CHAPTER I

INTRODUCTION

1.1 The Background of the Study.

E-Commerce has something to do with the internet and one cannnot avoid it any longer. The letter "E" stands actually for an Electronic. Commerce is a business. So this kind of business needs an electronic machine then. According to Oded Sheeker and Yadong Luo (2004 : 138) there are five points that we have to have in our mind when we talk about the Internet. First, the Internet is a global network, enabling business people to connect to the rest of the world. Second, the internet provides easy access to the global market, matching buyers and sellers across national boundaries. Third, the Internet is an efficient distribution tool, saving transaction costs. Fourth, the Internet lets small business play in a big business arena. Finally, the Internet shortens a company's time to market. As we can imagine, if a buyer has to make a telephone call, he has to spend more money. The more time he needs to talk on the telephone, the more money that he has to spend for it. And if a buyer, for example, has to visit his customer or customers in another country, he has to spend not only a lot of time, energy, and a lot more money, but he also has to sacrifice something.

It was since 1960, when the first computer business appeared, information technology has changed the way commerce is conducted around the globe (Alias Award,2002:35). In running any kinds of businesses either legal or illegal businesses through the International Network (Internet) has changed from mainframes to

accounting system, the personal computer (PC) revolution, local area networks, and enterprise resource planning have all a hand in shaping today's business organization. The primary technology for this transformation in the Internet (a universal global data network that moves closer and closer to the iniquity of the telephone with each day).

The internet can link people, particularly, those business people who are running their business in this world. Basically, the internet is the infrastructure that can link hundreds and even thousands networks. As what Ramstad (1999), explains that " By linking the large companies that manage individual networks, the Internet becomes an information highway that makes the information stored on thousands of computers worldwide available to millions of people everywhere". Most business people now use this global service in order for them to ease and help run and economize their businesses. That is one of the reasons why they need the Internet. As what Ramstad (1999) , says that " For all directions the Internet has taken and all the companies it has spawned, this technology was first developed as a toll for people to keep in touch with one another".

Besides the Internet, business people use a language to express what business information that they have in their mind. Human beings use a language in their lives for many purposes. In order to achieve the purposes, the language is adjusted to the context in which it is being used. The context of the language used will influence the right language choice (Butt, Spink, and Yallop, 1995:10). In running a business normally a formal language is used instead of an informal one. Because world class business is

usually conducted in a formal situation so automatically formal language is used. It is believed that the use of a language is normally associated with the form of a language which means that the purpose is realized through the form of the language use. For example, the language used in business negotiation (buying and selling processes) between or among some business people is much different from that the language used by those people in a casual meeting, and it is also much different from the language used in advertisements.

As what we realize in the global markets is that some business people can run their business merely just in a very short time, one or two times doing business transactions, then business is gone. Some can run in a bit longer time. But some can even run their business relationship in such a very long period of time. They both feel very satisfied.

In running international class business activities, the writer finds out that there are actually two main factors to manage a long business term and business relationship. The first is that business person must have some related and eligible information. Information is the second most expensive one in running a business and it is still regarded very expensive for some certain class of people, of course. It depends very much on how much capital one has to spend in order to obtain a piece of world business information. In fact, the writer has spent a lot of money to learn English and to master computer programs and still he is able to run an internet program right from the beginning till he can obtain and process this world class business information. The second one is that "trust". According to the writer "trust" is the most expensive thing in

running any business in this world. The writer strongly believes that if your business partners can not trust you any longer it can destroy the business that you have built up previously. In another words, if you have lots of business information in your hand, but there is no one can trust you. Then the questions is that how can you run a business if there is no business people can trust you? How people can trust us in running a business , that is another problem. And the answer can vary from one to another. Then Diane Guslander, 2003, (a coffee importer from Wyoming, USA) further says that " trust is the number one quality in running a world or global business".1.

Another related question is that, if one has no information in hand at all, but there are lots of people who can trust him. Then the possible question that we can rise is that, Can he conduct or manage a global business ? The answer vary. To run a long term business relation is not as simple as of buying a pair of shocks. Communication through the telephone and e-mail or letters remain merely insufficient. Sometimes a visit or paying a visit is essential. By having a face to face communication, a deeper and further business relationship can be conveniently built up. The things that we have to have in mind is that, how a business person can run a business with the people that he has never known, has never met before, and that the people who have come from different countries, different religions, cultural backgrounds, countries' philosophies, different level of knowledge, and different ways of thinking. In fact, even they have a lot of differences, but the buyer can easily transfer some amount of big money to the seller's Bank account number. The answer is that since they both trust each other, so there is no problem for the importers (buyers) to transfer that amount of money.

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Based on the background of this research, it is essential that written business messages be studied in running those export and import business activities. Despite the fact that some local exporters are not able how to write English business messages. They are very familiar with those export and import written messages (business tetxs) and some business terminologies. The writer often finds out that they ask their staff or pay somebody to manage and set up this problem. And also based upon these phenomenon written above, this research is conducted. One of the most prominent characteristics of e-commerce is its brevity, resulting in almost all elliptical expressions. The problem is how much is the e-commerce text elided. This is the basis for conducting this study.

1.2. The Problems of the Study

The problems in this study are formulated as follows :

1. What elements of experiential function are normally elided in texts of e – commerce?

2. What is dominantly elided experientially in e – commerce texts?

3. Why are the texts of e – commerce elided they way they are?

1.3. The Objectives of the Study

The study is aimed at investigating e-commerce texts. In particular the objectives are :

1. to investigate elliptical elements,

2. to derive the dominant ellipses, and

3. to reason, in terms of contextual basis, the occurance of ellipses in the e-commerce texts.

1.4. The Scope of the Study

Firstly this study investigates some ellipses in written English business messages written by a number of local exporters and foreign importers. Secondly, the study deals with some common abbreviations in export and import business messages. Thirdly, the study is focused on some very common terminologies (including the abbreviations and acronyms) in exports and imports business activities conducted between those local exporters and those foreign importers.

1.5. The Significance of the Study

Theoritically, the findings of the study are expected to add new horizons on the application of systemic functional linguistics (FSL) theories to texts of e–commerce. Practically, the findings are expected to be significant and useful as an input for some local exporters in developing their own business in the future, and those who want to be future exporters or importers. It is expected that the findings of this research will contribute as a reference to plan a better future business communication between an exporter and an importer in writing their business messages on exports and imports. In

order words, the findings of this study will provide more knowledge and information for Indonesian exporters, particularly, and those business people who want to be an exporter or an importer to :

1. be familiar with some omissions in written English business messages,

2. be able to communicate verbally with their foreign customers,

3. be able to translate those business of export and imports terminologies,

4. be able to understand read new business contract easily,

5. be able to monitor their the running of their business activities through the internet and

6. be able to read those business abbreviations in export and import businesses.