

APPLICATION LETTER

Eling Wening Pangestu, S.I.Kom., M.A.

AGENDA

Definition

Type

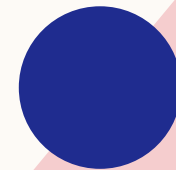
Function

How to write

Structure

Example

Task



DEFINITION

Job application letter is a document summarizing your competencies that is usually sent together with a CV or resume to apply for a job.

Usually job application letter is called a cover letter, application letter, or job application letter.

Generally, a cover letter or application letter contains self-introduction points, starting from basic information, work history, professional skills, personal interests, and interest from the applicant to the intended company.

If the target is a multinational company, then the cover letter should be made in English. However, if the company is not international, a cover letter in Indonesian is usually sufficient.

But remember, you also need to adjust the above points to the qualifications requested by the company. In addition, nowadays many recruiters or companies see how the quality of candidates through their English skills.

TYPE OF APPLICATION LETTER



PLANNING

Synergize scalable e-commerce



APPLICATION LETTER

used when applying for a specific job posting. It typically includes information about your qualifications, experience, and how you can contribute to the company.



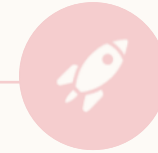
PROSPECTING LETTER

inquiring about potential job openings, even if there are no current job listings. It expresses your interest in working for the company and highlights your skills and qualifications.



NETWORKING LETTER

used when someone in your professional network has referred you to a job opportunity. You mention the mutual contact's name and your connection in the opening paragraph.



COVER EMAIL

Some job applications require submitting your cover letter as the body of an email, rather than as a separate document. These cover emails should be concise and compelling.

TYPE OF APPLICATION LETTER



PLANNING

Synergize scalable e-commerce



LETTER OF INTEREST

used when expressing your interest in working for a particular company without a specific job opening in mind. It often outlines your skills and how they could benefit the organization.



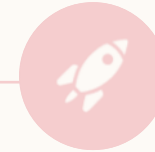
COLD CONTACT LETTER

sent to a company without prior knowledge of job openings. It aims to introduce yourself and inquire about potential opportunities.



TAILORED COVER LETTER

customized for a specific job posting and company. It addresses the company's needs and aligns your skills and experiences with the requirements of the position.



THANK-YOU LETTER

after an interview, it's a good practice to send a thank-you cover letter expressing gratitude for the opportunity and reiterating your interest in the position.

FUCNTION OF APPLICATION LETTER

INTRODUCTION

It serves as an introduction to the employer, providing your name and contact information. This allows the employer to identify and reach out to you easily.

EXPREEISING INTEREST

Demonstrates your genuine interest in the job or opportunity. It should convey your enthusiasm for the position and the organization.

QUALIFICATION

Outlines your qualifications, including your education, skills, and relevant work experience. It highlights the specific aspects of your background that make you a suitable candidate

CUSTOMIZATION

A well-written application letter is tailored to the specific job or organization. It should address the company's needs and how your skills and experience align with the requirements of the position.

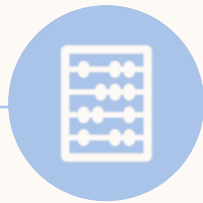
REQUEST FOR CONSIDERATION

An application letter formally requests that the employer consider your application. It signals your intention to move forward in the hiring process.

DIFFERENTIATION

It offers an opportunity to stand out from other applicants. Your application letter can emphasize unique qualities or experiences that make you a distinctive candidate.

HOW TO WRITE APPLICATION LETTER



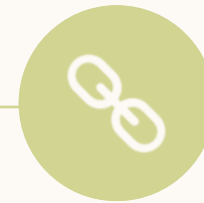
FORMAL LANGUAGE

- **Incorrect: I want to apply for the job.**
- **Correct: I would like to apply for the job.**



PAY ATTENTION TO SIMPLE GRAMMAR

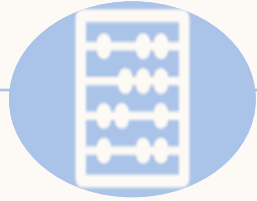
- **Incorrect: I are interested in this job.**
- **Correct: I am interested in this job**



AVOIDING AMBIGUOUS, DIFFICULT UNDERSTAND AND COMMON WORD

- **Incorrect: I am a hard worker and a team player.**
- **Correct: I am a dedicated individual who is committed to achieving team goals.**

HOW TO WRITE APPLICATION LETTER



CLEAR AND COHERENT STRUCTURE

- **Incorrect:** As someone who has always been passionate about the hospitality industry, **I am confident that I would excel** in a role that requires me to deliver exceptional customer service and create memorable experiences for guests.
- **Correct:** **I am passionate about the hospitality industry and believe that I would excel** in a role that requires exceptional customer service and creating memorable guest experiences.



CONSISTENT IN WORD CHOICE, LANGUAGE STYLE, AND FORMATTING.

- **Incorrect:** I have experience in customer service, sales, and marketing. **In my current role,** I am responsible for managing social media platforms, responding to customer inquiries, and preparing sales reports.
- **Correct:** I have experience in customer service, sales, and marketing. **Currently,** I am responsible for managing social media platforms, responding to customer inquiries, and preparing sales reports.

APPLICATION LETTER STRUCTURE

- Heading
- Opening greeting
- Introductory Paragraph
- Highlighting Paragraph
- Closing Paragraph
- Complimentary Close
- Signature

Isi Surat Lamaran Kerja

January 18, 2021 Sri Purnama
Director, Human Resources PT Ingin Belajar Bareng Kamu
289 Oxford Avenue
Jakarta, 10150

1

Dear Ms. Purnama,

2

I am writing to you today to apply for the open position of social media marketing manager. My colleague, Ms. Anna Boston, told me about the job opening and has offered to provide a letter of reference.

3

I have a bachelor's degree in digital media from Universitas Tertutup and three years of experience as a social media assistant at Ruang Rindu. During my time at Ruang Rindu, I have learned how best to utilize all forms of social media, including Facebook, Instagram, and Twitter. For the past year, I have been responsible for managing the Ruang Rindu Instagram account, and since my hiring, our engagement numbers have increased by 35%. Additionally, I enjoy working with like-minded people, and I am ready to take on a management position in your company. I love a challenge, and I know I can help take your social media presence to the next level.

4

Thank you for your time and for considering me for the position. I have included my resume and will follow up with an email next week to see if I can offer any more information.

5

Sincerely,

Thalia Sudibyo

6

1 Informasi Kontak Penerima

2 Salam Pembuka

3 Paragraf Pembuka

4 Isi Surat

5 Paragraf Penutup

6 Salam Penutup

APPLICATION LETTER

TASK

Write a fully formatted application letter!

Assignments are collected via email
elingpangestu@mail.ugm.ac.id with the subject
MEC_English_Application Letter_Name

Deadline: **September 15, 2023 at 23:59**

**“ BUSINESS OPPORTUNITIES ARE
LIKE BUSES. THERE'S ALWAYS
ANOTHER ONE COMING. ”**

Richard Branson

THANK YOU

For further questions you can contact here

elingpangestu@mail.ugm.ac.id

08112321095