



## ADVERB SELECTION EFFECTIVENESS IN ENGLISH APPLICATION LETTER FOR TRADE CORRESPONDENCE

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Accepted: 01 Agustus 2022. Approved: 23 Agustus 2022. Published: 30 Agustus 2022

### ABSTRACT

In today's human existence, the corporate sector has evolved to a very high level. Because of the quick pace of growth, people now have access to a wide range of career opportunities. And a job application letter is one of the highly vital letters and has a very tight tie with the world of business. This letter is the first step in making a meeting between an organization that functions as a target and the candidate who works as a letter writer, which will lead to an agreement over an employment connection. Concerning the act of composing this letter, it undoubtedly involves the application of adverbs or the selection of adverbs whose application is impacted by the context of the circumstance.

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**Keywords:** Bussines, Adverb, Situation Context.

### INTRODUCTION

Business is one of the sectors of modern-day human existence that is expanding at the fastest rate. Since it evolved from a specific activity such as barter into more involved endeavours, the business has become a highly significant aspect of modern life. The process of doing business operations has a number of components, one of which is the exchange of business communication. The idea that all corporate communication must adhere to strict protocols and protocols at all times is a common misconception. The Application Letter is considered to be one of the business letters. It is possible to respond with a letter of application to an advertising that was found either in the newspaper or online. The structures of the letter were also impacted by adverbs such as those pertaining to time, location, method, frequency, and degree (Da Cunha & Montané, 2020). An examination of the language used in academic and business

contexts Longman, both in London and in New York. This piece of writing is named "Adverb Selection in English Application Letter for Business Correspondence," It was written with the concept that the phrase "adverb selection," which is derived from the English language, is in mind.

Derived from the definition of the term "adverb," which is a "verb modifier", and the meaning of the word "selection," which is "an act of selecting between two or more options" (Sihura et al., 2022). Therefore, it is possible to deduce that the process of selecting a specific adverb from among two or more alternatives in a language is what is meant by the phrase "adverb selection". Regarding the aforementioned criteria, adverbs are used in business communication. This study addresses the following concerns regarding the adverbs that can be found in English cover letters for business communication in order to improve effective writing skills, as well as how

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the context of the situation, as suggested by Halliday and Hasan, influences the selection of adverbs in English business cover letters. This research intends to identify and analyze the adverbs present in English application letters for business communication and determine how the situational context influences adverb selection in English application letters.

## LITERATURE REVIEW

### Criteria for a Good Letter Language

It is impossible to distinguish correspondence activities from correspondence in Indonesian, companies and organizations depend significantly on letters despite the fact that letters are now obsolete (Petrovcic et al., 2021; Toorajipour et al., 2022). People believe that mail is no longer successful in businesses since it has been supplanted by electronic mail, which is quicker and more convenient. Although the letter has started to be abandoned, it remains one of the justifiable evidence. The letter is a written form of human communication. Before writing a letter, a sender or letter writer should pay attention to a number of factors to ensure that the message is simple to comprehend and that the receiver understands the letter's contents (Taylor et al., 2021). The prerequisites for letter writing are:

1. The letter is created using the right arrangement method, namely:
  - a. arrangement of the position of the letter's sections (the letter's shape) precisely in accordance with the established norms or standards (Tucker & Jeffers, 2022).
  - a. The letter is typed correctly, clearly, cleanly, and neatly, with an appealing structure.
  - b. The usage of paper based on the standard size.
2. The letter's contents must be conveyed in a brief, clear, and explicit way (rather than in a complex one). This is done so that the receiver can comprehend the letter's contents immediately, accurately, and without hesitation, and so that the sender receives a timely response (Lundgard & Satyanarayan, 2021).
3. The language used must be accurate or standard Indonesian in compliance with the standards of the Indonesian language, both in terms of word choice and sentence construction. In addition, the letter's wording must be effective, sensible, logical, economical with words, courteous, and intriguing. The letter's tone should be

respectful, kind, and compassionate (Sudaryanto & Rahayu, 2021).

### Straightforward Language

Straightforward means simple, practical, unpretentious (simple). When applied in writing sentences in letters, the sentences used must be directly point out the main problems or problems, and able to express ideas appropriately in accordance with the intent desired (Iida & Chamcharatsri, 2022). Ways that can be used by letter writers to acquire English a straightforward letter is as follows:

1. Eliminate unnecessary elements.
2. Eliminate nonsense.
3. Added missing explanatory elements.
4. Use terms that can be used in commercial letters.
5. Place proper punctuation.

## METHODS

This study's methodology addresses three distinct aspects: the origin of the data (i.e., the data source), the procedure for gathering the data, and the interpretation of the results of the data collection. In addition to the use of the corpus analysis program AntConc 3.2.4 (which is a freeware corpus analysis toolbox), Library research methods were used for this writing with the context of situation theory from Halliday and Hasan in their book entitled *Language, context and text: aspect of language in a social semiotic perspective*. These methods were developed by Laurence Anthony of the Faculty of Science and Engineering at Waseda University, Japan, to find and analyze adverb selection in business correspondence in terms of frequency.

## RESULTS AND DISCUSSION

It is one of the most significant letters for business communication since it is used to apply for a job, to convey the writer's will, and to exhibit the quality of the writer in order to attract riders for the purpose of gaining a job. The analysis was broken down into two sections for presentation. To begin, the process of locating unique words that may be expressed in an English application letter for business communication in oneword class: adverb (Krismayani et al., 2020). Second, the adverb choice that was investigated based on the context of the situation in terms of the field of

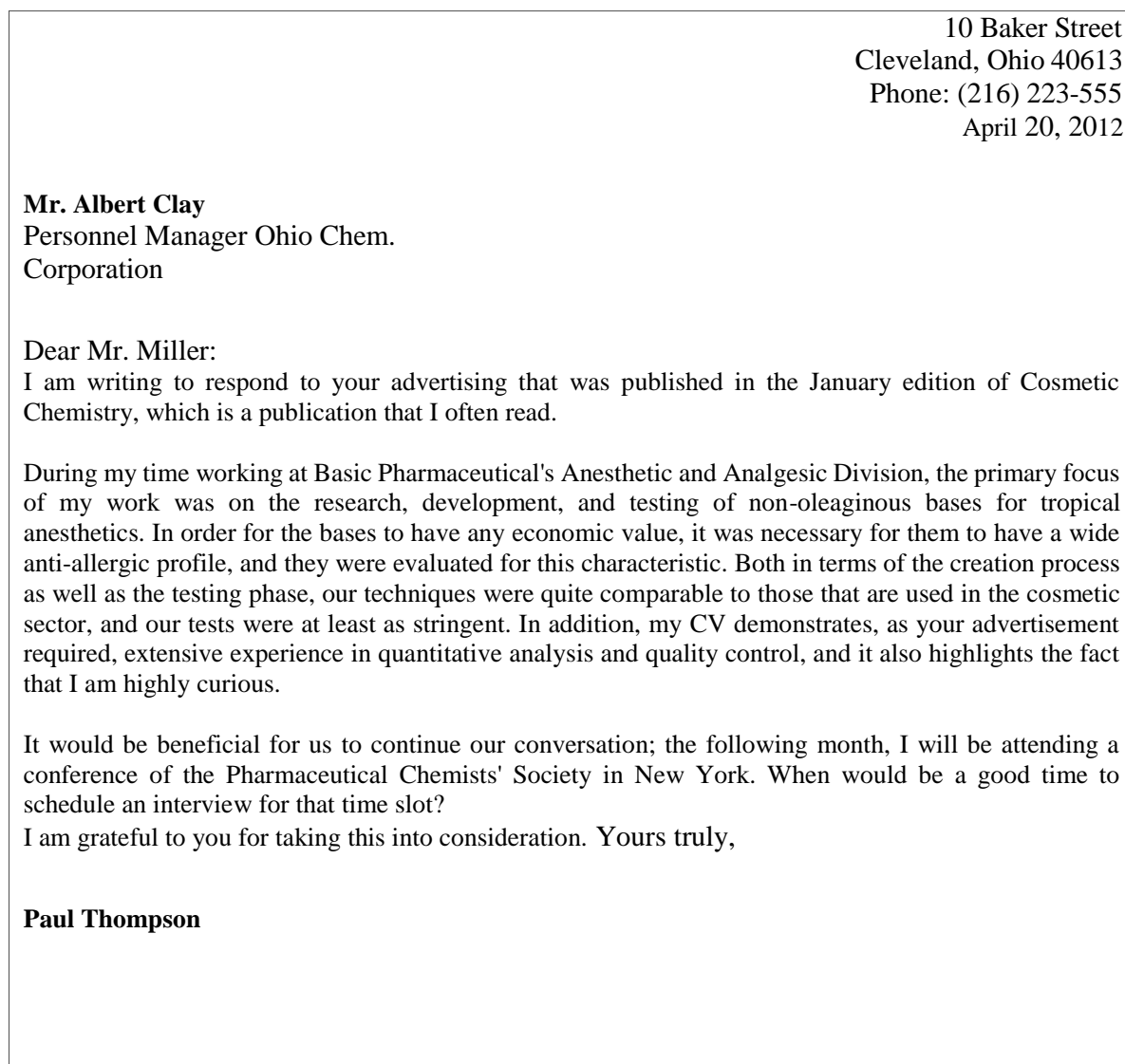


Fig. 1 Application Letter

discourse, the tenor of discourse, and the mode of discourse in accordance with the theory presented by Halliday and Hasan in their book entitled *Language, context, and text: aspect of language in a social semiotic perspective* (Deakin University, London, 1985).

#### Application Letter

Using the AntConc 3.2 program, the following adverb lists were extracted from the aforementioned application letters: adverbs of time such as "in February, next week, etc."; adverbs of place such as "in advertisements, in New York, etc."; adverbs of manner such as "primarily, softly, slowly, etc."; adverbs of degree such as "very"; and adverbs of frequency such as "often, The following adverbs are listed:

Table 1 Adverb of Time

Adverb	Frequency
In February	1
Next month	2

Table 2 Adverb of Place

Adverb	Frequency
In the Newspaper	2
In New York	1

Table 3 Adverb of Manner

Adverb	Frequency
Primarily	1
Broadly	2
Truly	1

**Table 4 Adverb of Frequency**

Adverb	Frequency
Often	1

**Table 5 Adverb of degree**

Adverb	Frequency
Very	1

**Context of Situation Analysis**

According to the statistics, the author employed the adverb "in the newspaper" as a location adverb. This set of adverbs has an associated business word (Krismayani et al., 2020). The location from where the data were collected revealed the adjectives that denoted the business period. The statistics indicated that the adverb "really" was often used to close the letters. It was often used as a formula for concluding formal or business-style letters, particularly application letters.

**1. Field of Discourse.**

This application letter demonstrated that it was designed to provide information about the applicant's qualifications and interest in the newspaper-advertised position. It was shown by his use of the adverb "often" to convey his desire for future business connection activity.

**2. Tenor of discourse**

As the three components of tenor:

- The roles performed by participants: the author provided information about himself and requested the chance to establish a future commercial connection. The author was the only one who had never met the readers before.
- The text's choice of words (adverbs) reveals its formality; the letter includes the writer's information and adverbs are employed to specify time, location, method, degree, and frequency.
- The emphasis: the emphasis is on the promotion and description of the writer's potential and the advantages offered to the audience. The author requires the reader to do the further responses.

**3. Mode of discourse**

The tone of the message was prepared with the intended reader in mind. The letter was addressed to a particular individual or individuals inside a corporation with whom the author had never conducted business previously.

**CONCLUSION**

In comparison to the most common lexical elements, the frequency of business-related adverbs in the English application letter for business communication was relatively low. Halliday and Hassan found that the contact of context had a major impact on the adverb choice in the English application letter for business communication, which was strikingly homogeneous in character and may be encapsulated to a great degree within a small number of semantic categories. The use of adverbs in English business application letters was impacted by the area of discourse, the tone of speech, and the manner of address.

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