

## ***PROMOSI KHUSUS DARI GARUDA INDONESIA CEPAT!! SALE BERAKHIR 30 JUNI 2013***

Saat ini Garuda Indonesia memberikan harga khusus buat Anda untuk penerbangan yang dimulai dari tanggal 1 Agustus 2013. Garuda Indonesia kembali melayani Anda dengan penerbangan tiap hari ke Bali. Promosi khusus ini akan berakhir tanggal 30 Juni 2013.

***SALE KELAS EKONOMI MULAI DARI \$728***

***SALE KELAS EKSEKUTIF MULAI DARI \$2063***

Untuk Kelas Ekonomi, harga sudah termasuk pajak & biaya tambahan bahan bakar, tiket pulang-pergi untuk 1 orang dan keberangkatan dari Brisbane.

Khusus untuk Kelas Eksekutif, harga sudah termasuk pajak & biaya tambahan bahan bakar, tiket pulang-pergi untuk 1 orang ditambah dengan pelayanan transfer limusin gratis, promosi pas naik eksklusif untuk semua penumpang dan keberangkatan dari Brisbane.

Untuk informasi lebih lanjut dan syarat-syarat, Anda dapat menghubungi agen perjalanan Anda atau Garuda Indonesia pada nomor 1300 365 330 atau kunjungi situs web kami **[www.garuda-indonesia.net.au](http://www.garuda-indonesia.net.au)**

**Questions:**

1. What type of text is this? What features of the text have helped you reach this conclusion?
2. What special event resulted in the production of the text?
3. Explain the relevance of the two dates given in the text. In other words, what do they refer to?
4. What do you obtain if you pay \$728?
5. What additional items or services do you obtain if you pay \$2063?
6. If you wish to obtain further information how many options or sources do you have to choose from? Identify these sources.
7. Which is the specific audience targeted by this text? Explain your response.
8. Would the additional services provided for \$2063 appeal to as 'value for money' to the average consumer? Explain your response.
9. If you lived in the Coolangatta on the Gold Coast and wished to visit Bali, would this text be of interest to you? Explain your response.

## **READING COMPREHENSION SUGGESTED ANSWERS**

1. Answer: I think this text is an advertisement for Garuda Indonesia services from Brisbane to Bali. The textual features of an advertisement include the photo of welcoming Garuda in-flight staff, the Garuda corporate logo and the bold headline of this Garuda Indonesia promotion.
2. Answer: The event that has resulted in this advertisement is the reintroduction of direct flights from Brisbane to Bali by Garuda Indonesia.
3. Answer: 01 August is when the daily flights resume from Brisbane to Bali and 30 June is the deadline to take advantage of the introductory sale price for Economy and Executive class tickets.
4. Answer: For \$728 you get a return Economy Class ticket Brisbane-Bali, including taxes and fuel surcharge.
5. Answer: For \$2063, in addition to the above, you get free limousine transfer to Brisbane Airport as well as an Exclusive Boarding Pass.
6. Answer: If you wish to obtain further details, you have three options. You can contact your own travel agent, telephone Garuda Indonesia on 1300 365 330 or visit the Garuda Indonesia website at [www.garuda-indonesia.net.au](http://www.garuda-indonesia.net.au)
7. Answer: This advertisement specifically targets people living in Brisbane, the Sunshine Coast or other nearby areas. We know this because both Economy Class and Executive Class packages emphasize the Brisbane departure as a key feature.
8. Answer: The average consumer who is just travelling to Bali for a holiday would find the price too expensive for a limousine ride to the airport and the extra in-flight services afforded to Executive Class passengers. The vast majority of travelers to Bali are laid back and relaxed and would not want to pay extra to fly there in the seat of luxury.
9. Answer: If I lived in Coolangatta, I would have other options for flying to Bali such as Virgin Australia, Jetstar or even Air Asia X. I would therefore be spared the inconvenience of having to travel to Brisbane very early in the morning to make the 08:40 departure time of the Garuda flight to Bali. *Answers will vary. Credit given for arguments linking to the text.*