

# ENGLISH FOR TOURISM & CULTURE



VIDYA MANDARANI  
DEWI NAWANG WULAN SEKAR ARUM

# **English for Tourism & Culture**

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**Dewi Nawang Wulan Sekar Arum**



Anggota APPTI Nomor : 002.018.1.09.2017

Anggota IKAPI Nomor : 218/Anggota Luar Biasa/JTI/2019

Diterbitkan oleh

**UMSIDA PRESS**

Jl. Mojopahit 666 B Sidoarjo

ISBN: 978-623-464-112-7

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**Authors**

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**Penulis:** Vidya Mandarani & Dewi Nawang Wulan Sekar Arum

**ISBN:** 978-623-464-112-7

**Editor:** Joko Susilo, M.Hum

**Copy Editor:** Irham Salsabila Alfarisi, S.Pd.

**Design Sampul dan Tata Letak:** Dewi Nawang Wulan Sekar Arum

**Penerbit:** UMSIDA Press

**Redaksi:** Universitas Muhammadiyah Sidoarjo Jl. Mojopahit No

666B Sidoarjo, Jawa Timur

Cetakan Pertama, Desember 2024

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## **PREFACE**

English for Tourism and Culture book has been developed to meet the specific needs of tourism practitioners. It has been designed with a communication approach focusing on oral communicative activity aligned with the four integrated language skills. It provides several chances for teachers to apply communicative strategies in teaching and learning activities.

This English for Tourism and Culture book consists of 12 topics, with materials taken from relevant resources at the student's level and aligned with the syllabus outline. Each topic covers three stages: presentation, practice, and communication. In the presentation stage, learners are introduced to a new language unit based on its use in a situational context. The practice stage allows teachers to allow students to practice new language items introduced in the previous stage. The communicative activity stage is designed to facilitate student interaction.

Upon the completion of this book, the authors would like to express their gratitude to:

1. Dr. Hidayatullah, M.Si., as the Principal of Universitas Muhammadiyah Sidoarjo, has provided invaluable assistance in preparing this book.
2. Ribut Wijoto, S.S., as the chairman of the Sidoarjo Arts Council (Dekesda), has supported the writing of this book.
3. Local tourism practitioners have contributed by providing ideas to complete this book.

Last but not least, this book is open to constructive development. We hope that it can be helpful for all kinds of tourism-related activities.

Authors

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## UNIT 1 Receiving/Welcoming Guest

### Objective(s):

By the end of the lesson, learners should be able to:

1. Greeting guests in several settings.
2. Expressing hospitality and politeness.

### Situation:

*In Balai Kesenian Sidoarjo (Sidoarjo Arts Center), the invited tourists come to watch cultural performances there.*

**Guide** : “Good evening, welcome to *Balai Kesenian Sidoarjo*! May I assist you with anything?”

**Visitor** : “Good evening! Yes, I’m here for the cultural performance tonight. Could you guide me to my seat?”

**Guide** : “Certainly! Do you have your ticket with you?”

**Visitor** : “Yes, here it is.”

**Guide** : “Thank you. Please follow me, and I’ll take you to your seat.” (*Lead to the seat*)

**Guide** : “Here we are. This is your seat, right in the center, with a great view of the stage.”

**Visitor** : “Thank you! It is perfect.”

**Guide** : “It’s my pleasure! The performance will start in about 15 minutes. Feel free to ask if you need any assistance or have any questions. Enjoy the performance!”

**Visitor** : “That’s great, thanks!”

## ***EXERCISES***

### **1. Role-Play the Arrival**

Partner up with a classmate. One of you will play the guide, and the other will be the visitor. The visitor is a global tourist who wants to attend the cultural performance of Sidoarjo dancers. Please create a dialogue that will welcome the guest and offer help.

### **2. Creating a Welcome Package**

Create a welcome package for an international guest visiting Sidoarjo with the following sections:

1. Art performance recommendations: describe art performance like *Tari Medang Kahuripan*, explaining the historical values.



## **UNIT 2 – Describing Object**

### **Objective(s):**

By the end of the lesson, learners should be able to explain:

1. The location
2. Background and facilities of the object.

### **Text 1**

#### **Kampung Batik Jetis**

Kampung Batik Jetis is one of the oldest Batik-producing communities in Sidoarjo. The local government inaugurated Kampung Batik Jetis as a traditional Batik production area of Sidoarjo on May 3rd, 2008. It is famous for its distinctive batik patterns, often featuring motifs inspired by nature and local culture. Batik in this place is usually made using natural dyes and traditional methods. The motifs commonly found in Batik Jetis include traditional Javanese symbols, such as flowers, leaves, and geometric patterns. These designs are often imbued with symbolic meanings, reflecting the cultural values and beliefs of the Javanese people. The batik produced in Jetis is typically characterized by its bright colors and intricate designs, making it distinct from batik produced in other regions.

The origin of batik in Jetis can be traced back to the influence of royal courts in Java, where batik was initially developed as a high art form. Over time, the craft spread to various regions, including Sidoarjo, where it was embraced by the local community. Jetis became a hub for batik production due to its strategic location and the dedication of its artisans. Kampung Batik Jetis, located in Jetis, a district within Sidoarjo Regency, East Java, Indonesia. It is approximately 20 kilometers south of Surabaya, the capital city of East Java. The village is easily accessible by road from Surabaya and other parts of Sidoarjo, making it a convenient destination for visitors interested in exploring traditional Javanese batik culture.

Kampung Batik Jetis offers a range of facilities that allow visitors to fully experience the batik-making process and appreciate the cultural heritage of the area, where visitors can observe the meticulous process of batik production. Artisans demonstrate various stages of batik-making, including the drawing of patterns (*nggambar*), applying wax (*nembok*), dyeing (*celup*), and removing the wax (*nglorod*). Each step is performed by hand, showcasing the skill and precision required to create high-quality batik.

Many workshops in Kampung Batik Jetis offer visitors hands-on experiences. This includes opportunities to try making batik themselves, guided by experienced artisans. This interactive experience allows visitors to better understand the craft and its significance. Kampung Batik Jetis is not just a tourist destination. It is also a vibrant community where residents are actively involved in preserving their cultural heritage. The village hosts various cultural events and festivals annually, where traditional music, dance, and batik fashion shows are featured.

## **Text 2**

### **Aloon-Aloon Sidoarjo (Jayandaru Monument)**

Aloon-Aloon Sidoarjo, like many town squares in Indonesia, has historically been a focal point for community activities, public events, and social gatherings. It has long served as a space where people come together for various purposes, from daily activities to special celebrations. It has been essential to the city's urban landscape and has hosted numerous events, including cultural festivals, ceremonies, and community activities. Its central location makes it an ideal venue for large gatherings and public celebrations.

The square reflects the local culture and community life. It is easily accessible and serves as a central gathering point for locals and visitors. It often serves as a venue for cultural performances, including traditional music and dance, integral to Javanese cultural heritage.

Aloon-Aloon Sidoarjo also plays a role in fostering community spirit and pride through its various activities and events. The location is in the central of Sidoarjo Regency, East Java, Indonesia. Its position is closed to several landmarks, such as the Great Mosque of Sidoarjo (*Masjid Agung Sidoarjo*) and various government buildings. Additionally, Jayandaru Monument adds to the cultural landscape of Aloon-Aloon Sidoarjo. It provides an opportunity for visitors to learn about the history and cultural significance of the region. The monument is often a focal point during public events and ceremonies held at the square. This monument is dedicated to Jayandaru, a significant historical figure or hero in Sidoarjo or East Java's history. The memorial serves as a tribute to local heritage and historical events. This monument is a symbol of regional pride and historical remembrance. It commemorates the contributions or achievements of Jayandaru, reflecting the region's historical and cultural legacy.

Alun-Alun Sidoarjo also offers a range of visitor facilities, including well-maintained green spaces and parks with grassy areas, shaded spots, and gardens ideal for relaxation and picnics. Families can enjoy the playgrounds designed for children, while decorative fountains and water features enhance the square's beauty and provide cooling relief in the warm climate. Ample seating, including benches and shaded pavilions, is available for resting and people-watching. The surrounding street vendors and food stalls offer local snacks and drinks, adding to the square's appeal.

### **Text 3**

#### **Pari Temple**

Pari Temple is a significant historical and cultural monument dating back to the 13th century, during the era of the Singhasari Kingdom. It is an example of ancient Javanese architecture and a window into the region's rich cultural heritage. This temple was built during the Singhasari period. It is believed to have been constructed during the reign of Kertanegara, the last king of Singhasari, around 1250-1292 AD. It was likely used as a religious site dedicated to Hindu-Buddhist worship, reflecting the influence of these religions in Java during that period.

Temple is an essential artifact of Javanese history and architecture. It represents the artistic and cultural achievements of the Singhasari Kingdom and provides insight into the religious practices and artistic expressions of the time. Name of this temple was originated from its location, Candipari Village of Porong District in Sidoarjo Regency, East Java, Indonesia. This temple is approximately 30 kilometers southeast of Surabaya, the capital of East Java. Its location in a rural setting provides a peaceful backdrop for exploring this historical site. The lush green surroundings and traditional Javanese scenery make the experience even better.

The visitors can explore the temple's architectural features and carvings, gaining a deeper understanding of Javanese history and culture. Informational plaques and guided tours often provide context and details about the temple's significance. This temple is a quiet and reflective space, offering visitors a chance to connect with the past and appreciate the craftsmanship of ancient Javanese builders.

## ***EXERCISE***

After reading the description above, please create a detailed itinerary for a day trip to visit Kampung Batik Jetis, Alun-Alun Sidoarjo, and Candi Pari. Include the following elements in your itinerary:

1. Time of arrival and departure for each location
2. Activities planned at each site
3. Suggestions for meals or snacks
4. Any specific things to bring or prepare for the trip

Practice presenting your itinerary to a group of friends. Explain the significance of each site and how to make the most out of the visit.

## UNIT 3 – City Branding

### Objective(s):

By the end of the lesson, learners should be able to promote Sidoarjo City, demonstrate its local products, and advertise them.

### Scenario:

*A tourist visiting East Java feels confused about the differences between Sidoarjo and Surabaya. The guide helps clarify the distinctions and shares critical information about each city.*

### Conversation

- Tourist** : “I’ve heard people talk about Sidoarjo and Surabaya, but I’m confused. Are they similar, or is there a big difference between them?”
- Guide** : “That’s a great question! Sidoarjo and Surabaya are neighboring cities with unique characters and attractions.”
- Tourist** : “Oh, I see. How are they different?”
- Guide** : “Surabaya is a much larger city and the capital of East Java. It’s a bustling, modern metropolis with big shopping malls, historic sites, and a large port. Surabaya has many landmarks, like the



Heroes Monument, the Surabaya Zoo, and many more. So, it's often very lively and urban."

**Tourist** : "That sounds interesting! What about Sidoarjo?"

**Guide** : "Sidoarjo is smaller and has a more relaxed, local vibe. It's known for its traditional industries, like shrimp farming and leather crafts. One of the most popular attractions here is *Lumpur Lapindo* (the Sidoarjo Mudflow site), which has become a unique geological spot. Sidoarjo also strongly focuses on local arts, food, and crafts—like Batik and local seafood dishes."

**Tourist** : "So, Surabaya is more urban, while Sidoarjo has more of a local, traditional atmosphere?"

**Guide** : "Exactly! Surabaya is fast-paced and has many modern amenities. Meanwhile, Sidoarjo offers a quieter experience that is deeply connected to East Java's traditions. Each city offers something special, so it's great that you'll get to see both!"

**Tourist** : "Fantastic! That helps me understand the difference."

**Guide** : “Many tourists think Juanda Airport is in Surabaya, but it’s actually in Sidoarjo.”

**Tourist** : “So do I. Thank you anyway.”

**Guide** : “You’re very welcome! Enjoy exploring both cities—you’ll get a taste of both the vibrant city life and the rich local culture of East Java.”

### ***EXERCISE***

Discuss with your group. From these following aspects, what will you explain about the differences between Surabaya and Sidoarjo?

<b>Aspect(s)</b>	<b>Surabaya</b>	<b>Sidoarjo</b>
Environment		
Society (e.g., traditions, habits)		
Economy		
Culinary		

## UNIT 4 – Scheduling Event

### Objective(s):

By the end of the lessons, learners should be able to:

1. Arrange the timetables for any events, especially Sidoarjo local performances
2. Manage the people in charge of the events
3. Explain the events.

### Several Kinds of Sidoarjo Events

#### A. Wayang Gagrag Porongan

Wayang Gagrag Porongan is a traditional Javanese puppet show that forms part of Indonesia's rich cultural heritage. This form of Wayang Kulit, or shadow puppetry, uses intricately crafted leather puppets to depict stories from Javanese mythology and history. The puppets are made from leather and are characterized by detailed carvings and vibrant colors. The show involves a single puppeteer, a *Dalang*, who manipulates the puppets to tell stories. The *Dalang* uses a combination of vocal narration, dialogue, and musical accompaniment to bring the characters and narrative to life. The narratives for story telling often revolve around heroic figures, moral lessons, and epic tales. This wayang plays a crucial role in preserving Javanese cultural heritage and traditions.

Wayang Gagrang Porongan serves as a medium for passing down stories, values, and historical narratives from generation to generation. The performances are often part of important social and religious ceremonies, such as weddings, births, and temple festivals. They are also used in community gatherings and educational events to promote cultural awareness and appreciation. The craftsmanship of the puppets and the skill of the *Dalang* reflect the high level of artistry and cultural sophistication in Javanese performing arts.

### **B. Bandeng Asap Festival**

The Bandeng Asap Festival is a significant cultural and culinary event held annually in Sidoarjo, East Java, Indonesia. The festival celebrates the tradition of smoked milkfish, which is a local specialty. This festival highlights the traditional method of preparing smoked bandeng, which is a staple of Sidoarjo's culinary heritage. It aims to preserve and promote this unique culinary practice. The festival serves as a platform for gathering the residents, food enthusiasts, and tourists to celebrate and engage with local traditions. It fosters a sense of community and cultural pride. Bandeng, or milkfish, is a popular fish in Indonesian cuisine, known for its rich flavor and versatile use.

In the Festival Bandeng Asap, the fish is smoked using traditional techniques, which gives it a distinctive taste and texture. The smoking process often involves marinating the fish with a blend of spices and herbs before smoking it over wood or charcoal. This method imparts a unique smoky flavor that is highly valued in local cuisine.

The festival boosts the local economy by attracting visitors and encouraging spending at local businesses. It provides a platform for local producers and vendors to showcase their products and connect with a broader audience. By celebrating and promoting traditional culinary practices, the festival helps preserve Sidoarjo's cultural heritage and ensures that these traditions are passed down to future generations.

## ***EXERCISE***

Make a small group to create a dialogue based on the following scenario.

### ***Scenario:***

*The event coordinators are now meeting with a group of foreign visitors who are interested in attending the Wayang Gagrang Porongan. They go over the schedule in detail, explaining the unique aspects of the events and providing an overview of what to expect.*

## UNIT 5 – Writing Letters

### Objective(s):

By the end of the lesson, learners should be able to write personal and business letters.

<b>Aspect(s)</b>	<b>Personal Letter</b>	<b>Business Letter</b>
<b>Purpose</b>	To communicate with friends, family, or acquaintances about sharing personal travel experiences.	To convey official information, such as confirming a hotel reservation or coordinating an itinerary with a travel agency.
<b>Tone</b>	Casual, friendly, and warm, depending on the relationship with the recipient.	Formal, polite, and professional. The tone remains respectful and objective.
<b>Structure</b>	Flexible structure. It can be informal or semi-formal in organization.	Fixed structure. It includes heading, recipient’s address, salutation, body, closing, and signature.
<b>Salutation</b>	Usually, it starts with “Dear [First Name]” or mentions the	Begins with “Dear Mr./Ms/Dr. [Last Name]” or “To Whom It May

	recipient's name.	Concern" if the recipient is unknown.
<b>Language</b>	Informal language	Formal language, precise and straightforward.
<b>Closing</b>	Casual closings, such as "Best wishes" or "Yours truly."	Formal closings, such as "Sincerely" or "Best regards."
<b>Format</b>	It can be handwritten or typed—no strict format is required.	Usually typed and follows a professional format; may include company letterhead or logo.

The following is an example of a business letter based on this situation:

*You are the head of the Sidoarjo Cultural Event Committee. You are contacting a potential sponsor to support the upcoming "Sidoarjo Cultural Festival." This annual event showcases traditional arts to promote the cultural heritage of Sidoarjo and boost the local economy. You seek funding from a local business that has previously shown interest in cultural preservation.*

**Naira Chelva**  
**Head of Sidoarjo Cultural Event Committee**  
**Jl. Sultan Agung No. 34 Sidoarjo, East Java 61256**  
**September 5, 2024**

**Mr. Nathanendra**  
**Director of Community Engagement PT Maju Bersama**  
**Jl. Pahlawan No. 15 Sidoarjo, East Java 61257**

**Subject: Invitation for Sponsorship - Sidoarjo Cultural Festival 2024**

Dear Mr. Nathanendra,

I hope this letter finds you well. I am writing to you in my capacity as the head of the Sidoarjo Cultural Event Committee, to cordially invite PT Maju Bersama to participate as a key sponsor for our forthcoming Sidoarjo Cultural Festival, scheduled to be held on December 3-5 2024, in the heart of our vibrant community.

This year's theme, "Weaving Traditions into Tomorrow," emphasizes the fusion of heritage and modernity. Given PT Maju Bersama's dedication to cultural preservation, your sponsorship would significantly enhance the event's impact.

**Sponsorship Benefits:**

- Brand Visibility:** Your logo on all promotional content.
- Community Engagement:** Interaction opportunities at the event.
- Media Coverage:** Feature in press materials and interviews

We are seeking a sponsorship amount of Rp 20.000.000, to support event staging and promotions. Your involvement would not only elevate the festival's reach but also bolster PT Maju Bersama's commitment to social responsibility.

I would appreciate the opportunity to discuss this in detail at your convenience. Please inform us of your availability for a meeting.

Thank you for considering this partnership, which promises substantial community and cultural benefits.

Warm regards,

**Naira Chelva**  
**Head of Sidoarjo Cultural Event Committee**  
**Phone: +628254008756**  
**Email: [nairachelva@sidoarjoculturalevent.org](mailto:nairachelva@sidoarjoculturalevent.org)**



## ***EXERCISES***

### **1. Letter Analysis**

- a. Identify the critical aspects of the business letter. List each section (e.g., salutation, body, closing) and its purpose in the letter.
- b. How does the letter achieve its purpose?

### **2. Writing Practice**

Imagine you are also on the committee but reaching out to a different business. Write a similar letter using the same format, but focus on reaching out to a hotel chain that could support the festival by providing accommodation for the performers and guests.

### **3. Role Play**

Pair up with a classmate. One of you will be the Head of the Sidoarjo Cultural Event Committee, and the other will play the sponsor. Practice discussing the sponsorship details and agreeing on the benefits for each party.

## UNIT 6 – Providing Transport Information System

### Objective(s):

By the end of the lesson, learners should be able to provide information about the local transport information system and the transport schedule.

### *Situation:*

*A visitor from Bali wants to go to Kampung Batik Jetis in Sidoarjo. He needs help getting there using local transportation.*

### Conversation

- Visitor** : “Excuse me, I’m from Bali. I want to visit Kampung Batik Jetis. It is my first time in Sidoarjo. Could you help me find the best way to get there?”
- Guide** : “Of course! Welcome to Sidoarjo! There are a few ways you can get to Kampung Batik Jetis. First, how did you travel from Bali to Sidoarjo? Did you take a flight or a bus?”
- Visitor** : “I took a flight and just arrived at Juanda International Airport.”
- Guide** : “Great! From Juanda Airport, you have a few options. You can take a

taxi, use a ride-sharing app like Grab or Gojek, or catch a bus.”

**Visitor** : “That sounds good. How long will it take by taxi?”

**Guide** : “It usually takes 30 to 40 minutes by taxi, depending on traffic. The distance from the airport to Kampung Batik Jetis is around 18 kilometers.”

**Visitor** : “And what about the cost? How much would a taxi ride typically be?”

**Guide** : “It should cost you around Rp 100.000 to Rp. 150.000, depending on traffic and rush time.”

**Visitor** : “I see. What if I want to take a bus instead? Is that an option?”

**Guide** : “Yes, taking a bus is cheaper but a bit more complicated. It would help if you took a bus from the airport to the Purabaya Bus Terminal, also known as Bungurasih. From there, you can catch another bus heading towards Sidoarjo. Then you’ll need to take *angkot* (a small public minivan) or *ojek* (motorbike taxi) to Kampung Batik Jetis.”

- Visitor** : “That sounds a bit complicated. I think I’ll take the taxi. Is there anything else I should know about visiting Kampung Batik Jetis?”
- Guide** : “Not much, just enjoy your time there! It’s a beautiful place, famous for its traditional Batik. It’s a good idea to visit in the morning to avoid the afternoon heat, and you might want to bring cash since some smaller shops might not accept cards.”
- Visitor** : “Thank you so much for your help! I’m looking forward to my visit.”
- Guide** : “You’re welcome! Have a great time at Kampung Batik Jetis, and enjoy your stay in Sidoarjo!”

## ***EXERCISE***

After learning about the transport information system, discuss and make one piece of information about the transport system with your group of friends. While observing the instructions below:

1. Identify the transport options such as flights, trains, buses, etc.
2. Provide schedule information, including the timing of flights, bus or train departures, and any connections or transfers that the visitor may need to make.
3. Map out the route, explain the route, and provide clear directions.
4. Suggest any tips for the journey, such as purchasing tickets in advance, avoiding traffic, or local customs, that the visitor should be aware of.

## UNIT 7 – Vocabulary of Cultural Tourism

### Objectives:

By the end of the lesson, learners should be able to:

1. Understand and appreciate the cultural heritage of Sidoarjo,
2. Familiarize themselves with terms related to local traditions, arts, and culinary practices, and
3. Communicate it more effectively to others.

Word(s)	Part of speech	Definition
Angklung	Noun	A musical instrument from Indonesia is made of various bamboo tubes attached to a bamboo frame, each tuned to a specific pitch.
Arak-arakan	Noun	A traditional celebration showcases vibrant costumes and music.
Arakan	Noun	Like “Arak-arakan,” it is a smaller or informal procession often used to accompany ceremonial events.
Bandeng Asap	Noun	A specialty food item prepared from smoked milkfish.

Batik	Noun	A traditional Indonesian cloth-dyeing technique with several unique patterns was created using <i>malam</i> (wax). Sidoarjo is known for its distinctive batik designs.
Batik Tulis	Noun	A method of producing batik is by applying <i>malam</i> (batik wax) to put the illustration on the fabric, which is then processed through dyeing.
Batik Cap	Noun	A method of producing batik is by applying a copper stamp dipped in wax onto the fabric, creating patterns that are then dyed.
Besalen	Noun	A blacksmith workshop in Sidoarjo.
Candi	Noun	A Hindu or Buddhist temple is found mainly on Java and Bali islands.
Candi Tempel	Noun	An ancient Hindu-Buddhist temple in Sidoarjo reflects early Javanese architecture and spiritual heritage.
Candi Pari	Noun	A historical temple in Sidoarjo during the

		Majapahit era holds cultural and architectural importance as a remnant of ancient Hinduism in East Java.
Cendera Mata	Noun	A gift may be presented as a souvenir, a token of remembrance, or any other commemorative item.
Dalang	Noun	The puppeteer in traditional Javanese and Balinese wayang performances is responsible for manipulating the puppets, narrating the story, and providing the voices for the characters.
Gamelan	Noun	Traditional ensemble music of Java and Bali in Indonesia predominantly comprises percussive instruments.
Gandrung	Noun	A traditional dance originating from East Java, characterized by energetic movements, often performed in Sidoarjo.
Gending	Noun	Traditional Javanese music compositions are played with <i>gamelan</i> instruments.



Haul	Noun	An annual religious event or commemoration honors a deceased prominent figure, often involving prayer gatherings and traditional ceremonies.
Jaranan	Noun	A traditional horse dance performance in Java includes colorful costumes and rhythmic music.
Jaran Kepang	Noun	Also known as “kuda lumping,” this traditional dance performance involves dancers using woven bamboo horses to portray horseback riding, often accompanied by trance rituals.
Kamalagyan	Noun	In Javanese tradition, a spiritual practice focused on achieving inner peace and harmony, often involving meditation and prayer.
Kebaya	Noun	Traditional blouse worn by Indonesian women, typically paired with a sarong or batik cloth.

Kendang	Noun	A drum used in gamelan ensembles is integral to traditional music performances.
Keraton	Noun	A royal palace in Java is typically the residence of a <i>Sultan</i> (or a king).
Keris	Noun	A traditional Indonesian dagger with a distinctive wavy blade, often believed to have spiritual power.
Lelang Bandeng	Noun	A cultural auction event is typically held during traditional and Islamic holidays.
Lontong	Noun	Traditional Indonesian rice cake is typically served in banana leaves, a famous dish in Sidoarjo.
Lontong Kupang	Noun	A Sidoarjo traditional food is served with small clamps, <i>lontong</i> , garlic, chili, and <i>petis</i> .
Macapat	Noun	Javanese traditional poetry is sung in specific melodies, reflecting cultural and spiritual themes. Each stanza is comprised of a

		particular line ( <i>gatra</i> ). Each <i>gatra</i> contains several syllables ( <i>guru wilangan</i> ) and ends with a specific vowel sound ( <i>guru lagu</i> ). Each differs from one traditional poem to another, such as Dandanggula, Kinanti, and Maskumambang.
Megengan	Noun	A religious tradition of praying, reciting the Qur'an, and dhikr was carried out before Ramadan. It is to strengthen relationships with neighbors and underprivileged communities.
Monumen Jayandaru	Noun	A local government landmark and culinary icon in Sidoarjo was created as a form of respect for the Sekar Group's economic contribution to the community.
Nyadran	Noun	It is a religious tradition held in Sawohan Village for

		three days. It is also known as <i>petik laut</i> .
Pagelaran	Noun	It is a cultural performance, often involving traditional music, dance, and art forms.
Paguyuban	Noun	It is an association of a familial nature established by individuals of the same ethnic or cultural background.
Pencak Silat	Noun	Traditional Indonesian martial arts are characterized by striking and grappling techniques and weaponry. It involves self-defense and graceful movements.
Petis	Noun	It is a traditional seasoning in East Java that is made from shrimp. It is translated as shrimp paste.
Prasasti	Noun	A charter inscribed on stone, copper, or other suitable material.
Rembug Budaya	Noun	An effort to ground the culture of a region.
Reog Cemandi	Noun	It is a traditional dance from Cemandi Village featuring

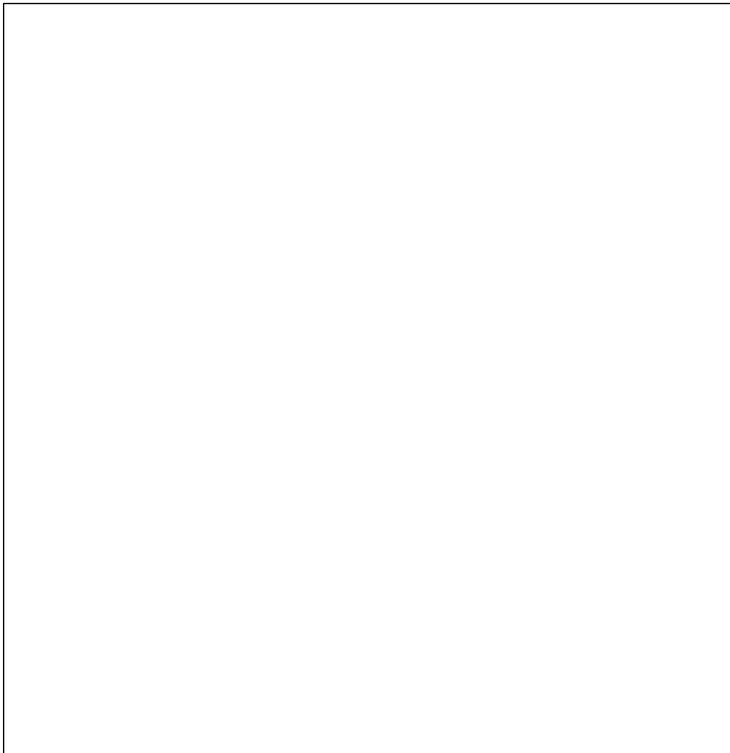
		large, ornate masks and dramatic storytelling. It is one of Sidoarjo's intangible cultural heritage sites.
Rujak Cingur	Noun	A unique traditional dish from East Java consists of vegetables, fruit, and beef snout served with peanut sauce.
Ruwat Desa	Noun	It is a traditional Javanese village cleansing ritual to ward off misfortune and bring blessings to the community, involving prayers, offerings, and local cultural performances.
Sanggar	Noun	A venue for artistic pursuits, including dance and painting.
Sasak	Noun	A woven bamboo wall traditionally used in Sidoarjo architecture and craftwork.
Tari Medang Kahuripan	Noun	A dance that celebrates the historical Medang Kingdom, reflecting traditional Javanese values,

		performed in colorful costumes.
Tari Topeng	Noun	It is a traditional Indonesian dance performance where the dancers wear masks, often depicting characters from Javanese or Balinese mythology.
Tari Ujung	Noun	A traditional martial art dance from East Java, incorporating pencak silat movements to demonstrate agility, strength, and cultural pride.
Udeng Pacul Gowang	Noun	It is a traditional headpiece from Sidoarjo for men. It features a unique knot that symbolizes cultural identity and pride.
Wayang Golek	Noun	A traditional Javanese rod puppet theatre performance, often depicting stories from the Ramayana and Mahabharata.
Wayang Kulit	Noun	A traditional performance using puppetry devices crafted from leather, typically associated with

		Javanese, Sundanese, or Balinese traditions.
Wayang Potehi	Noun	A Chinese-Indonesian puppet theater from Fujian, China, depicting historical and mythical tales with intricately crafted cloth puppets, often performed in Java.
Ziarah	Noun	Pilgrimage to sacred sites often involves visits to graves of prominent historical or spiritual figures.

## ***EXERCISE***

After reading the vocabularies, please partner up with your friends to make 1 (one) dialogue using the words above.

A large, empty rectangular box with a thin black border, intended for students to write their dialogue.



## UNIT 8 – How to Make a Reservation

### Objective(s):

By the end of the lesson, learners should be able to:

1. Make a reservation via phone calls or online booking.
2. Ask for special requests (e.g., room preferences, dietary needs).
3. Discuss payment, cancellation policies, and check-in/check-out procedures.
4. Use phrases to handle booking issues (e.g., overbooking, delayed reservations).

### Scenario:

*A visitor is an event organizer. She wants to organize a cultural event, including a traditional performance. She wants to book a Bandeng Asap Festival and asks for help. The guide shows her how to use the online booking system at <https://dekesda.com/>.*

### Conversation

**Visitor** : “Hello! I’m organizing an event. I want to book a cultural performance. Can you help me with the online booking process?”

**Guide** : “Of course! Let’s start by visiting the website [dekesda.com](https://dekesda.com). Once you’re there, go to the ‘Book Performance’ or ‘Cultural Performers’ section.”

- Visitor** : “Okay, I see it. What’s next?”
- Guide** : “Now, you’ll see a list of performances available for booking, such as traditional dances, festivals, and Gamelan music. Do you have a specific performance in mind?”
- Visitor** : “Yes, I’m considering booking Bandeng Asap Festival for my event.”
- Guide** : “Excellent choice! Click on the ‘Bandeng Asap Festival’ option to find more details about the performance, including duration, number of performers, and price.”
- Visitor** : “I see all the details. How do I check the availability for my event date?”
- Guide** : “Scroll down, and you’ll see a calendar where you can select your event date. Once you choose the date, click ‘Check Availability’ to see if the performers are available.”
- Visitor** : “I’ve selected my date, and it shows they are available! What’s the next step?”
- Guide** : “Now, click ‘Book Performance.’ You’ll be asked to provide some information about your event, like the location, time, and any specific

- requirements you have for the performance.”
- Visitor** : “Got it. I’ve filled in all the event details. How do I proceed with the payment?”
- Guide** : “Once you’ve submitted the event details, you’ll see the total cost for booking the performance. Click ‘Proceed to Payment,’ and you can pay via credit card, bank transfer, or an e-wallet.”
- Visitor** : “I’ve selected bank transfer. Is there anything else I need to do?”
- Guide** : “After completing the payment, you’ll receive a confirmation email with all the booking details, including the performers’ arrival time and any setup instructions.”
- Visitor** : “That’s great! Do I need to prepare anything for the performers?”
- Guide** : “Just ensure the venue is ready for the performance and that any specific requirements, like sound equipment or a stage, are in place. If you need assistance, you can contact us through the website.”
- Visitor** : “Perfect! Thank you so much for your help.”

**Guide** : “You’re welcome! I’m sure the Wayang show will be a highlight of your event. If you need anything else, feel free to reach out.”

### ***EXERCISE***

Role-play the booking process with a classmate. One person is the visitor who wants to book a performance through phone calls, and the other is the guide through the steps.

## **UNIT 9 – Promoting Product**

### **Objective(s) :**

By the end of the lesson, learners should be able to:

1. Promote the local product by highlighting its features,
2. Make an advertisement, and
3. Selling the products.

### **Simple Steps to Promote a Product**

#### **1. Know Your Product**

Understand the features and benefits of the product you want to sell. Pay attention to details like material, price, etc.

#### **2. Engage The Customer**

Promote your product on social media like Instagram, Facebook, TikTok, etc.

#### **3. Introduce The Product**

When promoting your product on social media or an online shop platform, please provide a clear and detailed description of the product and explain the product's advantages.

#### **4. Mention the Price and Offers**

It is essential to clearly state the price of your product and any applicable discounts. Additionally, it is beneficial to explain how your product can benefit the customer.

### Advertisement Example:

Udeng Pacul Gowang is a traditional Javanese headpiece made from high-quality fabric. It features intricate designs and patterns that reflect cultural heritage and craftsmanship. The headpiece is often worn during cultural ceremonies and special events. This unique headpiece not only enhances your ceremonial attire but also adds a touch of sophistication to any look. To experience the charm of this cultural treasure, visit us and follow our Instagram page, @darjoisme.reborn, to stay updated on our latest products, promotions, and cultural stories. Engage with us through likes, comments, and messages, and don't miss out on our exciting giveaways and offers. Get the special price from 40k-100k. Embrace the beauty of Javanese tradition with Udeng Pacul Gowang today!

FROM PREMIUM FABRIC

# TRADITIONAL JAVANESE HEADPIECE

## UDENG PACUL GOWANG



### TO CELEBRATE JAVANESE TRADITION

GET THE SPECIAL PRICE!

IDR  
40K-100K

FOLLOW US ON  
INSTAGRAM  
[@DARJOISME.REBORN](https://www.instagram.com/darjoisme.reborn)

SIDOARJO EAST JAVA INDONESIA

## Dialogue of Selling Products

- Seller** : “Hello! Welcome! Are you looking for something special today?”
- Customer** : “Yes, I’m just looking around. What do you have?”
- Seller** : “We have this beautiful *Udeng Pacul Gowang*, a traditional Javanese headpiece. It’s handcrafted with intricate designs that reflect Sidoarjo’s culture.”
- Customer** : “Interesting! What’s it made from?”
- Seller** : “It’s made from high-quality fabric and designed to be comfortable for long wear. It’s perfect for cultural events or as a unique gift.”
- Customer** : “How much is it?”
- Seller** : “The price ranges from Rp 40.000 to Rp 100.000 depending on the design. We also have a special discount of 10% if you buy today.”
- Customer** : “That sounds good. I’ll take one!”
- Seller** : “Great choice! By the way, we also have these *Sidoarjo-themed t-shirts* featuring local landmarks. They’re perfect to pair with your Udeng or as souvenirs. You’ll get an additional



- discount if you buy the Udeng and the T-shirt today!”
- Customer** : “Really? That sounds like a good deal. How much are the T-shirts?”
- Seller** : “The t-shirts are IDR 75,000, and if you buy them with the Udeng, you get 15% off your total purchase.”
- Customer** : “Okay, I’ll get both!”
- Seller** : “Fantastic! I’ll wrap them up for you. Thank you so much for your purchase, and enjoy your items!”

### ***EXERCISE***

After reviewing the promotional details for Udeng Pacul Gowang, please create a sales pitch dialogue by following those **simple steps to promote the product** at a cultural festival. The dialogue should include:

1. A brief introduction of Udeng Pacul Gowang,
2. Explain the distinctive features and craftsmanship of the headpiece,
3. Provide a special price offer and direct the guest to the Instagram page for updates and
4. Invite the guest to try on the headpiece and engage with the product.

## UNIT 10 – Local Customs and Etiquette

### Objective(s):

By the end of the lesson, learners should be able to show respect for local traditions, communicate the cultural practices for tourists, and interact with locals in a culturally sensitive manner.

### *Scenario:*

*A tourist exploring Sidoarjo notices people pointing out directions using their thumb rather than their index finger. Curious about this, the tourist asks the guide about this local gesture.*

### Conversation

- Tourist** : “I noticed that when people in Sidoarjo show directions, they use their thumb instead of pointing with their index finger. Is that something unique here?”
- Guide** : “Good observer! Yes, using the thumb to point is a part of local etiquette here and in many parts of Indonesia.”
- Tourist** : “Really? That’s interesting! So, it’s not just random?”

- Guide** : “Not at all. In our culture, gesturing with the thumb rather than pointing with the index finger is more polite and respectful. Using the index finger to point at someone or something can sometimes be seen as too direct or rude.”
- Tourist** : “Oh, I didn’t know that! I’ll make sure to remember this. So, if I need to ask for directions or point something out, I should use my thumb instead?”
- Guide** : “Exactly! Hold your hand loosely and gesture with your thumb in the direction you mean—it’s a subtle but respectful way to point here. The people in Sidoarjo will appreciate your effort to follow local etiquette!”
- Tourist** : “Thank you for explaining that. I wouldn’t want to come across as impolite by accident.”
- Guide** : “You’re welcome. Small gestures like this go a long way in showing respect for local customs, and people here really appreciate when visitors make an effort.”

## ***EXERCISE***

Please make a small group and discuss some local etiquette in East Java, focusing on polite and impolite gestures and how to distinguish between them. (Mention 3 to 5)

<b>Gesture</b>	<b>Polite</b>	<b>Impolite</b>
Eye contact	Moderate eye contact	Intense or prolonged eye contact
1. ...	...	...
2. ...	...	...
3. ...	...	...
4. ...	...	...
5. ...	...	...

## UNIT 11 – Understanding Local Food and Beverage

### Objective(s):

By the end of the lesson, learners should be able to order food and drinks at restaurants or cafes, describe local specialties to tourists, and express dietary preferences and restrictions.

### Scenario:

*As a liaison officer, you assist an international guest who wants to try local food and drinks from Sidoarjo. After checking her dietary preferences, you recommend a specific place for Lontong Kupang, a traditional Sidoarjo dish.*

### Conversation

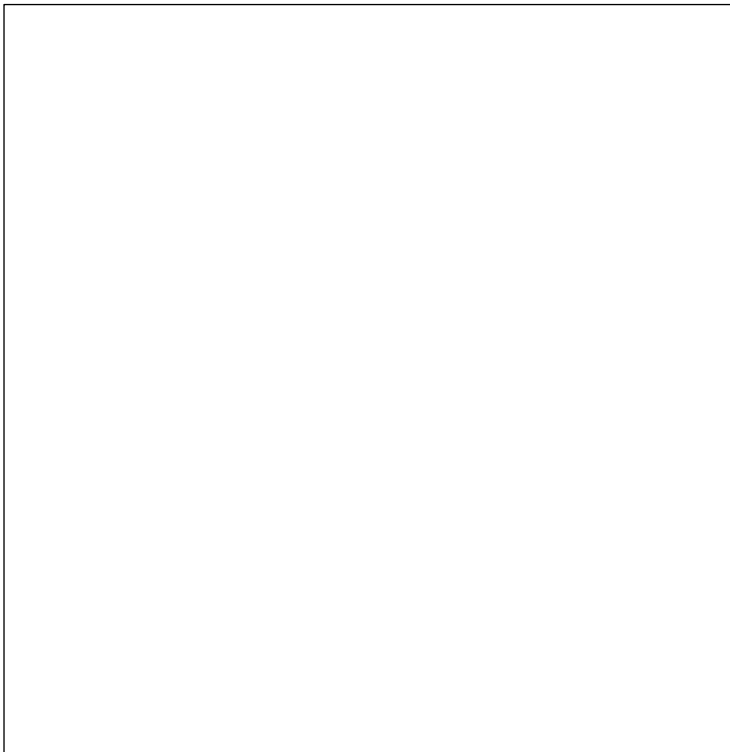
- Guest** : “I’d love to try some local Sidoarjo food and drinks while I’m here. Do you have any recommendations?”
- LO** : “Sure! Sidoarjo has some wonderful new spots for traditional food, and I have a few places in mind. But before I recommend anything, may I ask if you have any dietary preferences or restrictions?”

- Guest** : “Thank you for asking. I don’t eat pork, and I prefer lighter dishes. Seafood is fine, though!”
- LO** : “Perfect! I know just the suitable place for you. There’s Lontong Kupang Pak Misari at Majapahit Street, Sidokare. This place is popularly known for a local seafood dish called *lontong kupang*. It’s a delicious clam soup served with rice cakes.”
- Guest** : “That sounds intriguing! Is it a traditional dish here?”
- LO** : “Yes. The flavor is fresh and savory, with a unique taste representing Sidoarjo cuisine.”
- Guest** : “I’d love to try it. Does it also offer any traditional beverages?”
- LO** : “Absolutely! I recommend pairing it with a coconut drink or *es dawet*. Dawet is made from coconut milk, rice jelly, and palm sugar. Both are perfect companions to the main dish, especially in this warm weather.”
- Guest** : “Is the restaurant far from here?”
- LO** : “It’s quite accessible and only a short drive away. I can arrange transportation for us if you’d like to go today.”
- Guest** : “Yes, please. I’m excited to try it.”

**LO** : “Pleasure is all mine. I’ll make sure you get the best Sidoarjo dining experience.”

***EXERCISE***

After reviewing the provided dialogue, please compile a list of the local beverages from Sidoarjo (e.g., *bir pletok* from Betawi) and briefly describe each.



## UNIT 12 – Emergency Situations and Safety

### Objective(s) :

By the end of the lesson, learners should be able to deal with emergencies, file a report, and provide safety guidelines for tourists.

### *Scenario:*

*A tourist in Sidoarjo has just lost his wallet, passport, and money. He is distressed and unsure of what to do. As his guide, you must help him navigate this emergency and introduce him to a popular local product: a high-quality leather wallet from Tanggulangin's renowned suitcase and leather goods industry.*

### Conversation

- Tourist** : “I can’t believe this happened. I lost my wallet, my passport, and all my money. I don’t know what to do.”
- Guide** : “Oh, I’m sorry to hear that. Losing something important while traveling can be very stressful. But don’t worry, I’ll help you through this.”
- Tourist** : “Thank you. I’m feeling helpless right now.”
- Guide** : “Alright. First, let’s report your lost items. We’ll go to the local police station to file a report, which will be helpful for any embassy or consulate paperwork to replace your passport. I can also help you contact



- your embassy and arrange emergency funds.”
- Tourist** : “That sounds good. Thank you for comforting me.”
- Guide** : “Of course. Once we’ve filed the report, I’ll take you to a bank where you can access emergency cash. Since you need a new wallet, I have a suggestion that might lift your spirits a bit.”
- Tourist** : “Really? What’s that?”
- Guide** : “There’s a famous leather goods industry in Tanggulangin, Sidoarjo. They produce high-quality wallets, bags, and suitcases. It’s well-known for its craftsmanship, and buying one of their wallets could be a nice way to turn this situation around.”
- Tourist** : “Oh, that sounds interesting! I like that idea of getting handmade products.”
- Guide** : “Getting a wallet from there could be a special memento of your time in Sidoarjo, even after this unfortunate incident.”
- Tourist** : “You’re right! It would be nice to have something with a local touch.”
- Guide** : “Perfect. Let’s handle the essentials first with the report and emergency funds. Then I’ll take you to Tanggulangin so you can pick out a wallet. I’m sure you’ll find something you like there!”
- Tourist** : “Thank you again for everything. I feel a lot better now knowing there’s a plan.”

**Guide** : “You’re very welcome. I’ll make sure this day ends positively for you.”

### ***EXERCISE***

Scenario: Imagine you are a liaison officer, and your guests get sick after eating at a restaurant and suspect food poisoning. You should help them get to a hospital, reassure them, and provide translation assistance.

Form a small group and create a dialogue based on the provided scenario. Focus on using polite and calming language and provide clear instructions. Use phrases like:

- *“Let me help you through this.”*
- *“The first step is to ....”*
- *“I’ll stay with you and make sure you’re safe.”*

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Vidya Mandarani studies English Literature and Linguistics, focusing on Literature in English Language Teaching. She obtained a Bachelor of English Literature degree from Brawijaya University in 2008, a Master of Literature and Culture degree from Airlangga University in 2013, and a Doctoral Degree at Universitas Negeri Surabaya in 2023. She is a full-time lecturer at Universitas Muhammadiyah Sidoarjo, teaching English literature and linguistics. Rather than teaching, she has performed research on English Literacy, which she has then published as essays in International Seminars and journals. Vidya is the author of three books on English Linguistics and Literature. Vidya is enthusiastic about conducting a study on Literacy. She is now concentrating her efforts on Multiliteracies Pedagogy.



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ISBN 978-623-464-112-7 (PDF)



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641127



UMSIDA PRESS  
Universitas Muhammadiyah Sidoarjo  
Jl. Mojopahit No. 666 B  
Sidoarjo , Jawa Timur