# Mini task 2 – advertisements

## Part A

Listen to the 3 advertisements from different shopping places in Indonesia. Each advertisement will be played twice. Answer the questions below in English.

1. Complete the table with each item mentioned in Advertisement 1, a description of it and its price.

|  |  |  |
| --- | --- | --- |
| Item | Description | Price |
| carvings |  | Rp 50.000 |
|  | small |  |
|  | pretty/beautiful | Rp 70.000 |
| necklaces |  |  |

1. Complete the table with each item mentioned in Advertisement 2, a description of it and its price.

|  |  |  |
| --- | --- | --- |
| Item | Description | Price |
| hats |  |  |
|  |  | Rp 200.000 |
|  | cool |  |

1. Complete the table with each item mentioned in Advertisement 3, a description of it and its price.

|  |  |  |
| --- | --- | --- |
| Item | Description | Price |
|  |  | Rp 40.000 for 100 grams |
| biscuits |  |  |

1. What do you think the words below, mentioned in the advertisements, mean in English?

|  |  |
| --- | --- |
| Indonesian | English |
| *aksesori* |  |
| *spesial* |  |
| *promo* |  |

1. How do the advertisements persuade people to shop at each place? List any strategies or phrases you can think of.

|  |
| --- |
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## Part B

Use the information you heard to decide on items you would like to buy from one of the shopping places being advertised. Write a short message in Indonesian to an Indonesian friend to ask them to buy the items for you and tell them why you want the items. You will also need to tell them what shop they must go to, describe the items and give the prices.

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## For the teacher

Remove this section before sharing this resource with students.

Students who are Deaf, deaf and hard of hearing may be given these transcripts to support them to access the texts.

### Audio

[Activity 1 – dialogue prompts.mp3 (6:13)](https://players.brightcove.net/6197335233001/default_default/index.html?videoId=6353777529112).

### Transcript

#### Advertisement 1

*Ayo ke Pasar Seni Ubud! Ada banyak oleh-oleh di Pasar Seni Ubud. Ada ukiran yang besar dan kecil. Harga ukiran besar lima puluh ribu rupiah, dan harga ukiran kecil dua puluh lima ribu rupiah. Di Pasar Seni Ubud ada juga cincin yang cantik. Harga cincin tujuh puluh ribu rupiah. Ada kalung yang murah. Harga kalung seratus ribu rupiah. Hebat ya! Ayo ke Pasar Seni Ubud!*

#### Advertisement 2

*Mau beli aksesori trendi? Di Toko Kuta Surf, ada banyak aksesori trendi. Ada topi biru, hijau dan merah. Harga spesial – seratus ribu rupiah untuk topi! Di Toko Kuta Surf ada juga kacamata hitam modern. Harganya dua ratus ribu rupiah. Asyik! Di toko ini ada juga dompet keren. Harganya enam puluh ribu rupiah. Bagus sekali! Oke teman, sampai jumpa di Toko Kuta Surf ya!*

#### Advertisement 3

*Di Supermarket Top Market ada banyak makanan Indonesia. Kalau mau beli suvenir makanan, ayo ke Supermarket Top Market. Ada kopi berkualitas tinggi. Mmm, enak sekali. Harga seratus gram kopi empat puluh ribu rupiah. Ada juga biskuit yang asli dan murah. Harga promo – delapan puluh ribu rupiah. Kalau mau ‘taste of Indonesia’, berbelanja di Supermarket Top Market!*

### Answers

1. Complete the table with each item mentioned in Advertisement 1, a description of it and its price.

|  |  |  |
| --- | --- | --- |
| Item | Description | Price |
| carvings | big | Rp 50.000 |
| carvings | small | Rp 25.000 |
| rings | pretty/beautiful | Rp 70.000 |
| necklaces | cheap | Rp 100.000 |

1. Complete the table with each item mentioned in Advertisement 2, a description of it and its price.

|  |  |  |
| --- | --- | --- |
| Item | Description | Price |
| hats | blue, green and red | Rp 100.000 |
| sunglasses | modern | Rp 200.000 |
| wallets | cool | Rp 60.000 |

1. Complete the table with each item mentioned in Advertisement 3, a description of it and its price.

|  |  |  |
| --- | --- | --- |
| Item | Description | Price |
| coffee | high quality and delicious | Rp 40.000 for 100 grams |
| biscuits | authentic and cheap | Rp 80.000 |

1. What do you think the words below, mentioned in the advertisements, mean in English?

|  |  |
| --- | --- |
| Indonesian | English |
| *aksesori* | accessory |
| *spesial* | special |
| *promo* | promotion |

1. How do the advertisements persuade people to shop at each place? List any strategies or phrases you can think of.

Answers could include:

* use of *Ayo!* (‘Come on!’) to encourage people to come along
* positive adjectives such as *hebat*, *bagus sekali*, *asyik*, *trendi*
* the rhetorical question ‘*Mau beli aksesori trendi?*’ (‘Do you want to buy trendy accessories?’)
* inclusive language in ‘*Oke teman*’ (‘Okay friends’)
* use of English in ‘*taste of Indonesia*’.

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