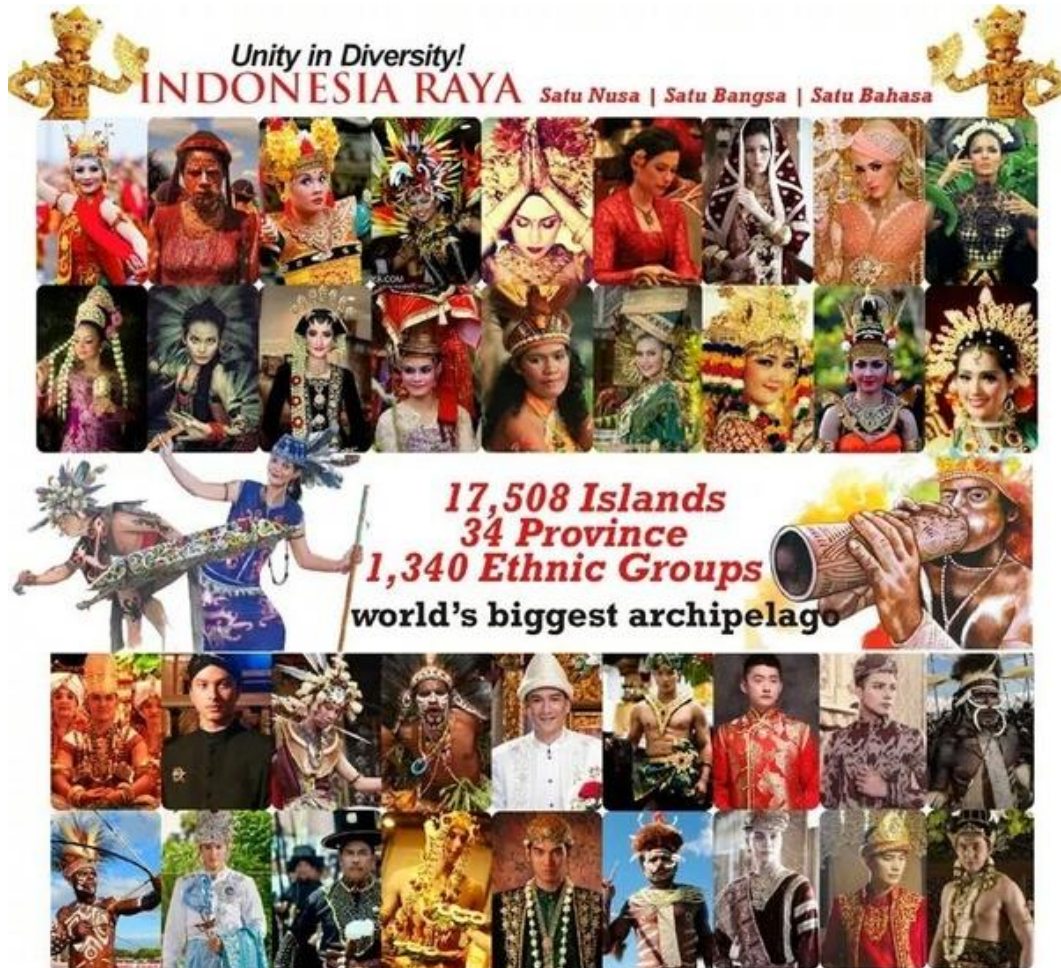


UNIT 4 PROMOTING ONE OF INDONESIAN CULTURE

Practice 1. Look at the following poster and discuss with your friends the following questions!



Picture 4a

1. What do you find interesting from culture?
2. What kind of culture do you know?
3. What does Indonesian culture have in common?
4. What can you present as Lampung culture?
5. What do you know about it?

Practice 2a. Read the following dialogue and practice with your friends in pairs!

Situation: David and Mala are talking about Lampung Province.

Mala : How do you like visiting Indonesia especially Lampung?

David : There are places that are worth to visit, see, and enjoy more than living in my own place!

Mala : Can you give me some examples?

David : Well, it certainly is more interesting than Los Angeles. There is so much more to do and see!

Mala : Yes, but Los Angeles is more lively than Bandar Lampung for example.

David : That's true. People in the city aren't as open and friendly as those in here. Besides, I find more social life like meeting new friends, going to market, attending some social gatherings.

Mala : I'm sure that life in Lampung is more relaxed, too!

David : Yes, Los Angeles is busier than Lampung. However, Lampung is much slower than Los Angeles.

Mala : I think that's a good thing for busy people like you!

David : Certainly. When I visit place like Kiluan Bay, the area is quiet and relaxing! It's much more comfortable than city.

Mala : How about the cost of living? Is it cheaper than Bandar Lampung?

David : Oh, yes. Bandar Lampung is more expensive than Kiluan Bay although Los Angeles is the most expensive one.

Mala : Life in the country side is also much healthier than in the city.

David : Yes, it's cleaner. I also find native life style is more interesting. I enjoy going to cocoa plantation, and go fishing. They also cook special food like Seruit and grill their fish in speacial way. The nature is quite challenging to explore.

Mala : I think most tourits are crazy about living in nature.

David : Well, I'm one of them. Maybe when I have explored Lampung. I'll move to West Sumatera.

Practice 2b. Compare the places where David has been living in his life. Use degree of comparison to make it easier!

	Los Angeles	Bandar Lampung	Kiluan Bay
People			
Activities			
Nature			

Practice 3a. Group Discussion: Look at the following picture and interpret in a group of 3-4 persons about Indonesian Culture!



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Picture 4b

Practice 3b. Choose 4 provinces to discuss and make explanations in your group presentation related to the aspects of culture to highlight!

Province	Unique Culture You Find	Why

Practice 4. Look at the poster of words below. Make a picture of words related to one of Indonesian provinces. Use in as your poster in doing presentation in a group!



Picture 4c

Grammar Focus

Structure: The Comparative and The Superlative

A. Comparative Adjectives

Comparative adjectives are used to compare differences between the two objects they modify (*larger, smaller, faster, higher*). They are used in sentences where two nouns are compared, in this pattern:

Noun (subject) + verb + comparative adjective + *than* + noun (object).

The second item of comparison can be omitted if it is clear from the context.

Examples

- Bandar Lampung is **bigger** than Kalianda
- This box is **smaller** than the one I lost.
- Andong is **faster** than becak.
- Swimming at beach is **more** relaxing **than** swimming at pool.
- Bakso and pempek are both my favorite food, but I like pempek **better**. ("than bakso" is understood)

B. Superlative Adjectives

Superlative adjectives are used to describe an object which is at the upper or lower limit of a quality (*the tallest, the smallest, the fastest, the highest*). They are used in sentences where a subject is compared to a group of objects.

Noun (subject) + verb + the + superlative adjective + noun (object).

The group that is being compared with can be omitted if it is clear from the context.

Examples

- My house is the **largest** one in our neighborhood.
- This is the **smallest** keychain I've ever seen.
- Your horse ran the **fastest** of any horse in the race.
- We all threw our rocks at the same time. My rock flew the **highest**. ("of all the rocks" is understood)

C. Forming Regular Comparatives and Superlatives

Forming comparatives and superlatives is easy. The form depends on the number of syllables in the original adjective.

1. One Syllable

Add *-er* for the comparative and *-est* for the superlative. If the adjective has a consonant + single vowel + consonant spelling, the final consonant must be doubled before adding the ending.

Adjective	Comparative	Superlative
tall	taller	Tallest
fat	fatter	Fattest
big	bigger	Biggest
sad	sadder	Saddest

2. Two Syllables

Adjectives with two syllables can form the comparative either by add *-er* or by preceding the adjective with *more*. These adjectives form the superlative either by adding *-est* or by preceding the adjective with *most*. In many cases, both forms are used, although one usage will be more common than the other. If you are not sure whether a two-syllable adjective can take a comparative or superlative ending, play it safe and use *more* and *most* instead. For adjectives ending in *-y*, change the *-y* to an *-i* before adding the ending.

Adjective	Comparative	Superlative
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Adjective	Comparative	Superlative
happy	happier	happiest
simple	simpler	simplest
busy	busier	busiest
tilted	more tilted	most tilted
tangled	more tangled	most tangled

3. Three or More Syllables

Adjectives with three or more syllables form the comparative by putting *more* in front of the adjective, and the superlative by putting *most* in front.

Adjective	Comparative	Superlative
important	more important	most important
expensive	more expensive	most expensive

4. Irregular

These very common adjectives have completely irregular comparative and superlative forms.

Adjective	Comparative	Superlative
good	better	best
bad	worse	worst
little	less	least
much	more	most
far	further/ farther	furthest/ farthest

Language Expression: Encouraging and Inviting Someone to Visit

A. Phrases to use when someone hasn't started yet.

You can say these phrases to someone who's trying to decide whether to do something that seems difficult or risky:

- Give it a try. You will love the food and the people.
- Go for it. Every one deserves their holiday.
- Why not? Bali is such an interesting place to visit.

- It's worth a shot. Indonesia is a 24-hour flight destination that we recommend you to visit.
- What are you waiting for? Lombok is a haven for divers like you.
- What do you have to lose? You can take your best pictures there.
- You might as well. Don't lose your chance.
- Just do it. It might never come again in your life.

B. Phrases to use when someone is facing a hard decision

These phrases are ways to tell someone to keep trying:

- I'll support you either way. Indonesia is the best choice to spend your holiday.
- I'm behind you 100%. We know that you can go and visit Flores your dream land.
- It's totally up to you. I know you can do it.
- It's your call. Kalimantan is your next pit stop.

C. Phrases to inspire people

You wouldn't use these phrases often in regular conversation, but in writing or speeches they sound very inspirational:

- Follow your dreams.
- Reach for the stars.
- Do the impossible.
- Believe in yourself.
- The sky is the limit.

Practice 5. Read the text below and find out tips for business travelers heading to Indonesia. Discuss it with your friends in class. Find out the tips that you agree or disagree with and tell the reason!

What tips do you have for business travelers heading to Indonesia?

A cultural expert Gayle Cotton, author of the bestselling book, *Say Anything to Anyone*, shares a variety of tips with About.com readers to help business travelers avoid potential cultural problems when traveling to Indonesia.

Indonesia is a country of many cultures, although greetings amongst all Indonesians are conducted with stateliness and formality, in a slow, deliberate manner. A hurried introduction will be perceived as disrespectful.

The traditional greeting for Hindu Indonesians involves a slight bow with the palms of the hands together, as if praying. Older, traditional Hindus often use this greeting, called the "Namaste". It is also an

acceptable alternative to a handshake when a Western businesswoman greets a Hindu man.

Among both Muslim and Hindu Indonesians, the left hand is considered unclean so, whenever possible, it should not be used in public. The right hand should be used exclusively to greet, accept gifts, hold cash, eat meals, and to touch people. These guidelines apply even if you are left-handed. However, you may use your left hand when there is absolutely no other realistic alternative.

Physical contact between people of the same sex is perfectly acceptable. You'll likely observe men holding hands with men or even walking with their arms around each other. These displays are viewed strictly as gestures of friendship.

There is a belief in Indonesia that the office is the only place to discuss business. Therefore, refrain from discussing business in a social situation, unless your Indonesian companions bring up the subject. Meals are often enjoyed with very little conversation.

To successfully hold a conversation, it's essential for Indonesians to know if they are speaking with a person who is their superior, inferior or equal. Generally, they will feel uncomfortable until they learn your status, so there is a tendency to ask very personal questions.

Indonesians tend to be very friendly and you should reciprocate this immediate friendliness. They are more likely to buy from people who they genuinely like. Taking the time to develop solid, long-term personal relationships is of vital importance. In Indonesian business culture, relationships are based on respect and trust.

Any tips for women?

With the exception of handshakes, there is no public contact between the sexes in Indonesia. Hugging and kissing, even between husbands and wives, are forbidden in public. Moreover, if a woman touches a Muslim man, he must ritually cleanse himself before praying again.

What are some good suggestions for topics of conversation?

- Talk about Indonesian traditions, culture, and architecture
- Families and friends is always a welcome topic
- Food, especially discussing the variety of local cuisine
- Sports in general is always a good topic
- The success and or future plans of your organization

What are some topics of conversation to avoid?

- Commenting on Indonesian customs that you find unusual

- Human rights, politics, the Military influence, bureaucracy, corruption
- Sex, and roles of the sexes
- Over emphasizing your personal successes
- It's best to avoid religion and your personal religious preferences

Practice 6. Make your own poster of promoting Indonesian culture. Make sure that your poster includes your catchy statement, aspects you want to promote, the detail information might be important, and you goal of promoting it. It should be taken from one province or more. It should be able to attract the attention of tourists to visit that area one day.

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