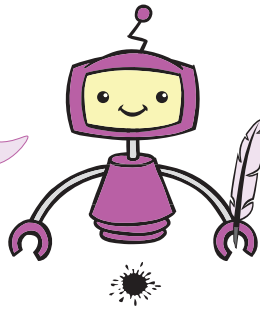


Calling all volunteers

It's Volunteer Week and you can count on me to get into the spirit of things. What kind of volunteers are organisations seeking? How will they find suitable candidates? We need to get the message out to as many people as possible. I know what we can do: radio advertising! Let's find out more about advertising on the radio ...



LINKS TO:

Stage 3, Module 9

Learning Object 3: *What kind of volunteer are you?*

PRIOR LEARNING:

Stage 2

Module 8 Work Sheet 1: *What's in an advertisement?*

Stage 3

Module 6 Work Sheet 3: *The three musketeers*

Module 9 Work Sheet 3: *I'd like to help out*

1 We need you

There are many different organisations for which people can volunteer their time. Factors that influence where someone volunteers include:

- their interests, skills and experiences
- the needs of the organisation.

In Learning Object 3, *What kind of volunteer are you?* you heard about three organisations looking for volunteers. Each organisation provided a brief description of the requirements needed to fulfil the volunteer duties.

➔ For example:

Penghuni kami sudah tua dan memerlukan perhatian khusus.

Our residents are elderly and require special attention.

Kami membutuhkan relawan yang bersedia membantu dalam bidang-bidang ini.

We require volunteers who are willing to help out in these areas.

In Module 9, Work Sheet 3, *I'd like to help out*, you learnt that *cocok* and *pantas* mean 'suitable' or 'fit to/for' in Indonesian.

➔ For example:

Mengapa Anda pikir Anda cocok untuk pekerjaan ini?

Why do you think you are suitable for this job?

Saya pikir bahwa dia tidak cocok untuk pekerjaan ini.

I think that he is not suited to this job.

Pekerjaan sukarela seperti ini pantas untuk orang yang suka membantu orang lain.

This type of volunteer work is suited to a person who likes to help others.

2 Radio advertising

In Stage 2 you learnt that advertisements have four main elements.

<i>gambar</i>	pictures
<i>kata-kata</i>	words
<i>warna</i>	colours
<i>suara</i>	sounds

As you would have already guessed, radio advertisements can only call on two of these elements: sound and words.

Because of the focus on audio, radio advertisements often aim to create a soundscape with a mixture of dialogue, music and sound effects.

A radio advertisement uses the following techniques:

- a strong opening that captures the listeners' attention
- information relating to the product or service being advertised

- repeated use of the product or brand name
- use of memorable slogans, jingles and catchphrases.

Repetition is a key element of radio advertising. Elements are repeated in the advertisement; and the advertisement itself is often repeated several times an hour so that the message sinks into the listeners' subconscious.

Radio advertising also makes use of the persuasive techniques you have already learned about in Module 6, Work Sheet 3, *The three musketeers*:

- Ethos: using the speaker's authority
- Logos: using logic
- Pathos: using emotion

The average radio spot is only 30 seconds long. In that time you need to capture the listeners' attention and convince them to take action.

3 Jump in my ~kah

~lah and *~kah* are two suffixes that are used widely in Indonesian marketing and advertising. In Stage 2, Module 1, Work Sheet 3, *I want to know how*, you learnt that the suffix *~lah* is one of two common methods used by Indonesians to soften the imperative.

➔ For example:

Tutup pintu!
Close the door!

Tutuplah pintu.
Please close the door.

Tolong tutup pintu.
Please close the door.

The *~lah* suffix can also be attached to base verbs for emphasis.

➔ For example:

Kunjungilah Dunia Fantasi!
Visit Fantasy World!

Berbelanjalah di Plaza Senayan!
Shop at Plaza Senayan!

Jadilah seorang sukarelawan!
Become a volunteer!

You have previously learned that *apakah* is the question marker for closed questions. You also learnt that, in spoken language, *apakah* is often abbreviated to *apa*. The *~kah* suffix can also be attached to other words to form questions in which the emphasis is on the word with *~kah* attached.

(continued on following page)

➔ For example:

Sukakah Anda bekerja sukarela?

Like to work as a volunteer?

Inginkah Anda membuat perubahan dalam hidup manula?

Wish to make a difference in the lives of senior citizens?

Punyakah waktu luang untuk membantu?

Have spare time to help out?

~*kah* can also be used to intensify question markers.

➔ For example:

Siapakah orang itu?

Who is that person?

Berapakah harga mobil itu?

What is the price of that car?

Di manakah lokasi kamu sekarang?

Where is your current location?

Exercises

Exercise 1

Because it is Volunteer Week, Peter and Anna want to promote some local organisations who rely on volunteers on the school's radio show. They've asked each organisation to send a brief description of the kind of person they are seeking, and an outline of some of the duties the volunteer would need to carry out.

Read the extracts from the email replies sent by each organisation and then complete the exercises that follow.

Kerja sukarela semacam ini cocok untuk orang yang suka menolong orang lain.

Penghuni kami sudah tua dan memerlukan perhatian khusus. Ini termasuk menyediakan makanan yang dimasak secara sesuai dan memberikan perhatian terhadap kebutuhan kesehatan mereka. Penghuni kami sehat kalau mereka merasa bahagia. Jadi kami berusaha untuk menyediakan suasana yang bersahabat dan menghibur. Penghuni kami senang dihibur dengan musik, pertunjukan komedi dan kegiatan lainnya.

Kerja sukarela semacam ini cocok untuk orang yang berminat membantu keadaan lingkungan.

Ada banyak kesempatan untuk orang-orang yang kreatif dan mempunyai ketrampilan artistik. Kami adalah sebuah LSM yang bergantung pada sumbangan dari masyarakat umum. Kami juga menunjang kegiatan-kegiatan kami dengan cara menjual bermacam-macam barang di Toko Lingkungan kami.

Kerja sukarela semacam ini cocok untuk orang yang tertarik pada olahraga.

Kami bergantung pada sumbangan dan uang yang dikumpulkan dari acara-acara olahraga dan kegiatan amal. Kami membutuhkan relawan yang bersedia membantu dalam bidang-bidang ini.

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Scan and skim through the information provided by each organisation to identify the main ideas.

Use the table below to write up your notes on the types of volunteers being sought by each organisation.

Merajut Usia	Sahabat Lingkungan	Kursiroda Sehat
Persyaratan:	Persyaratan:	Persyaratan:
Tugas-tugas utama:	Tugas-tugas utama:	Tugas-tugas utama:

Exercise 2

Use the information from Exercise 1 to write a radio advertisement for volunteers for each organisation.

Write your answers in Indonesian, keeping in mind what you have learned about radio advertising in this work sheet.

2.1

Lined writing area consisting of 20 horizontal lines.