

# ENGLISH FOR DIGITAL BUSINESS

In an era where digital transformation is reshaping industries across the globe, the ability to effectively communicate in English within the context of digital business has become increasingly vital. As the digital landscape evolves, so does the need for professionals to master the language that drives innovation and connectivity in this dynamic field.

“English for Digital Business: Introduction” is crafted to meet this need by providing a foundational guide to mastering English specifically emphasizing on grammar, vocabulary and reading comprehension. This book is designed for students who are new to the intersection of English language and digital business, offering essential tools to use the correct grammar and comprehend reading passages related to digital business.

“English for Digital Business: Introduction” aims to provide a clear and practical approach to learning the language of digital business. The book covers fundamental aspects of grammar, digital business terminology, and reading comprehension. Each chapter is designed to introduce key concepts of grammar and vocabulary in a structured manner, ensuring that readers build a solid foundation while progressively advancing their reading skills.



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MORITA

ENGLISH FOR DIGITAL BUSINESS Book 1

MORITA

# ENGLISH FOR DIGITAL BUSINESS

BOOK 1



# **ENGLISH FOR DIGITAL BUSINESS**

**Book 1**

## UU No 28 tahun 2014 tentang Hak Cipta

### **Fungsi dan sifat hak cipta Pasal 4**

Hak Cipta sebagaimana dimaksud dalam Pasal 3 huruf a merupakan hak eksklusif yang terdiri atas hak moral dan hak ekonomi.

### **Pembatasan Pelindungan Pasal 26**

Ketentuan sebagaimana dimaksud dalam Pasal 23, Pasal 24, dan Pasal 25 tidak berlaku terhadap:

- i. penggunaan kutipan singkat Ciptaan dan/atau produk Hak Terkait untuk pelaporan peristiwa aktual yang ditujukan hanya untuk keperluan penyediaan informasi aktual;
- ii. Penggandaan Ciptaan dan/atau produk Hak Terkait hanya untuk kepentingan penelitian ilmu pengetahuan;
- iii. Penggandaan Ciptaan dan/atau produk Hak Terkait hanya untuk keperluan pengajaran, kecuali pertunjukan dan Fonogram yang telah dilakukan Pengumuman sebagai bahan ajar; dan
- iv. penggunaan untuk kepentingan pendidikan dan pengembangan ilmu pengetahuan yang memungkinkan suatu Ciptaan dan/atau produk Hak Terkait dapat digunakan tanpa izin Pelaku Pertunjukan, Produser Fonogram, atau Lembaga Penyiaran.

### **Sanksi Pelanggaran Pasal 113**

1. Setiap Orang yang dengan tanpa hak melakukan pelanggaran hak ekonomi sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf i untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 1 (satu) tahun dan/atau pidana denda paling banyak Rp100.000.000 (seratus juta rupiah).
2. Setiap Orang yang dengan tanpa hak dan/atau tanpa izin Pencipta atau pemegang Hak Cipta melakukan pelanggaran hak ekonomi Pencipta sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf c, huruf d, huruf f, dan/atau huruf h untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 3 (tiga) tahun dan/atau pidana denda paling banyak Rp500.000.000,00 (lima ratus juta rupiah).

# ENGLISH FOR DIGITAL BUSINESS

BOOK 1

Morita



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Book 1

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# Publisher's Foreward

In today's rapidly evolving digital landscape, English has become the global language of communication, collaboration, and commerce. \*English for Digital Business\* is a timely and essential resource for professionals and entrepreneurs looking to navigate the complexities of the digital business world. This book equips readers with the language skills necessary to succeed in global markets, engage with international clients, and leverage digital platforms effectively. We believe this guide will be an invaluable asset to anyone aspiring to thrive in the interconnected, digital-driven business environment.

This book offers a comprehensive approach to mastering business English within the digital context, combining practical language lessons with real-world examples relevant to e-commerce, digital marketing, online communication, and global collaboration. Whether you're a seasoned entrepreneur or just beginning your journey in the digital business sphere, \*English for Digital Business\* provides the tools and insights you need to build your confidence and achieve success in today's digital economy. It is with great pride that we present this book, knowing it will empower readers to communicate effectively and professionally in a world without borders.

**Penerbit Kesatuan Press**

# Preface

In an era where digital transformation is reshaping industries across the globe, the ability to effectively communicate in English within the context of digital business has become increasingly vital. As the digital landscape evolves, so does the need for professionals to master the language that drives innovation and connectivity in this dynamic field.

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I am deeply appreciative of the feedback and insights provided by anyone who are interested in the use of English in Digital Business. Your input will be very much welcomed and eventually be used for further improvement. I hope it proves to be a valuable tool in your journey toward proficiency in English for digital business.

Warm regards,

Morita, S.S., M.Pd.

IBIK English Lecturer

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