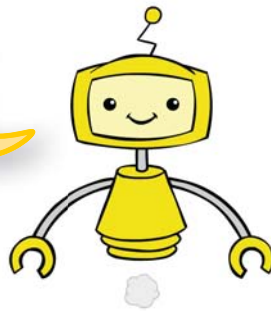


Why would you buy it?

Anna and Peter always have different opinions and they just can't make up their mind on what birthday present to buy for their classmate. Hopefully, after all the 'why' questions they will reach some sort of agreement. Fingers crossed!



LINKS TO:

Stage 2, Module 8

Learning Object 2: What's in an advertisement?

PRIOR LEARNING:

Stage 1

Module 7 Work Sheet 7: *Which one?*



Tell me why ...

1

In Module 8, Learning Object 2, *What's in an advertisement*, after Anna and Nina watched each advertisement, Bu Sugianto asked them a series of questions:

- *Apa yang paling menarik dari iklan ini?*
- *Iklan ini dibuat untuk siapa?*
- *Apakah kamu suka iklan ini?*
- *Mengapa?*
- *Apa kamu mau membeli produk ini?*

Notice that *mengapa* is the word used to ask 'why' in Indonesian.

To help Anna and Nina answer the question, you selected from a variety of positive and negative responses starting with *karena*, 'because'.

For example:

Karena hamburgernya kelihatan enak.

Karena semua itu bohong.

Karena suaranya hebat

Karena iklan itu membosankan.

Which and what?

2

- ▶ Do you remember when you learnt the two uses for the relative pronoun *yang*?

Let's refresh your memory:



In Stage 1, Module 7, Work Sheet 7, *Which one?*

Yang mana?

Which one?

Yang besar

The large one (literally, the one which is large).

- ▶ A question with the phrase *Apa yang ...?* is asking 'What is it that ...?'

For example:

Apa yang dilakukan Peter dan Anna tadi malam?

What is it that Peter and Anna did last night?

Questions that begin with *Apa yang ...?* always use the object focus construction or passive voice.

Compare this to:

Peter dan Anna melakukan apa tadi malam?

This is in the subject focus construction, or active voice.

3

Focusing on the object

As you have already learnt, the passive voice, or object focus construction, is a very important element of the Indonesian language.

For example, did you notice when Bu Sugiarto asked?

Iklan ini dibuat untuk siapa?
For whom was this advertisement made?

Remember that one of the uses of the object focus construction is to focus on the object of the sentence by bringing it to the front of the sentence and by not mentioning the subject.

Although both sentences in the example below are correct, the second one would be more commonly used in Indonesia because it does not mention the subject and allows the audience to focus on the object of the sentence, in this instance, young people.

Direct object

Iklan ini
This advertisement

Iklan ini
This advertisement

Verb

dibuat
was made

dibuat
was made

Subject

Hamburger Pak Gendut
by Hamburger Pak Gendut

...

Indirect object

untuk orang muda.
for young people.

untuk orang muda.
for young people.

4

Exercises

Zak, Anna and Peter were shopping online to find a birthday gift for their classmate Tono. They finally found three items they thought he might enjoy receiving. Then they discussed which one they should buy.

Read the descriptions of each item.

PRODUK 1:

Bola sepak 'Jabulani'

- *bola sepak terancang*
- *kenang-kenangan Piala Dunia 2010*
- *berharga sebagai barang koleksi*

Harga Resmi
Rp. 900.000,-

PRODUK 2:

Kaus seragam MU

- *barang asli*
- *ditandatangani David Beckham*
- *harga bersaing*

Hanya
Rp. 1.080.000,-

PRODUK 3:

Sepatu berpaku

- *buatan tangan*
- *tersedia dalam empat warna (hitam, biru, kuning dan hijau)*
- *garansi setahun*

Banting Harga!!!
Rp. 720.000,-

Exercise 1

Read the conversation between Zak, Anna and Peter about Product 1. Then answer questions in Indonesian.



Apakah kamu suka bola sepak ini?

1.1 *Siapa tidak suka bola sepak itu dan mengapa?*



Ya, suka sekali!



Tidak, aku sama sekali tidak suka!



Mengapa?



Karena bola ini kenang-kenangan dari Piala Dunia 2010.



Aku tidak tertarik pada sepak bola!

1.2 *Mengapa Anna suka bola sepak itu?*



Apakah mungkin kalian mau membelinya?



Mungkin tidak.



Tidak mungkin!



Mengapa?



Karena terlalu mahal!



Karena sepak bola membosankan!

1.3 *Mengapa Anna tidak mau membelinya?*

Exercise 2

2.1 Help Zak ask questions of Anna and Peter about Product 2.

Base Zak's questions on Anna's and Peter's responses.

Write Zak's questions in his speech bubbles.

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Ya suka sekali!



Aku tidak suka!

Four horizontal lines for writing.



Karena aku suka tim Manchester United!



Karena aku lebih suka kaus seragam Brisbane Lions

Four horizontal lines for writing.



Mungkin tidak.



Tidak mungkin

Four horizontal lines for writing.



Karena aku tidak tahu apakah Tono suka Manchester United.



Karena harganya agak mahal!

Four horizontal lines for writing.

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Answer the following questions in **Indonesian**.

2.2 *Apakah Peter suka kaus seragam Manchester United ini? Mengapa?*

2.3 *Apakah Anna mau membeli kaus seragam Manchester United ini? Mengapa?*

Exercise 3

3.1 Help Anna and Peter respond to Zak's questions about Product 3.

Use the information provided in the product description. Pay attention to the responses that are given to you at the end of the conversation.

Fill in Anna and Peter's responses to Zak's questions in the spaces provided.



Apakah kalian suka sepatu berpaku ini?





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Mengapa?



Four horizontal lines for writing a response.



Four horizontal lines for writing a response.



Apakah kalian mau membelinya?



Four horizontal lines for writing a response.



Four horizontal lines for writing a response.

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Mengapa?



Four horizontal lines for writing inside a yellow-bordered box.



Four horizontal lines for writing inside a yellow-bordered box.



Kalian pikir Tono suka warna yang mana?



Four horizontal lines for writing inside a yellow-bordered box.



Four horizontal lines for writing inside a yellow-bordered box.

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3.2 *Berapa warna yang tersedia? Warna apa saja?*

3.3 *Bagaimana cara sepatu berpaku ini dibuat?*

3.4 *Sepatu berpaku ini ada kelebihan apa lagi?*
