

Indonesian transcript:

Pewawancara: Eee.. ngomong-ngomong masalah rekreasi tadi... Bisa cerita sedikit tentang tempat rekreasi di Lampung dan bagaimana keluarga biasanya diajak untuk berekreasi?

Dedi: Ya.. eeee.. umumnya di Lampung ada beberapa tempat rekreasi, salah satunya adalah di Wai Kambas, dimana kita bisa melihat gajah di tempat perlindungan gajah, yang dari sini jaraknya 150 km. Kemudian bisa juga kita ke pantai, bisa juga kita pergi ke museum. Ada museum Lampung dimana disitu disimpan benda-benda purbakala, bagaimana sejarah Lampung itu sendiri dan umumnya, guru-guru pesantren kalau menghabiskan akhir pekannya mereka pergi ke.. ke mall. Hanya jalan-jalan ke mall kemudian dia berbelanja ke tempat lain. Lihat-lihat di mall tapi belanja di tempat lain.

Pewawancara: Apakah umum untuk orang Lampung itu dan Indonesia pada umumnya hanya jalan-jalan saja ke mall sementara belanja di tempat lain?

Dedi: Itu sangat umum, sangat umum di.. di.. Di Bandar Lampung itu ada 3 mall ya.. walaupun kota kecil kurang dari satu juta dia memiliki 3 mall dan memiliki dua belas universitas. Jadi kota kecil tapi universitasnya banyak, mallnya juga banyak. Ya kami hanya untuk hiburan saja, karena kalau membeli di mall duitnya tidak akan cukup.

Pewawancara: Memang, di mall itu harganya lebih mahal?

Dedi: Ya, harganya jauh lebih tinggi.

Pewawancara: Biasanya kalau membeli itu di mana ?

Dedi: Kami terbiasa membeli di toko-toko kecil. Di pengecer-pengecer kecil, atau di kelasnya di kelas toko gitu, jadi harganya jauh lebih miring ketimbang di mall. Karena di mall itu kan dikenai pajak yang lebih tinggi sedangkan di toko-toko kecil dia mungkin tidak bayar pajak atau mungkin... yang jelas harganya sangat terjangkau.

Pewawancara: Artinya mall itu tidak umum untuk kalangan masyarakat biasa?

Dedi: Ya, mall itu tidak umum untuk kalangan biasa dalam arti belanja, tapi mereka umum untuk kalangan biasa dalam arti hiburan gitu. Banyak mereka pergi ke mall itu hanya melihat, hanya hiburan, hanya melihat-lihat aja, ooo mall itu begini.

Pewawancara: Eee... kalau begitu, prospek pasar apa yang paling menjanjikan di masa depan untuk daerah seperti Lampung dengan kondisi masyarakat seperti itu?

Dedi: Sebenarnya pasar tradisional masih menjanjikan, masih sangat menjanjikan. Itu terbukti sekalipun mallnya banyak, mereka masih bertahan. Baik restoran, maupun apapun, gitu ya tradisional masih bisa menjanjikan secara ekonomi.

Pewawancara: Jadi pada umumnya masyarakat itu berdagang apa di pasar tradisional?

Dedi: Kalau di pasar tradisional mereka umumnya berdagang mulai dari buah-buahan, mulai dari buah-buahan sampai dengan makanan. Jenis makanan apa saja ada tersedia sampai ikan sampai apapun di pasar-pasar tradisional ada, daging sekalipun ada, hmm.. juga kebutuhan rumah tangga, kebutuhan MCK (Mandi, Cuci, Kakus) seperti sabun, dan lain-lain, pakaian atau... apa aja, apa yang ada di mall kecuali teknologi modern yang tidak ada di pasar tradisional.

English translation:

Interviewer: Uh ... We were talking about recreation previously. Would you please tell me a little bit about recreation areas in Lampung¹ and how families usually spend their recreation time?

Dedi: Well, uh ... there are several recreation areas in Lampung. One of them is in *Wai Kambas*,² where we can see elephants in an elephant reservation area. It's about 150 km from here. And then we can also go to the beach, we can also go the museum. There is a Lampung museum which displays ancient historical items, how the history of Lampung developed in general. Usually, the *pesantren*³ teachers would spend their weekends by going to the mall. They would only do some window-shopping in the mall and then they'd shop in another place ... window-shopping in the mall, and real shopping in other places.

Interviewer: Is it common for people in Lampung and Indonesia, generally speaking, to window shop in the mall but do their real shopping at another place?

Dedi: It is very common. Very common in ... in ... there are three malls in Bandar Lampung, even though it's just a small city, less than one million people, but it has three malls and twelve universities. So, it is a small city, but it has a lot of universities and also a lot of malls. Well for us, it is only for entertainment because we do not have enough money to buy things in the malls.

Interviewer: Really? Are the prices in the malls more expensive?

Dedi: Yes, the prices are much higher.

¹ Lampung is a province located on the southern tip of the island of Sumatra.

² *Wai Kambas* is one of Indonesian's national parks. The reserve still has a few Sumatran tigers and a reasonable number of elephants

³ *Pesantren* are Islamic boarding schools..

Interviewer: Where do you usually buy your things?

Dedi: We usually buy them in small stores, in small retail shops, or in the class of smaller shops, so the price is much lower than price in the malls. Because prices in malls include high taxes on the products, while in small stores they may not pay taxes or maybe ... clearly the prices are more affordable.

Interviewer: It means that mall is not accessible for common people?

Dedi: Well, the mall is not accessible for common people in terms of shopping, but they are accessible for common people in terms of recreation. Most of them would go to the mall just for sight seeing, just window-shopping, "oooh ... so ... this is what a mall looks like."

Interviewer: Uh ... So, what kind of market prospect is most promising for the future of an area like Lampung with that kind of societal conditions?

Dedi: Actually, the traditional markets are still promising. They are still very promising. It is proven through the fact that even though there are a lot of malls, but they still exist. The same goes for restaurants or other businesses. Well, economically-speaking traditional things still thrive.

Interviewer: So, generally what kind of things do people sell in traditional markets?

Dedi: In traditional markets, generally they sell fruits ... from fruits to other kinds of foods. You can find all sorts of food items in the market, fish and many other things are available in the traditional market. Hmmm ... There are also household needs, *MCK*¹ needs like soap, and etc, clothes or, anything else like that. In the traditional market, you can find everything that you find in the mall except for modern technologies that are not available in a traditional market.

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¹ MCK stand for *Mandi Cuci Kakus*, it means Bath, Laundry and Toiletries.