

## *English for Exhibition*

Oleh:  
Lusi Nurhayati \*

### **A. Pendahuluan**

Dalam era globalisasi ini masyarakat Indonesia dituntut untuk bisa berinteraksi dengan berbagai bangsa di dunia. Salah satu kemampuan yang harus dimiliki adalah bahasa internasional, dalam hal ini bahasa Inggris. Dengan kemampuan bahasa Inggris yang memadai, kita bisa meraih pasar yang lebih luas lagi dengan memasarkan produk kita (baik benda maupun jasa) secara internasional. Salah satu kegiatan pemasaran yang lazim dilakukan adalah mengikuti sebuah pameran produk atau jasa. Artikel ini akan sedikit mengulas tentang beberapa ekspresi bahasa Inggris yang bisa dipergunakan untuk berinteraksi dalam bahasa Inggris selama mengikuti pameran serta dalam interaksi melalui telfon sebagai *follow up* dari kegiatan pameran. Beberapa ekspresi juga bisa dipergunakan dalam konteks umum jual beli. Sebelumnya disajikan beberapa tips umum berkomunikasi.

### **B. Pameran**

Pameran adalah sebuah even dimana kita bisa bertemu banyak orang dan berkomunikasi dengan mereka untuk tujuan memasarkan sesuatu. Biasanya dalam sebuah pameran kita akan memajang sampel produk baik berupa benda asli maupun dalam bentuk gambar. Dalam sebuah pameran produk, kemampuan mempromosikan dan memasarkan produk sangatlah penting. Untuk kesuksesan pameran ada beberapa langkah yang persiapan yang harus dilakukan. Pertama kita harus memastikan bahwa even yang akan diikuti penting dan cocok dengan bidang bisnis yang ditekuni. Perlu sekali untuk mengecek siapa penyelenggara dan sponsor kegiatan tersebut serta mencermati segala aturan dan syarat yang ditentukan, termasuk keuangan. Selanjutnya adalah kita harus mensurvei tempat dan memesan *stand* yang lokasinya menguntungkan.

Selama pameran berskala internasional kita harus mampu berinteraksi dengan berbagai orang dengan menggunakan bahasa internasional, salah satunya Bahasa Inggris. Tentu saja kemampuan bahasa ini bukan satu-satunya factor penentu kesuksesan kita dalam mempromosikan produk. Kecakapan di bidang lain tentu sangat diperlukan. Petugas penjaga stand harus memiliki

pengetahuan yang menyeluruh tentang produk yang ditawarkan. Kita harus tahu persis seperti apa produk kita sehingga kita bisa memberi tahu pihak lain dengan baik dan benar sesuai keperluan. Selain itu, petugas tersebut harus mampu untuk menyampaikan informasi secara efektif dan efisien dan memiliki kemampuan untuk menggunakan bahasa tubuh untuk mendukung proses penyampaian pesan. Sikap mental dan budi pekerti yang terejawantahkan dalam sikap yang ramah, empati, menghargai orang lain, percaya diri, dan sabar juga harus dimiliki. Pengunjung pameran yang tertarik kepada produk kita bisa jadi adalah masyarakat biasa, dan ada kalanya juga pemegang kebijakan di sebuah institusi atau perusahaan. Oleh karena itu kita harus faham dengan siapa kita berbicara sehingga kita bisa menggunakan bahasa yang baik, sopan dan tepat sasaran.

### **C. Berkomunikasi dengan Bahasa Inggris**

Beberapa standar umum dalam berkomunikasi dengan pengunjung selama anda melakukan pameran dan melakukan promosi di stand adalah: berpenampilan rapi, sopan dan menarik, bersikap ramah, *responsive* dan penolong, menjaga etika dan sopan santun, menghindari diri dari melakukan hal yang kurang disenangi tipe pengunjung tertentu, misalnya merokok.

Tentu saja ada beberapa keterampilan berbahasa Inggris yang anda perlukan untuk dapat mencapai tujuan anda yaitu mempromosikan dan memasarkan produk. Beberapa keterampilan bahasa yang akan diperlukan misalnya adalah: menyapa calon pelanggan, mempersilahkan pengunjung untuk melihat-lihat stand, menyatakan komitmen anda untuk membantu para pengunjung, menjawab pertanyaan yang diajukan, mempersilahkan pengunjung mengisi buku tamu, mempresentasikan produk barang/jasa dengan baik, mengucapkan terima kasih atas kunjungan kepada stand anda. Kemampuan lain yang diperlukan adalah membangun *networking* dan melakukan *follow up* baik melalui email ataupun media komunikasi lainnya. Berikut adalah beberapa contoh ekspresi yang bisa digunakan.

a. Sapaan

	GREETINGS	RESPONSES
<i>More formal</i>	Good morning. Good afternoon. Good evening. How nice to see you! What a pleasant surprise! Hello, Robert.	Good morning. Good afternoon. Good evening. Yes, it's been quite a while.
↑	How are you? Hi, Bob. How've you been? What's happening? What's new?	Hello, Kathryn. Fine, thanks. And you? Hi, Kathy. Pretty good. Not much. Nothing.
↓	How are you doing? How you doing? Long time, no see.	OK. Not bad. Yeah!
<i>Less formal</i>		

(sumber: Tillit dan Bruder, 1999: 6)

b. Pamit

	PRECLOSINGS	RESPONSES
<i>More formal</i>	Well, I'm afraid I have to be going. (I've got to get up early tomorrow.) It's been a pleasure. Thank you for the advice. I really must go now. (stronger)	Thank you for coming. Yes, I've enjoyed it. My pleasure.
↑	It was nice to see you. (Note past tense.) Well, it's getting late. I know you're busy... Nice to see you again. Thanks for coming. Maybe we could get together sometime.	It was good to see you. Maybe we can talk again.
↓	Great seeing you. I've really got to go. Got to go now.	Nice to see you. It was fun. Sounds good.
<i>Less formal</i>		Same here. OK. See you. See you again.
	CLOSINGS	RESPONSES
<i>More formal</i>	Until the next time... Good night, Bill. Good-bye, Harry. Have a nice (weekend). Talk to you later. See you later.	Good-bye. Good night, Jean. Good-bye, Lisa. You, too. Bye. Take it easy. So long. Take care.
↑		
<i>Less formal</i>		

(sumber: Tillit dan Bruder, 1999: 6)

- c. menyambut dan mempersilahkan pengunjung  
*Welcome to our stand.*  
*Please take a look of our products.*
- d. Menawarkan bantuan  
*How may I help you?*  
*Can I help you?*  
*Is there anything I can do for you?*
- e. Mempersilahkan bertanya dan bertanya  
*Please don't hesitate to ask me if you need help.*  
*If you have any questions, please just ask.*  
*It's a great event, isn't it?*  
*Have you been to this event before?*  
*Is that a .... you're particularly interested in?*  
*Are you interested in a particular type of ...?*  
*Oh yes, what would you like to know?*
- f. Merespon pertanyaan/permintaan  
*Sorry, I didn't catch the questions. Can you repeat it?*  
*I will have to check for you.*  
*I am not the right person to answer that.*  
*Just a moment, Sir. I will get the booklet for you.*  
*Oh I'm sorry but we run out of it.*  
*Excuse me for a moment*  
*Can you give me 2 minutes.*
- g. Mengisi buku tamu/form/testimoni  
*If you can just fill in this form for me with a few details, ...*  
*If you don't mind, please write your name and address here.*  
*Would you please write a testimony for us?*
- h. Memberikan pendapat  
*There has been a lot of interest in this pet today.*  
*I think it's going to sell very quickly.*  
*In my opinion, it....*

- i. Menjelaskan produk barang/jasa

*I am glad to see so many of you here today.*

*I'd like to talk about Pentingsari, one of tourist destinations in Yogyakarta Indonesia.*

*First I'd like to describe our location and second the services.*

*This is the map of Penting Sari.*

*Our place is here, it is not far from the Palace, it's about 12 KM from...*

*That's all I wanted to say about...*

- j. Menyebutkan harga

*The price is Rp. 50.000,- each.*

*It is only Rp. 100.000,- each.*

*The cost is...*

*It costs....*

- k. Negosiasi harga

*How much is the price?*

*Is there anything you can do on the price?*

*It's still more than we want to spend*

*If you take; I can offer it to you for Rp. 50.000,-*

*I'm sorry, I can't do it.*

*What if I offered you....*

*Could you include...*

*If you can promise us; then it's a deal.*

*That's the best I can offer.*

- l. Mendeskripsikan sesuatu

*PASTY is the place where you can sell or buy many types of pets.*

*It opens daily starting from ... to....*

*The location is .....*

*The price is varied.*

*There are some events that we hold annually for example pet competition.*

*This is Narnia, a Persian Cat. It has soft and thick fur. It eats special food only.*

- m. Memberikan sesuatu

*Here it is.*

*Here you are.*

- n. mengucapkan terima kasih

*Thank you for your visit.*

*Thank you very much for visiting our stand.*

*I'd be happy to hear from you.*

Hal yang tidak boleh dilupakan setelah pameran adalah melakukan *follow up*. Biasanya kontak pertama dilakukan dalam waktu seminggu setelah pameran. Tidak akan ada ruginya jika kita bersegera melakukan *follow up*. Bagaimana anda melakukan kontak pertama tergantung pada siapa orang yang akan dihubungi, bisa melalui telfon atau email, atau media lainnya. Dalam melakukan kontak, kita harus menunjukkan bahwa mereka orang yang penting. Menjalin pertemanan dan *networking* adalah bagian penting dari pemasaran. Berikut adalah contoh percakapan yang mungkin terjadi dalam telfon:

*A: Hello. Lusi's speaking. How may I help you?*

*B: Hello. This is Sonia from Singapore. We met in the exhibition a week ago.*

*A: O Hi Sonia. How are you. Is there anything I can do for you?*

*B: Yes. My company is planning to visit Yogyakarta and we plan to stay for 2 days in Pentingsari. I need detailed information about the facilities. Can you email me the pictures?*

*A: Well actually we have a website. You can open [www.pentingsari.com](http://www.pentingsari.com).*

*B: O I see. Ok then I 'll check it. Thanks a lot.*

*A: No worries.*

*B: I 'll contact you soon. Bye.*

*A: Bye.*

Beberapa ekspresi yang bisa digunakan dalam melakukan percakapan lewat telfon diantaranya adalah:

1. mengidentifikasi perusahaan

*Pasty centre, can I help you?*

*Good morning, Penting Sari Marketing office.*

2. Menyebutkan identitas diri

*This is...*

*...speaking*

3. Mengidentifikasi Penelfon

*Who's calling please?*

*Who's speaking please?*

*May I ask who's calling, please?*

*I am sorry I didn't catch your name.*

4. Menyebutkan siapa yang anda tuju

*I 'd like to talk to...*

*Can I talk to...*

*Could you put me through to...*

*Could I have extension 211?*

5. Menanyakan dan Menjelaskan tujuan

*Could you tell me what it is about?*

*I am calling about...*

*The reason I am calling is...*

*It's about....*

*It is in connection with...*

6. Menghubungkan dengan seseorang

*Wait a moment.*

*I am putting you through.*

7. Klarifikasi

*Could you spell that?*

*Sorry, I don't get it. Could you repeat that please?*

*Do you mean...?*

## **Penutup**

Pameran adalah kesempatan yang bagus untuk promosi. Sembilan dari sepuluh pengunjung mempengaruhi tingkat penjualan produk (Redclift Imagining Ltd). Keseluruhan even akan sia-sia kecuali anda mempersiapkan segala sesuatunya dengan baik termasuk kemampuan berbahasa Inggris. Hal yang juga penting adalah melakukan kontak dan *follow up* terhadap

pengunjung yang prospektif untuk menjadi mitra bisnis anda. Jika ini tidak dilakukan maka kesempatan untuk meraih pelanggan akan sedikit berkurang.\*\*\*

### Daftar Pustaka

- Blundell, J., Higgins, J dan Middlemiss, N. (1982). *Functions in English*. Oxford: Oxford University Press.
- Chiver, B dan Shoolbred, M. (2007). *A student guide to presentations*. London: Sage Publications.
- Comfort, J. (1997). *Oxford Business English Skills : Effective Telephoning* . Oxford: Oxford University Press
- Robinson, N. (2010). *Cambridge English for Marketing*. Cambridge: Cambridge University Press.
- Redclif Imagining Ltd. (n.d.) *Preparing for an exhibition*. diunduh tanggal 1 juni 2013 dari [http://www.redcliffe.co.uk/resources/planning\\_for\\_exhibitions.htm#ixzz2VU6JiRks](http://www.redcliffe.co.uk/resources/planning_for_exhibitions.htm#ixzz2VU6JiRks)
- Tillit, B dan Bruder, M.N. (1999). *Speaking naturally*. Cambridge: Cambridge University Press.



## LAMPIRAN

### Trade fairs and exhibitions

Trade fairs are also known as trade shows, exhibitions or expos. Public trade fairs are open to the public, while trade-only fairs are open to company representatives and the press. An important function of trade fairs is PR: many journalists attend and are interested in the latest developments in an industry. They are also important for direct sales to attendees, or sales generated by word of mouth after demonstrations, etc. They are also hugely important for networking within an industry – a chance to observe what competitors and partners are doing.

### Negotiations

One of the golden rules of negotiating is to create win-win situations, where both sides are better off as a result. Professional negotiators think ahead to the next negotiation, so building relationships based on trust and respect can be more important than squeezing the best deal out of the other side.

A second key tip is to trade concessions: never give anything for free; always get something in return. This usually involves having a starting position which you know is unrealistic in order to have some cheap concessions to give up during the negotiation.

A third golden rule is make sure that whatever has been agreed is confirmed and written down before moving on to the next part of the negotiation.

### On the stand

It is important that staffers on the stand are fully trained in bringing potential leads to the stand, explaining and demonstrating the product, qualifying the lead (to determine how likely the person is to become a customer), getting information from the lead, dealing with objections, and closing the deal. Many companies develop a script for staffers to use, in order that the staffers know the best thing to say in response to comments or objections from the lead. The script is usually written and refined over a period of months or years, based on experience of what works and what doesn't.

It is also important that staffers are experienced, know the product well, and are well motivated to sell. It is vital that the company has a strategy for the event, with clear goals for the company and for each individual member of the team.

## Networking

Face-to-face networking, also known informally as schmoozing, is all about starting conversations with strangers, building trust and mutual liking, establishing whether the other person is likely to be a useful contact, exchanging contact details (e.g. business cards), and preparing to follow up potential leads (e.g. by making notes of useful information). Many people find the idea of 'working the room' (systematically and successfully talking to everybody with a focused aim) very daunting, but the skills can be learnt through experience and good techniques (see links below).

### Useful web links

*Free business networking tips and ideas*

<http://www.kintish.co.uk/page77.html>

*Top networking tips*

<http://www.kintish.co.uk/page1017.html>

*Brain surgeon – That Mitchell & Webb Look, Series 3 – BBC Two*

[http://www.youtube.com/watch?v=THNPmhBl-8I&feature=player\\_embedded](http://www.youtube.com/watch?v=THNPmhBl-8I&feature=player_embedded)

## Following up on sales leads

This is the most important aspect of trade fairs and other networking events – without successful follow-up, the event and the contacts are wasted. The follow-up could be in the form of a letter, email or phone call. The more personalised the better, although if there are large numbers of leads to follow up, it may be necessary to standardise the procedure.

It is essential that the follow-up takes the process of turning a lead into a sale forward – it must tell the potential customer what to do next, and give some sort of incentive for the lead to take that step. The language of the email or letter must be persuasive.

### Useful web links

*The critical importance of sales follow-ups*

<http://www.allbusiness.com/sales/selling-techniques/1975-1.html>

*The importance of follow-up*

<http://www.emailtools.co.uk/metrics/followup.htm>

*Five sales follow-up tips that work*

<http://ezinearticles.com/?5-Sales-Follow-Up-Tips-that-Work&id=173957>

*How to write a sales visit follow-up email*

[http://www.ehow.com/how\\_2154069\\_write-sales-visit-followup-email.html](http://www.ehow.com/how_2154069_write-sales-visit-followup-email.html)