3 tips for preparing an impressive resume!

B. Mark each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. The opening paragraph of an application letter should attract the attention of the reader and stimulate his interest to read the letter further.
[] _____
2. In an introductory paragraph of an application letter, the applicants should state their salary request.
[] _____
3. The biodata of the applicant should contain some things, such as, educational qualifications, practical experiences, age, marital status, language known etc.
[] _____
4. A good resume should consist of the following: Name, address and phone number, Career objectives, Education, Experience, Interests, Personal details, Declaration and Referees.
[] _____
5. The contents of the CV should be completely accurate and honest.
[] _____

C. Complete the gaps with one of the words in the box!

yours sincerely yours faithfully curriculum vitae

job vacancies interview screening interview

panel interview recruited employment agencies

1. Many people looking for work read the _____ advertised in newspapers by companies and _____
2. If your qualifications and abilities match the job description, you might be _____ i.e. selected to attend an _____
3. If you start your job application letter with *Dear Sir/Madam*, it is accepted practice to finish with _____. Whereas, if you start with *Dear Miss Chan*, you may finish with _____
4. The _____ is usually an interview with someone in human resources that may take place in person or on the telephone.

D. Find the phrases in the reading text then match each word with its meaning!

| | |
|--------------------------------|---|
| _____ 1. Opening Paragraph | a. Consist of a person's identity, such as, educational qualifications, language known, etc. |
| _____ 2. Biodata | b. A summary presentation of person's backgrounds, employments, qualifications and intended career plan. |
| _____ 3. Resume | c. Consist of an interesting data to attract the attention of the reader and stimulate his interest to read the letter further. |
| _____ 4. Resume's Purposes | d. To pass the employer's screening process and to provide contact information, an up-to-date address and a telephone number. |
| _____ 5. Tips for preparing CV | e. Mention anything special that can add weight age to your candidature, Abbreviation should be avoided, etc. |

- E. Read the job advertisement below then spend four minutes deciding what information you would include in the covering letter that accompanies your CV and what order you would put it in. Then compare your ideas with a partner.



PT KAO INDONESIA



A multinational consumer goods company with numerous leading brands. With its vision of "to be closest to the consumers/ customers" the company strives to fulfill and satisfy consumer needs. In recent business the company has implemented integrated business processes and quality management procedures to deliver the best products and services to the consumers/ customers

WE ARE HIRING

Management Trainee

(Jakarta Selatan)

Requirements

- Bachelor's Degree in **Industrial / Chemical Engineering, Chemistry, Economic, Business Studies / Administration / Management / Marketing, Pharmacy**, or equivalent.
- Preferably fresh graduates or entry level applicants.
- Have pleasant personality, good communication skill, target oriented, self-initiative, strong analytical thinking and strong leadership.
- Fluent in English and familiar using Ms. Office programs.
- Willing to be processed and placed in Jakarta Selatan.
- Full time positions available.

HOW TO APPLY

Send your latest resumé (max 200 kb) before August 21st 2016
with subject "**MT 2016 – UNIBRAW**"
to hrinfo@kao.co.id



PT. Kao Indonesia | JL.MT Haryono Kav 39 – 40 Pancoran Jakarta Selatan

<http://industri.ub.ac.id/id/lowongan-kerja-pt-kao-indonesia-2/>

- F. Think of a job vacancy that would be interesting for you and write a letter of application! Look at the example of Bank Cashier Cover Letter below!

Wayan Supanca Mahardika, ST
Senior Manager of Bank Rakyat Indonesia (BRI)
Dewi Sri No. 99 X , Kuta

Dear Mr. Wayan,

Kindly accept this application from a capable applicant who wishes to apply for your current Bank Cashier vacancy that was advertised today on the Bali Post website.

I have experience of providing customers with a paying and receiving transaction service that meets the highest levels of professionalism and accuracy. I enjoy working with the public and have the superb communication skills needed to make an immediate impression on your valued customers. In addition to this I am very good at maintaining a thorough knowledge of the features and benefits of all a Bank products and services in order to meet customer needs and answer their questions.

For the last three years I have been employed as a Cashier at the Bank Negara Indonesia (BNI), where I have played a key role in their success. My daily duties include; depositing cash, cashing checks, accepting loan payments, processing night deposits and selling Travellers Checks.

Right now I am keen to join a financial institution like yours that believes in offering performance-driven individuals a place where they can build a career. I am certain that a face-to-face meeting with you would more fully reveal my positive attitude and ability to meet your expectations. I would therefore be very grateful if you would invite me to an interview at a time of your convenience.

In addition to this letter I have also attached my current resume which will give you a more comprehensive idea of my competencies. I thank you very much for taking the time to review my application and expectantly await to hear a positive response from you.

Yours sincerely,

Name
Address 1
Address 2
Tel:
Email:

Adopted from <https://www.dayjob.com/bank-cashier-cover-letter-1-1956/>

UNIT 14

BUSINESS COMMUNICATION

BEFORE YOU READ

You are going to read the text about business communication. First, answer the following questions!

- 1) What do you know about business communication?
- 2) Is a good relationship in an organization considered as one of the major influences on success?
- 3) Do you agree that one's communication skills is determined by the effectiveness of relationship that are built with others? Explain the reason?

Business Communication



<https://www.finansialku.com/memimpin-rapat-manajemen/>

The word “communication” derived from the Latin word ‘communicare’ that means to impart, to participate, to share or to make common. It is a process of exchange of facts, ideas, opinions and as a means that individual or organization share meaning and understanding with one another. In other words, it is a transmission and interacting the facts, ideas, opinion, feeling and attitudes.

It is the ability of mankind to communicate across barriers and beyond boundaries that has ushered the progress of mankind. It is the ability of fostering speedy and effective communication around the world that has shrunk the world and made ‘globalization’ a reality. Communication had a vital role to play in ensuring that people belonging to a particular country or a culture or linguistic group interact with and relate to people belonging to other countries or culture or linguistic group. Communication adds meaning to human life. It helps to build relationship and fosters love and understanding. It enriches our knowledge of the universe and makes living worthwhile.

The term business communication is used for all messages that we send and receive for official purpose like running a business, managing an organization, conducting the formal affairs of a voluntary organization and so on. Business communication is marked by formality as against personal and social communication.

The success of any business to a large extent depends on efficient and effective communication. It takes place among business entities, in market and market places, within organizations and between various group of employees, owners and employees, buyers and sellers, service providers and customers, sales persons and prospects and also between people within the organization and the press persons. All such communication impacts business. Done with care, such communication can promote business interests. Otherwise, it will portray the organization in poor light and may adversely affect the business interest.

Communication is the life blood of any organization and its main purpose is to effect change to influence action. In any organization the main problem is of maintaining effective communication process. The management problem generally results in poor communication. Serious mistakes are made because orders are misunderstood. The basic problem in communication is that the meaning which is actually understood may not be what the other intended to send. It must be realised that the speaker and the listener are

two separate individuals having their own limitations and number of things may happen to distort the message that pass between them.

When people within the organization communicate with each other, it is internal communication. They do so to work as a team and realise the common goals. It could be official or unofficial. Modes of internal communication include face-to-face and written communication. Memos, reports, office order, circular, fax, video conferencing, meeting etc. are the examples of internal communication.

When people in the organization communicate with anyone outside the organization it is called external communication. These people may be clients or customers, dealers or distributors, media, government, general public etc. are the examples of external communication.

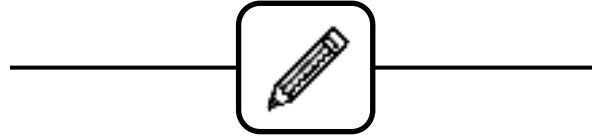
Negotiation Skills in Business Communication

Negotiation is a discussion among people which takes into account everybody's needs and interests so that no one is at loss. It is very important in business communication to avoid conflicts and find an alternative that suits all. Good negotiations are very important as they contribute much to business success and build better relations and the aim of any negotiation is to reach to an agreement that results in mutual benefits.

For many Indonesians, bargaining is a way of life and getting a fair or cheap price is regarded as a challenge. Sometimes vendors name a price based on the customer's perceived ability to pay, rather than the usual cost of the item. This makes it more difficult for foreigners, who will usually be quoted a higher price. Some people consider bargaining to be time-consuming and frustrating, but it is also a game and, if you know the rules, it can be fun. To start the bargaining process, first ask the vendor the price of the item that you are interested in. Then ask if the price can be reduced (*Boleh kurang?*). If the answer is "Yes" (*Boleh*) or "Yes, a little" (*Boleh, sedikit*), you begin negotiations. As a general rule you can offer to pay one quarter to one half of the first asking price, with the vendor and purchaser making counter offers until a suitable median price is reached. The agreed upon price that you reach may be about one half to two thirds of the initial asking price. In some traditional markets the prices offered are already low and vendors may take offense at a very low first price offer, therefore you should only ask for a discount

(*Minta diskon*). Normally this is obvious from the reaction of the vendor when you offer the price you are willing to pay.

*Adopted from <https://www.trainingjournal.com/blog/building-successful-multinational-operations-better-business-communications>
Adopted from <https://www.expat.or.id/info/bargainingtipsforindonesia.html>*



AFTER YOU READ

A. Answer the following questions!

1. How do you define communication?
2. What is the relation between business and communication?
3. What is the role of communication in management of business?
4. What are the differences between internal communication and external communication? explain!
5. Why maintaining effective communication process is the main problem in any organization?
6. What are the benefits of studying business communication?
7. Based on the text above what factors that determine the success of any business?
8. What is negotiation? Explain using your own word!
9. What is a good negotiation?
10. Why should we have a good skill in negotiating?
11. How to bargain without offending?

B. Mark each sentence True (T) or False (F). Then correct the false sentences in your own words!

1. Communication is conveying information through exchange of thoughts.
[] _____
2. The efficient and effective communication doesn't determine the success of business.

- [] _____
3. External communication occurs when people communicate within an organization
- [] _____
4. The facts, ideas, opinions, feeling and attitudes can be shared in communication.
- [] _____
5. Internal communication means that if people outside organization doing communication.
- [] _____
6. Face to face and written communication are the modus of internal communication.
- [] _____
7. Clients or costumers can be defined as the people in internal communication.
- [] _____
8. It is difficult for foreigner to bargain in traditional market.
- [] _____
9. Sometimes, bargaining is considered as a challenge for some people.
- [] _____

C. Choose the antonym of each word below from the box!

| | | | | | |
|------------|----------|------------|---------------|-------------|---------|
| unlimited | expand | profitable | straighten up | dwell | setback |
| smoothness | disperse | useless | raised | development | limit |

1. Barriers : _____
2. Boundaries : _____
3. Fostering : _____
4. Shrunk : _____
5. Progress : _____
6. Wortwhile : _____

7. Distort : _____

8. Adversely : _____

9. Exchange : _____

10. Derived : _____

D. Match each word with its synonyms!

- | | |
|-------------------|----------------|
| _____ 1. Exchange | a. power |
| _____ 2. ability | b. interchange |
| _____ 3. problem | c. develop |
| _____ 4. promote | d. prosperity |
| _____ 5. success | e. trouble |

TEXT AND PICTURE CREDITS

The author is grateful for permissions to reprint the following items:

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BUSINESS ENGLISH

SYNOPSIS

This book is provided with variety reading materials of Business English designed for students of Faculty of Economics and Business. The topics of the units have been carefully selected to motivate students to develop their competencies in Business English. This Business English book also help students to activate knowledge of English and gain the necessary confidence and skills to use the language for their own purposes.

Each unit has a reading section and vocabulary, but the order of the sections varies from unit to unit. Each section focuses on a particular area of language use, but also integrates and practices other skills. The reading passages have been chosen for their intrinsic interest. They are adopted from a variety of sources: newspapers, magazines, letters, literature, and the Internet. The purpose of reading exercises is to help and encourage students to read without stress, for enjoyment, and for specific information.

This book is suitable as learning medium for students to prepare themselves with business English language and improve their English language skills in global working environment. Moreover, this book could also serve as a reference book for English language instructions and lecturer in teaching Business English subjects.

