

**Appendix A**  
**The Data of the Respondents**

Number	Codes	Respondents	Sex	Age	Background	Working experience in Amway MLM	Level
1	R	R1	F	35	Housewife	3,5 yrs	Saphire Direct Distributor
2	V	R2	F	26	Sarjana Degree	2 yrs	Ruby Direct Distributor
3	E	R3	F	30	Housewife	3 yrs	Direct Distributor
4	L	R4	F	38	Real Estate Owner	3 yrs	Saphire Direct Distributor
5	T	R5	M	30	Supervisor	3 yrs	Saphire Direct Distributor
6	J	R6	M	29	Supervisor	2,5 yrs	Ruby Direct Distributor
7	S	R7	F	23	University Student	2 months	-
8	K	R8	F	31	Marketing Associate	1 month	-
9	Sf	R9	F	23	University Student	3 months	-
10	Y	R10	F	29	Secretary	2 months	-
11	M	R11	M	27	Interior Designer	2 months	-
12	B	R12	M	27	Marketing Staff	3 months	-

## Appendix B Transcript of the Dialogues

### No.1 ; Respondent 1 ( R1)

- R: Halo Dian  
D: Oh ya, selamat siang  
R: Dian, aku dikenalin sama Maria  
D: Oh, kenalannya Maria ya, ada perlu apa ya?  
R: Nggak pa-pa, Cuma pengen ngobrol sebentar, ada waktu?
- D: Waduh, saya masih sibuk ini, sedang banyak kerjaan  
R: Oh gitu, ya nggak pa-pa. tapi udah nyampe sini, lima menit ya?  
D: Lima menit ya?  
R: Hee. Dian sama Maria temen apa?  
D: Oh, temen waktu kuliah, tapi trus dia pindah sekolah ke luar negeri, trus saya married dan kerja di sini  
R: Oh, udah married?  
D: Berapa putranya?  
D: Baru satu  
R: Umur?  
D: Lima tahun  
R: Lima tahun. Gini aja Dian, aku singkat ala. Aku Sama Maria sebenarnya ada kerjasama, kita punya bisnis sampingan. Aku nggak tau apa informasi ini menarik apa enggak buat Dian, kalau menarik ya syukur ambilen, kalau enggak ya lupakan saja .OK?  
D: Ya  
R: Dian kan punya anak kan butuh vitamin, atau butuh beli susu ke supermarket atau apa, bener nggak?
- D: Ya  
R: Nah, kalo misalkan aku sama Maria sekarang punya satu supermarket, tapi supermarket ini ya anggep aja semacam Makro. Tapi kita beda, nggak perlu datang seperti kalo ke Makro, tapi cukup telpon aja, barang bisa dikirim, bisa pakai kredit card, menarik ya?
- D: Iya  
R: Nah, dan lagi kalo kamu beli apa-apa, kamu bisa didiskon 30%. Menarik kan?
- R: Hello, Dian!  
D: Oh yes, good afternoon!  
R: Dian, I am introduced by Maria  
D: Oh, so you are Maria's friend, may I help you?  
R: Oh, nothing, I just want to chat with you, do you have time?
- D: Well, I'm busy right now, there're a lot of things to do  
R: Oh, I see, it's fine, but I've arrived here, what about five minutes?  
D: Five minutes right?  
R: Yes. Dian, how do you know Maria?  
D: Oh, she was my classmate in university, then she continued her study abroad, while I found a job here. After that, I get married.  
R: Oh, you are married already  
D: Yes  
R: How many children do you have?  
D: One daughter  
R: How old is she?  
D: Five years old  
R: Five years old. Alright Dian, let me make it short. Maria and I have a business. I don't know whether this information is interesting for you or not. If you're interested, you can get it, otherwise you can leave it, okay?  
D: Okay  
R: Dian, you have a child who needs vitamins or you need to buy milk at supermarket or any other needs, right?  
D: Yes  
R: Okay, if Maria and I have a supermarket, for instance, you can regard this supermarket like Makro. But, we're different, you don't have to come to shop like when shopping at Makro. There's a delivery service here, all you need to do is make a phone-call. Besides that, you can use credit cards, isn't it interesting?
- D: Yes  
R: What is more is that you can get 30% cuts. Don't you like it?

D: **Oh** gitu, barangnya apa aja?  
 R: Macem-macam, kalau di luar negeri, dari tusuk gigi sampai mobil Jaguar ada, cuman sekarang khusus yang berkenaan sama Dian ya, seperti vitamin, anakmu kan pasti pakai  
 D: Iya, saya beri dia vitamin  
 R: Pakai apa anakmu?  
 D: Vidoran  
 R: Vidoran. Terus yang lainnya?  
 D: Untuk apa Vidoran?  
 R: Untuk kecerdasan otak

R: Oh ya, semua orang **tua**, semua mikirnya untuk kecerdasan otak ya. Tapi saya rasa kita harus mempertimbangkan yang lain.  
 D: Tapi kualitas vitamin Ibu kan belum tentu bagus  
 R: Eh, kita punya vitamin terus terang sebetulnya untuk memenuhi kebutuhan kita kayak empat sehat lima sempurna, bener nggak? Kita sebagai orang tua kan pengennya anaknya terpenuhi ya empat sehat lima sempurna.  
**( to assure quality/using confirmation )**

Cuman masalahnya kan belum tentu kita bisa memenuhi kebutuhan mereka, menghitung kebutuhan gizinya sehari-hari apa aja, ya kan?  
**( to assure quality/using confirmation )**

D: Iya  
 R: Dan kita punya vitamin itu ada lima macam yang memenuhi kebutuhan anakmu. Misalkan anakmu nggak doyan susu, kamu perlu tambahan calmag, kita punya semacam Chewable Calmag, anak kecil biasanya doyan  
**(giving information only)**

D: Tapi saya sedang nggak butuh, anak saya cukup dengan Vidoran  
 R: Oh, ndak masalah, ini aku kasih informasi aja, kamu nggak perlu beli sekarang. Yang kedua, kamu tau nggak ada anak kecil yang suka pilek, batuk, ada lagi yang ndak doyan sayur, kita punya vit C yang bagus. Jadi untuk kekebalan tubuhnya, namanya Acerola C. Juga punya yang

**D: I see, what products do you have?**  
 R: Well, there're various products, from toothpicks until Jaguar. But, I think you should consider the products which an! related to your needs, vitamins for example, it's necessary for your child  
 D: Yes, I've given her vitamin  
 R: What brand do you have?  
 D: Vidoran  
 R: Vidoran, then what else?  
 D: Just that's all  
 R: What is Vidoran for?  
 D: For her intelligence  
 R: I see, yes, it's true, all parents usually consider to support their children's intelligence. But I think we should consider something else.  
 D: But I'm not sure that that the quality of the vitamin you offer is good  
 R: Eh, we have vitamins which fulfill our needs, **four is healthy and five is perfect**. We, as parents, should consider how to fulfill those needs, shouldn't we?  
**( to assure quality/using confirmation )**

But, the problem is that we cannot always fulfill our children's needs, it's impossible to measure the ingredients of their daily nutrition, right?  
**( to assure quality/using confirmation )**

D: Yes  
 R: Anyway, we have vitamins which can fulfill your daughter's needs. For example, she doesn't like drinking **milk**, you **need to give her more** calmag. We have Chewable Calmag that children usually like.  
**(giving information only)**

D: But I think I don't need it because Vidoran is enough for her  
 R: Oh, no problem, I just want to give you an information, you don't have to buy it now. Secondly, do you know that there are children who often get flu and cough? Or children who don't like to eat vegetables? We have a good vitamin C. Thus, it is useful for their immune, it's named Acerola C. Moreover, if your daughter doesn't like soy bean and

untuk misalnya anakmu nggak doyan tahu, tempe, daging, kadang ada anak yang maunya susu tok, padahal dia butuh protein untuk pertumbuhan tulang dan giginya, kita punya Chewable Protein.

Semua vitamin kita chewable, bisa dikunyah loh. Anak-anak pasti suka  
**(to assure necessity/using stimulator)**

D: Harganya berapa?

R: Saya beberapa kali ini pernah membandingkan harga. Kita punya Chewable Protein itu misalnya anak kita butuh minum sehari satu, dengan produk yang lain itu jauh beda. Nanti kalau misalkan kamu tertarik Dian, aku punya daftar harganya, kamu bisa bandingkan per biji dengan harganya jauh beda

D: Kok rasanya mahal ya? Kan barang impor

R: Kalo mahal nanti kita lihat ya, biasanya ada harga ada barang, jadi kita punya itu dengan mutu yang tinggi yang setara dengan dengan kelas itu nggak mungkin lebih mahal dengan yang sekelas itu. Yang terjadi sebaliknya. Terus kalau anak yang nggak doyan makan, yang kalau mau makan kita harus kejar-kejaran dulu, kita punya Chewable Multi yang bisa bikin anak justru cari sendok

**( to assure the price/using stimulator )**

D: Ya mungkin memang bagus, tapi lain kali saja

R: Ya ndak pa-pa, tapi kalau misalkan kamu liat ya, Vidoran aja kan mungkin belum tentu cukup untuk kebutuhan anak kamu. Kalo misalkan kamu coba dulu Chewable multi ini gimana?

Soalnya kalo kamu cobapun ada garansi. Kalau anakmu nggak suka boleh balik. Apalagi kalau sebagai member kamu bisa dapat diskon 30% lagi, menarik ya? Tentu kamu suka

D: Oh begitu. OK, saya coba dulu satu

R: Terima kasih

D: Sama-sama

meat, or she only consumes milk, whereas she needs protein for the growth of her teeth and bone, we have Chewable Protein. All of our vitamins are chewable. Children surely like it.

**(to assure necessity/using stimulator)**

D: How much are they?

R: I sometimes compare the price to other brands. Our Chewable Protein is only given once a day. It's different from other brands. If you are interested Dian, I have the price list, you can compare and know the difference

D: I think it's expensive, isn't it? They are imported goods

R: I don't think so. We'll see, usually we'll know after we see the products. The quality of our products is good. They are not more expensive than the price of the products which have the same quality. Then, if our son doesn't like eating, even we often chase her to enforce her to eat, we have Chewable Multi which can make her likes to eat

**( to assure the price/using stimulator )**

D: Alright, maybe your products are good, but I'll buy them next time

R: Well, it's okay. But if we pay attention, Vidoran may not be able to fulfill your daughter's needs. Why don't you try this Chewable Multi?

Although you only try, you still have a guarantee. Moreover, as a member you'll get 30% cuts, isn't it interesting

Of course you like it

D: Oh, I see. Okay, I'll try one

R: Thank you

D: You're welcome

## **No.2: Respondent 2 ( R2)**

V: Ini Bu Dian ya?  
D: Ya  
V: Saya Veny, saya dikenalkan Maria, ingat Maria?  
D: Oh iya, Maria teman saya, kenapa ya?  
V: Lho, ini fotonya siapa Bu?  
D: Oh, ini anak saya  
V: Oh, umur berapa?  
D: Umur 5 tahun  
V: Ini loh Bu Dian, mau ngasih informasi, minta waktunya dikit ya Bu ya? Mau ngasih informasi sebentar  
D: Kalo nanti malam aja gimana? Saya sibuk ini  
V: Nanti malam ya? Masih sibuk ya?  
D: Ya  
V: Kira-kira jam berapa nanti malam?  
D: Pulang kantor saja, gimana kalo di rumah saya?  
V: Di rumahnya Ibu ya? Bisa minta alamatnya?  
D: Iya, Mulyosari Utara I nomer 40  
V: Oke, jam tujuh malam ya?  
D: Ya  
V: Makasih  
D: Sama-sama

V: Malam Bu Dian  
D: Malam  
V: Inisaya Veny, yang tadi siang, ingat?  
D: Oh ya, silakan masuk  
V: Anu Bu, eh, boleh duduk ya?  
D: Oh ya, silakan duduk, ini minumannya Ya  
V: Oh ya, terima kasih, memang sudah haus. Ini loh Bu Dian, ini produk-produknya Amway. Ini vitamin buat anak, punyanya kita itu vitaminnya bagus Bu Dian, dari bahan-bahan alami. Inifood suplemen, beda sama vitamin lain. Di food suplemen ini ada vitaminnya dan berasal dari tumbuh-tumbuhan. Buat anak bagus sekali, punya kita kurang lebih ada lima macam, ada protein buat pertumbuhannya, ada chewable iron buat otaknya anak, ada yang eh kalsium buat tulang, vitamin macam-macam ada di dalam situ

***(giving information only)***

V: Are you Mrs. Dian?  
D: Yes, I am  
V: I am Venny, I know you from Maria. Do you remember Maria?  
D: Oh, yes. She is my friend. What's the matter?  
V: Oh, who is the child in this picture?  
D: Oh, she is my daughter  
V: How old is she?  
D: Five years old  
V: Mrs. Dian, I would like to give you an information. May I ask your time? It won't take long  
D: How about tonight? I'm still busy now  
V: Tonight? You're still busy now?  
D: Yes  
V: What time is better?  
D: After working hour, what about at my home?  
V: At your house? Where's your address?  
D: Yes, Mulyosari Utara no. 40  
V: Okay, at seven o'clock right?  
D: Yes  
V: Thank you  
D: You're welcome

V: Good evening, Mrs. Dian  
D: Good evening  
V: I am Venny who met you this noon, do you remember?  
D: Oh yes, please come in  
V: Eh, may I take a seat?  
D: Oh, yes, please take a seat. Here is your drink  
V: Oh, thank you. I am thirsty. Mrs. Dian, here are the Amway products. Here are the vitamins for children. Our vitamins are good, Mrs. Dian, because they were made from nature. These are food supplement. They are different from other vitamins because they were made of plants. It's really good for children. We have about five kinds of vitamin. There is one for children's growth, there's Chewable Iron for their brain, there's calcium for their bones, there are so many kinds of vitamin there

***(giving information only)***

**D: Bagus nggak ya kualitasnya?karena ini untuk anak kecil, takut kalo ada efek sampingnya**

V: Justru karena anak kecil ya, saya berani ngasih itu, punya kita nih ada garansinya. Ibu kalo pake nggak cocok dalam waktu tiga bulan bisa dikembalikan ke saya  
**( to assure quality/using stimulator )**

D: Anak saya sudah minum merk lain, jadi belum butuh

V: Nggak pa pa, anak ibu minum yang buat apa sih?

D: Eh untuk penambah kecerdasan otak

V: Oh untuk kecerdasan otak ya? Itu ya bagus. Anu. Eh gimana kalo ibu nyoba yang untuk tulangnya? Punya kita yang buat tulang itu bagus. Itu banyak yang pake loh. ~~Masa~~ nggak kepengen, Bu? Bagus buat anaksnak  
**( to assure necessity/using challenge )**

D: Berapa harganya?

V: Harganya sekitar 180 ribuan

D: Untuk berapa lama?

V: Kurang lebih tiga bulan, satu hari minum sekali, dikunyah

D: Kok mahal ya?

V: Oh, eh produk kita ini memang kalah beli tapi menang pakai. Biasanya kalau beli sekaligus 180 ribu, tapi pakainya lama. Kalau merk lain belinya murah, tapi pakenya sebentar, kurang lebih sebulan habis. Lebih mending mana coba? Lagian produk kita kualitasnya oke  
**( to assure the price/using swivel )**

D: Ya ini bagus sih, cuman lain kali aja. Mungkin setelah food suplemen ini habis baru saya beli di Anda

V: Gitu ya

D: Iya

V: Ya boleh sih, cuman anu Bu, punya Ibu kan buat otak, ini ada yang kalsium untuk tulang. Nggak mau ditambah Bu? Kan sayang kalau nggak pakai untuk yang tulang sekalian

D: Oh iya ya

V: Ndak sekalian aja ta?

D: Hihhihi

**D: Is the quality good? This is for children. I'm afraid of the side-effect**

V: I dare give them to children. There is a guarantee. If there's any bad-effect, it is refundable within three months  
**( to assure the quality/using stimulator )**

D: I have given my daughter other brand, so I don't need it

V: No problem. What is it for?

D: For her intelligence

V: Oh, for her intelligence? That's good. Eh, why don't you try one for her bones? Our vitamin is good for bones. A lot of children use it. It's really good for them. Don't you want your daughter is healthy too? It's really good\*  
**( to assure necessity/using challenge )**

D: How much is that?

V: About Rp. 180,000

D: For how long?

V: For about three months, once a day, it's chewable

D: Oh, it's really expensive

V: Oh, our products are usually 'losing when buying, winning when using'. Usually, if we buy one which costs Rp. 180,000, we can consume it for a long term. Other brands may be less expensive, but they run out within a month. Which one is better according to you? Moreover, the quality is good  
**( to assure the price/using swivel )**

D: Well, it may be good, but I'll buy it next time. Maybe after my vitamin runs out

V: Are you sure?

D: Yes

V: Yeah, maybe you're right. But ma'am, your vitamin is for her brain, why don't you try the one for bones? This is the vitamin for bones. Why don't you add it? It's a pity if you do not add it for the bones. Don't you want it?

D: Oh yeah

V: Pleasetry

D: Hihhihi

**V:** Ya fungsinya kan lain, punya kita bisa dikombain sama merk lain

**D:** Ndak menimbulkan efek samping ya?

**V:** Oh sama sekali tidak, efek sampingnya positif, bagus buat tulang. Sekalian ya?

**D:** Ndak pa pa ya kalodiminum bersamaan?

**V:** Ndak papa, minumannya sebelum tidur

**D:** Kalo ndak cocok boleh dikembalikan?

**V:** Oh boleh ya, telpon saya

**D:** Ya oke, saya ambil satu

**V:** Oke

**V:** Yeah, the function is different, our vitamin can be combined with others

**D:** Does it cause any side-effect?

**V:** Oh, no. the effect is good for bones. Please try it

**D:** Can it be drunk directly with others?

**V:** No problem, it is drunk before sleeping

**D:** **Is** it refundable if we find any bad-effects?

**V:** Oh sure, you can contact me

**D:** Alright, '11 take one

**V:** Okay

### **No.3 ; Respondent 3 ( R3 )**

- E:** Halo, permisi, selamat siang !  
**D:** Siang, ada yang bisa saya bantu?  
**E:** Dengan Ibu Dian ya?  
**D:** Ya betul  
**E:** Kenalkan nama saya Erni  
**D:** Ya?  
**E:** Eh saya dari Amway, saya kebetulan tau Ibu Dian dari Maria. Kenal Maria?  
**D:** Oh ya, ya Ingat  
**E:** Bisa minta waktunya sebentar nggak Bu?  
**D:** Aduh, saya banyak kerjaan ini  
**E:** Sebentar aja, nggak rugi kok, kebetulan saya mau memperkenalkan barangnya Amway. Ini ada beberapa barang unggulannya. Sebentar aja, nggak makan waktu banyak kok  
**D:** Ya, OK kalau gitu  
**E:** Kebetulan Ibu Dian sudah punya anak ya?  
**D:** Sudah, satu  
**E:** Laki-laki atau perempuan?  
**D:** Perempuan  
**E:** Umur berapa sekarang?  
**D:** Lima tahun  
**E:** Waduh, kebetulan sekali Ibu Dian, salah satu produk unggulan Amway itu vitamin buat anak-anak. Inisaya tunjukkan gambarnya. Anaknya susah makan sayur nggak?  
**D:** Enggak, tapi vitamin anak saya udah bagus, kalau ini kan belum tentu  
**E:** Oh ya, tapi jangan salah, vitamin Amway ini bisa dikunyah, rasa buah-buahan. Jadi nggak susah maksa anak-anak untuk minum vitamin,  
**( to assure quality/using stimulator )**  
  
biasanya anak-anak nggak suka ya kalau pahit, kan?  
**( to assure quality/using confirmation )**  
  
Ini bikinan Amerika, bagus. Yang ini Chewable Iron, kalau anak Ibu kurang konsentrasi, bisa membantu meningkatkan daya konsentrasinya  
**D:** Wah, saya sepertinya sedang tidak butuh, punya saya sudah lengkap kok

- E:** Hello, good afternoon!  
**D:** Good afternoon. May I help you?  
**E:** Are you Mrs. Dian?  
**D:** Yes, I am  
**E:** Let me introduce myself, my name is Erni  
**D:** Oh  
**E:** Eh, I am from Amway. I know you from Maria. Do you know Maria?  
**D:** Oh yes, I remember her  
**E:** May I ask your time?  
**D:** Oh, I am busy now  
**E:** Just a minute, you won't be loss. I would like to introduce Amway's products. These are the main products. Just a minute, it won't take long  
**D:** Okay  
**E:** Do you have any children?  
**D:** Yes, only one  
**E:** A daughter or a son?  
**D:** A daughter  
**E:** How old is she?  
**D:** Five years old  
  
**E:** Oh, fortunately, Mrs. Dian, one of the main products of Amway is vitamin for children. Here, I show you the pictures. Does your daughter dislike to eat?  
**D:** No, but I have already given her another brand, while I'm not really sure with your product  
**E:** Oh, yes, but don't make a mistake, Amway vitamins are chewable, and their taste is like fruits. Thus, it is not necessary to enforce! children to drink vitamins,  
**( to assure quality/using stimulator )**  
  
usually they also dislike bitter vitamins, aren't they?  
**( to assure quality/using confirmation )**  
These are made in United States, they're good. This one is Chewable iron for those who are difficult to concentrate to something  
**D:** I don't think I need it because I have a complete set of vitamins

E: Oh, mungkin mau dicoba untuk **Bu** Diannya sendiri. Bu Dian aktif ya, kerjanya sehari-hari banyak ya?  
(to assure necessity/using confirmation)

D: Kerja, dan sebagai ibu rumah tangga  
E: Kebetulan kita punya produk mereka yang hari-harinya aktif kayak Bu Dian, namanya Bio C-plus. Ini anti-oksidan. Bisa juga untuk suami Bu Dian, untuk kesehatan. Biasanya kalau kolesterol bisa minum Salmon atau Garlic

D: Harganya mahal ya? Biasanya mahal punya Amway  
E: Tapi sebanding sama kualitas dan mutunya. Isinya juga banyak **100** tablet, sehari cuma satu, bisa untuk tiga bulan  
(to assure the price/using stimulator)

D: Saya sedang tidak butuh, hari-hari aktif tetap sehat  
E: Wah, Ibu merasa sehat-sehat tapi belum tau kondisi sebenarnya. Ada teman saya yang aktif, dia merasa sehat-sehat saja eh tiba-tiba sakit kuning. Itu karena dia kecapekan tapi tidak dirasakan. Terus saya anjurkan dia minum vitamin-vitamin seperti ini dan cocok  
(to assure necessity/using feedback)

D: Ya mungkin memang bagus, tapi lain kali saja  
E: Loh, masa nggak mau beli sekarang? Rugi loh Bu Dian! Kebetulan lagi ada potongan, kalo nggak beli sekarang rugi. Potongannya 30%, lumayan loh, 30% kan bisa buat nambah-nambah beli yang lain. Ibu-ibu yang lain, customer-customer saya, banyak yang pakai seri Nutrilite buat mereka sendiri atau juga buat anak-anaknya. Coba dulu Bu, satu

D: OK, saya coba Bio C-plusnya dulu satu  
E: Nggak sekalian yang untuk anak-anak Bu? Nyoba satu dulu yang Chewable Iron  
D: Wah, nanti alergi  
E: Nggak kok, produk ini anti alergi, terkenal di mana-mana  
D: Ya udah, ya udah, beli satu dulu aja Chewable Iron

E: Oh, maybe you **want to** try for yourself? You are dynamic right? I think you have a lot of things to do, don't you?  
(to assure necessity/using confirmation)

D: I am working and a housewife at home  
E: That's great. We have a product for those who are dynamic dally like Mrs. Dian, it's named Bio C-plus. This is anti oxidant. It can also be for your husband, for health. Usually, for cholesterol we can consume salmon or Garlic  
D: It is expensive, right? Amway' products are usually expensive  
E: But it is fair if we compare to the quality. The contents are a lot, 100 tablets. It is consumed once a day, so it will last for three months  
(to assure the price/using stimulator)

D: I don't think I need it since I feel good everyday  
E: Well, you don't know the true condition. I have a friend who is active. She felt alright, but suddenly she got hepatitis. That is because she was too tired but she didn't feel it. Then, I suggested drinking this vitamin. She is fine now  
(to assure necessity/using feedback)

D: Well, it maybe good, but I'll buy it next time  
E: Why don't you buy it now? It's a pity! There is 30% discounts now. It's interesting, you can save the 30% discounts to buy something else. The other housewives, my customers, mostly consume Nutrilite, for themselves or their children. Please try one, Ma'am

D: Okay, I'll try the Bio C-plus  
E: Why don't you also try those for Children? You should buy Chewable Iron  
D: I'm afraid if it causes allergy  
E: Oh no, this product is anti allergy. It is so famous  
D: Alright I'll take Chewable Iron

**E: Jadi Bio C-plus sama Chewable Iron**

**D: Ya**

**E: Terima kasih Bu**

**D: Sama-sama**

**E: Thus, Bio C-plus and chewable iron,  
Ma'am?**

**D: Yes**

**E: Thankyou**

**D: You're welcome**

#### **No.4 ; Respondent 4 ( R4)**

- L: Selamat siang Bu Dian  
D: Siang, ada yang bisa saya bantu?  
L: Saya Lenny, ibu rumah tangga. Saya punya penawaran bagus untuk Ibu Dian  
D: Penawaran apa? Produk ya?  
L: Begini perusahaan tempat saya bergabung memproduksi berbagai barang kebutuhan mulai dari tusuk gigi sampai pesawat terbang

- D: Apa kualitasnya bagus?  
L: Kualitasnya sangat bagus sekali, selain asli dari Amerika juga bekerja Sama dengan beberapa perusahaan local. Kalau nggak bagus tidak mungkin mengeluarkan garansi 90 hari. Jadi sudah dijamin  
**(to assure quality/using stimulator)**

- D: Mahal ya, kan barang impor?  
L: Produk kami tidak mahal. Kalau dibandingkan dengan produk lokal kan relatif ya. Mutunya seratus kali lebih bagus dari produk lokal, sementara harganya dua kali lebih tinggi dari produk lokal. Dengan pemakaian produk ini, anda bisa hemat waktu, tenaga, dan hemat segala-galanya juga. Mana yang lebih Bu Dian pilih?  
**(to assure the price/using swivel)**

Mungkin anda bisa mencoba dari produk rumah tangga dulu, seperti pencuci pakaian

- D: Bagus ya?  
L: Bagus, dan harganya murah. Ibu ambil satu ya?  
D: Saya sedang nggak butuh itu  
L: Coba dulu Bu, ada garansinya dan ada 30% diskon  
**(to assure necessity/using stimulator)**

- L: Good afternoon, Mrs. Dian  
D: Good afternoon  
L: I am Lenny, a housewife. I have a good offering for you

- D: What do you offer? Products?  
L: Well, I work for a company which produce various needs, from toothpicks until airplanes

- D: Is the quality good?  
L: The quality is really good. The products are made in United States. Besides that, It cooperates with some local companies. It is impossible to provide a guarantee that it's refundable within ninety days if it's not qualified  
**(to assure quality/using stimulator)**

- D: Isn't it expensive? They are imported, right?  
L: Our products are not expensive. It's relative if we'd like to compare to other local products. The quality is one hundred times better, while the price is twice higher than local products. By using our products, you can save your time, energy, and everything. Which do you prefer?  
**(to assure the price/using swivel)**

Maybe you can try the detergent firstly

- D: Is it really good?  
L: Yes, and it's less expensive. Why don't you try one?  
D: I don't think I need it  
L: Please try, Ma'am. There is a guarantee and 30% discounts  
**(to assure necessity/using stimulator)**

D: Kalau tidak cocok bisa dikembalikan?

L: Bisa, ini saya tinggalkan kartu nama.  
Ibu bisa menghubungi saya kalau ada  
komplain. Jadi ambil ya?

D: Ya sudah. Saya coba satu

L: Terima kasih

D: Sama-sama

D: Is it refundable?

L: Sure, I left you my name card. You can  
contact me if there's any complain.

So, why don't you take it?

D: Alright, I'll take one

L: Thank you

D: You're welcome

### **No. 5 ; Respondent 5 ( R5 )**

T: Slamatsiang  
D: Siang, ada yang bisa dibantu?  
T: Kenalkan, saya temannya Maria  
D: Oh ya, ada perlu apa ya?  
T: Oh enggak, Cuma mau ngobrol-  
ngobrol, siapa tau nanti kita bisa  
berbisnis  
D: Bisnis apa ya?  
T: Yah, nanti saya jelaskan. Ngomong-  
ngomong **Bu** Dian saya dengar  
prestasinya bagus ya di kantor?  
D: Oh enggak, biasa kok  
T: Kalau gitu **Bu** Dian sibuk sekali ya?  
D: Iya  
T: Kalau boleh tau, Ibu sudah punya  
putra atau putri?  
D: Sudah, satu putri  
T: Eerapa umurya?  
D: Lima tahun  
T: Oh begitu, di rumah pakai pembantu  
**Bu**?  
D: Ya, satu  
T: Tapi biar begitu tetap harus ngontrol  
rumah ya **Bu**?  
D: Iya, makanya saya tidak mau kalau  
kerja sampai lembur, jadi di rumah  
bisa beres-beres semuanya, kan  
nggak mungkin saya serahkan ke  
pembantu saja. Saya sendiri yang  
menyiapkan makan malam, yah  
banyaklah  
T: Yah, memang sekarang jamannya  
wanita aktif bekerja, kalau nggak jaga  
kondisi bisa payah  
D: Iya  
T: **Bu** Dian nggak minum food  
supplement?  
D: Sudah, saya minum Enervon C, sehari  
satu  
T: Vitamin memang macam-macam, jadi  
harus bisa memilih yang benar-benar  
berkualitas, **Bu**  
D: Iya  
T: Saya juga sering tugas ke luar kota,  
biasanya saya juga minum vitamin.  
Kalau sudah minum, bisa fit seharian,  
badan nggak loyo, dan nggak sakit-  
sakitan. Apalagi saya dituntut untuk  
tetap berpikir jernih. **Bu** Dian pasti tiap  
tiap hari juga gitu kan? Apalagi harus  
ngurus keluarga juga

T: Good afternoon  
D: Good afternoon, may I help you?  
T: I am a friend of Maria  
D: Oh, what's the matter?  
T: Oh, I just want to chat with you,  
probably we can have a business later  
on  
D: What business?  
T: Well, I'll explain later. Say, I heard that  
You have a great achievement in your  
company?  
D: Oh, not really  
T: It means that you are very busy, aren't  
you?  
D: Yes, that's right  
T: Do you have any children?  
D: Yes, a daughter  
T: How old is she?  
D: Five years old  
T: I see. Do you hire a servant at home?  
D: Yes, one servant  
T: But, do you still have to control the  
housekeeping?  
O: Yes, that's why I don't to work too  
much, so I can still handle the  
housekeeping. It's impossible to let all  
done by the servant, right? Usually, I  
prepare dinner myself  
T: Yeah, nowadays women are  
commonly working. If you don't care  
your own health, you may get ill  
D: Yes that's right  
T: Mrs. Dian, do you always consume  
food supplement?  
D: Yes, I usually drink Enervon C once a  
day  
T: There're a lot of vitamins, so we have  
to be careful in choosing the most  
qualified one  
  
D: Yes  
T: I often have to go out of town for  
business, so I consume vitamin  
regularly. It really helps to keep a  
good condition, so I can work well and  
I don't get ill. Moreover, I am  
demanded to always have a clear  
thinking. I think you experience the  
same way, right? Moreover, you have  
to take care of your family and do  
housekeeping

D: Ya begitulah  
T: Vitamin saya Nutrilite bu, seri Bio C-plus. Menarik kan? Ya mungkin Bu Dian mau coba?  
D: Apa bagus kualitasnya?  
T: Jelas bagus, karena vitamin ini dari bahan alami. Ini contohnya saya bawa. Bahan dasarnya kulit kerang dan tumbuh-tumbuhan yang sarinya sangat berguna bagi kesehatan kita. Orang kan ingin selalu sehat dan umur panjang  
**( to assure quality/using confirmation )**

D: Oh ya?  
T: Ya, dengan vitamin ini, Bu Dian bisa lebih berenergi, selalu berpikir jernih kalau harus mengambil keputusan. Nantinya karir Ibu semakin menanjak  
**( to assure quality/using lead )**

D: Ah, Anda terlalu berlebihan  
T: Yah, minimal berguna supaya Bu Dian nggak gampang sakit dan tetap fit sepulang kantor, kan masih harus mengurus keluarga  
**( to assure quality/using stimulator )**

D: Masalahnya saya mungkin saat ini belum butuh, vitamin saya masih banyak itu  
T: Ya nggak apa-apa, saya menyarankan saja. Tapi, saya mau ingatkan, Enervon saja belum tentu cukup untuk memenuhi semua kebutuhan tubuh kita.  
**( to assure necessity/using confirmation )**

Oleh karena itu, Ibu pasti perlu tambahan kan?  
**( to assure necessity/using assumption )**

D: Iya juga, tapi harganya pasti mahal  
T: Oh, sama sekali enggak. Hasilnya tidak sebanding dengan harganya. Bu Dian nanti bisa merasakan sendiri manfaatnya banyak  
**( to assure the price/using stimulator )**

D: Ya, mungkin lain kali saja

D: Yes, that's my life  
T: I usually consume Nutrilite, Ma'am, Bio C-plus. Isn't it interesting? Perhaps, you'd like to try it  
D: Is the quality good?  
T: Off course it is, because it is made of nature. Here I show you the sample. The main ingredients are the shells of oysters and plants which are useful for our health. People commonly want to always be healthy and have a long life, right?  
**( to assure quality/using confirmation )**

D: Oh yes  
T: Yes, by consuming this vitamin, you'll feel healthier and be able to have a clear thinking in deciding important things. Later on, your career will get higher and higher  
**( to assure quality/using lead )**

D: Ah, not really  
T: Well, at least it is useful for you to keep you condition healthy because you have a lot of things to do at home besides working  
**( to assure quality/using stimulator )**

D: I don't think that I need it now. I still have a lot  
T: Well, that's alright. But, I would like to remind you, we know that Enervon C is probably not enough to fulfill our needs.  
**( to assure necessity/using confirmation )**

Therefore, you may need a supplement, right?  
**( to assure necessity/using assumption )**

D: Yes, you're right. But, it must be very expensive  
T: Oh no. The result you get is much better than the price you should pay. You can feel yourself the advantages  
**( to assure the price/using stimulator )**

D: Well, maybe next time

T: Gitu ya? Nggak sayang Bu? Inisaya kasih diskon **30%**. Lumayan, Bu Dian bisa irit segitu. Ibu tinggal pilih, mau yang Bio C-plus atau Daily Vitamin? Semuanya bagus

D: Bedanya dengan Bio C-plus?

T: Bio C-plus itu anti oksidan, kalau Daily Vit itu mengandung semua vitamin yang dibutuhkan tubuh

D: Ok, saya mau Bio C-plus saja. Kan kalau vitamin, Enervon saya masih banyak

T: Ok, nggak apa-apa. Daily vitaminnya bisa lain kali dicoba

D: Nggak deh. Coba **satu** dulu

T: Ok, terima kasih Bu

D: Sama-sama

**T: Really? Don't you want to buy it now?**  
I give you **30%** discounts. It's great that you can save that much.

You can choose either Bio C-plus or Daily Vitamin, which one do you like?

D: What's the difference between Bio C-plus and Daily Vitamin?

T: Bio C-plus is anti oxidant, while daily Vitamin contains of very complete vitamins needed by our bodies

D: Okay, **I'll** take Bio C-plus. I still have Enervon C for other vitamins and mineral

T: Alright. You can try Daily Vitamin next time

D: Yes

T: Fine, thank you, Ma'am

D: You're welcome

## **No. 6 : Respondent 6 ( R6 )**

- J: Siang, dengan Ibu Dian?  
D: Iya, ada yang bisa dibantu?  
J: Saya ini teman bisnisnya Maria, Bu  
D: Oh ya, kenalannya Maria, ada perlu apa?  
J: Saya dari Amway Bu, siapa tau Ibu bisa join bisnis saya dengan Maria  
D: Wah, saya sedang sibuk, banyak kerjaan  
J: Cuma sebentar kok, sambil ngobrol Bu, ini ada produk untuk perawatan mobil  
D: Wah, kalau untuk perawatan mobil, itu urusan suami saya. Dia yang ngerti merk yang bagus kualitasnya, kalau punya anda kan belum tentu bagus  
J: **Oh**, kalau produk Amway ini sangat bagus dan cocok untuk segala jenis mobil, Bu. Namanyajuga produk luar  
**( to assure quality/using stimulator )**
- D: Tapi setau saya suami saya lebih suka ke salon mobil, jadi sepertinya nggak butuh itu
- J: Suami ibu tidak perlu ke salon, kan biayanya mahal, cukup membeli produk Amway, seperti Car wash atau Silicone Glaze, daripada buang-buang uang kan sayang. Kalau cuman perlu untuk menggosok-gosok saja silicone Glaze yang bagus. ke salon biayanya lebih mahal. Ada penawaran yang lebih baik, kenapa nggak diambil?  
**( to assure necessity/using swivel )**
- D: Harganya berapa?  
J: Jangan khawatir, Ibu saya kasih diskon 30%, 500 ml harganya Rp. 50000. Murah kan?  
**( to assure the price/using stimulator )**
- D: Aduh, mahal sekali, merk lain lebih murah loh  
J: Kalau merk lain, bisa merusak cat, kalau ini justru melindungi cat. Begini, kalau dihitung-hitung, lebih untung mana, lebih mahal sedikit tapi justru merawat mobil atau yang lebih murah tapi justru merusak mobil?  
**( to assure the price/using swivel )**
- J: Good afternoon, are you Mrs. Dian?  
D: Yes, may I help you?  
J: I am Maria's friend in business  
D: Oh, Maria's friend. What's the matter?  
J: I am from Amway, Ma'am, who knows you can join our business  
D: Oh, I'm sorry, I'm busy right now  
J: Well, I just want to inform you products for car treatment, just a minute  
D: Well, I think it's my husband's business to buy products for car treatment. He knows well which brands are good for his car, while I don't really trust to the quality of your products  
J: Oh, Amway products are very good and suitable for all kinds of cars, Ma'am. This is made in abroad  
**( to assure quality/using stimulator )**
- D: However, my husband usually prefers taking his car to car saloon, so I think we don't need your products
- J: Your husband doesn't have to go to car saloon because it's very expensive. It's enough by buying Amway product like Car Wash or Silicone Glaze, so don't waste your money to go to saloon. When you only need to clean it then you should try Silicone Glaze, Going to saloon is very expensive. If you have another better offering, why don't you take it?  
**( to assure necessity/using swivel )**
- D: How much is the price?  
J: Don't worry, I'll give you 30% discount, 500 ml costs Rp. 50,000. Isn't it cheap?  
**( to assure the price/using stimulator )**
- D: Gosh, it's very expensive. The other brands are less expensive  
J: The other brands usually damage the paints of the cars; on the other hand, this can protect the paints. If we calculate carefully, which is more beneficial, the one which is more expensive but can protect the car, or the one which is less expensive but damage the car?  
**( to assure the price/using stimulator )**

**D:** Betul juga ya, kalau beli yang *murah*  
tapi merusak juga percuma. Baik,  
saya mau ambil satu dulu  
**J:** Ok, terima kasih Bu  
**D:** Sama-sama

**D:** I think so. *It* is useless if I buy the less  
expensive one but damage my car.  
Allright, I want to take it one  
**J:** Okay, thank you  
**D:** You're welcome

**No. 7 ; Respondent 7 ( R7 )**

- S: Bu Dian sudah lama bekerja di sini?  
D: Iya  
S: Sudah punya putra Bu?  
D: Sudah, saya sudah punya anak satu di TK  
S: Oh di TK. Di TK mana Bu?  
D: Di TK Buah Hati  
S: Oh di TK Buah Hati, umur berapa BU?  
D: Umur 5 tahun  
S: Laki-laki atau perempuan?  
D: Oh perempuan  
S: Eh, makannya susah ya?  
D: Untuk masalah makan, nggak masalah. Anaknya gemuk itu  
S: Eh, suka minum susu ya berarti?  
D: Eh, saya nggak kasih susu itu ya. Kecil sudah saya kasih susu, sekarang makannya sudah bagus  
S: Berarti suka makan ya?  
D: Ya  
S: Sayur suka nggak?  
D: Sedikit  
S: Lho susu sama sekali enggak ya Bu?  
D: Minum, Cuma nggak tiap hari. Dua hari sekali  
S: Padahal usianya lima ya?  
D: Ya  
S: Setahu saya, usia segitu anak memerlukan kalsium pada pertumbuhannya. Sementara kalsium tidak mudah kita dapatkan dari makanan selain susu. Sebetulnya kenapa? Tidak suka atau memang tidak dikasih?  
D: Nggak suka  
S: Oh nggak suka ya?  
D: Ya  
S: Sebenarnya saya punya produk bagus, mengandung kalsium untuk anak yang kurang susu. Bagus Bu, karena kita susah mendapatkan kalsium dari makanan sehari-hari selain susu  
*(giving information only)*  
D: Saya sudah berikan food supplement yang bagus buat anak saya. Kalau punya Ibu kan belum tentu bagus buat anak-anak  
S: Kalau saya boleh tau, untuk apa saja Bu?  
D: Kalsium untuk pertumbuhantulang dan kecerdasan otak. Ini merknya...

- S: Mr. Dian, have you been working here for a long time?  
D: yes  
S: Do you have any children?  
D: Yes, I have a child studying in kindergarten  
S: Oh, where is she studying?  
D: At TK **Buah Hati**  
S: Oh, at **TK Buah Hati**. How old is she?  
D: Five years old  
S: A daughter or a son?  
D: A daughter  
S: Does she dislike eating?  
D: No problem. She is quite fat  
S: Eh, does she like drinking milk?  
D: Eh, I don't give her milk. I gave her milk when she is a baby, now I think she has proper portion for meals  
S: It means she likes eating, right?  
D: Yes  
S: Does she like vegetables?  
D: A little  
S: So, she doesn't drink milk at all, does she?  
D: She drinks milk, but not every day. Only once of two days  
S: She is five year **old**, isn't she?  
D: Yes  
S: As long as I know, during that year, children need calcium for their growth. On the other hand, we cannot find calcium easily in our daily meals, except milk. Why does she seldom drink milk? Is that because she doesn't like it or you don't give it to her?  
D: She doesn't like it  
S: Oh, she doesn't like it?  
D: Actually, I have a good product which contain calcium for children who lack milk. It's good, Ma'am because it's difficult to get calcium in our daily meals  
*( giving information only )*  
D: I have given her such a good food supplement. Meanwhile, I don't really think that your product is good for children  
S: May I know what that is for?  
D: Calcium for her growth and for her intelligence, Here is the brand...

S: **Oh** iniya? Kalau yang saya tau **Bu**, kalsium itu macem-macem. Yang paling bagus itu yang terbuat dari kulit kerang, seperti punya Amway. Yang lainnya belum tentu semua bagus, apalagi yang tercampur dengan bahan-bahan kimia.  
**( to assure quality/using stimulator )**

Dari pengalaman saya, keponakan saya yang berumur 8 dan 9 tahun sudah 3 tahun ini mengkonsumsi kalsium, itu pertumbuhan giginya bagus. Semua itu karena pakai produk Amway ini. Kan sayang kalau anak Ibu pertumbuhan giginya kurang bagus dibandingkan yang lainnya?  
**( to assure quality/using challenge )**

D: Oh ya, tapi saya sedang tidak butuh. Punya saya ini masih ada  
S: Oh ya, kalau masih ada, kalau saya juga tidak saya buang. Masih banyak Bu?  
D: Iya, masih banyak, waktu beli sekalian satu set  
S: Oh, masih lengkap ya?  
D: Ya  
S: Oh ya sudah kalau begitu. Terima kasih, kalau sudah habis, Ibu bisa kontak saya. Saya tinggalkan **kartu** nama  
D: OK, terima kasih

S: **Oh**, I see. **As** long as I **know**, there're so many kinds of calcium. The best one is one made of the shells of oysters, like Amway vitamin. Not all of the others are good, especially ones that mixed by chemicals.  
**( to assure quality/using stimulator )**

From my experience, my 9 and 8 year-old nephews have been consuming calcium for three years. I see that their teeth grow well. That's because they use Amway product. Isn't it a pity if your daughter's teeth don't grow as well as the other children's teeth do?  
**( to assure quality/using challenge )**

D: Oh, I don't think I need it because mine is still a lot  
S: Alright, if I were you, I wouldn't throw it either. **Do** you still have a lot?  
D: Yes, I bought a complete set  
S: Oh, a complete set?  
D: Yes  
S: Alright, thank you. If you run out of vitamin, you can contact me. I leave you my name card  
D: Sure, thank you

### **No.8 : Respondent 8 ( R8 )**

K: Selamat siang, Bu Dian ya?

D: Siang, ya betul, ada yang bisa dibantu?

K: Saya dikenalkan Maria, Bu

D: Ada yang bisa saya bantu?

K: Enggak saya cuma mau survey produk. Bu Dian biasanya belanja sendiri, Bu?

D: Kadang-kadang, kalau ada waktu saya ke supermarket

K: Nah, saya punya bisnis untuk membuka jaringan supermarket. Maria juga bergabung di bisnis ini, Bu. Karna di samping bisnis, kita juga memenuhi kebutuhan pribadi lewat supermarket ini

D: Ada penawaran apa saja?

K: Macam-macam, ini ada deterjen, pemakaiannya sangat hemat, Bu

D: Bagus nggak ya kualitasnya? Saya biasanya sudah pakai Attack untuk cuci

K: Bagus sekali Bu, tidak membuat tangan lecet, pemakaiannya hemat, jadi tahan lama  
**( to assure quality/using stimulator )**

D: Tapi saya belum kehabisan Attack itu, jadi masih belum perlu sekarang

K: Bisa dikombinasi loh, Bu. Jadi untuk baju yang bagus pakai yang ini. Sayang loh, kalau baju yang mahal trus bagus rusak, ya kan?

**(to assure necessity/using confirmation)**

D: Harganya berapa?

K: Lima puluh ribuan, satu kilo

D: Wah, mahal sekali, enggak dulu seperti nya. Lain kali saja

K: Nggak mau coba dulu Bu? Nggak rugi

D: Nggak dulu ya, lain kali saja

K: Lain kali ya? Eh, oke kalo gitu, Ibu bisa hubungi saya kalau tertarik.

D: Ya

K: Terima kasih

D: Terima kasih

K: Good afternoon, are you Mrs. Dian?

D: Good afternoon, yes I am, may I help you?

K: I know you from Maria, Ma'am

D: May I help you?

K: Oh, no, I just want to make a research of product. Mrs. Dian, do you usually shop by yourself?

D: Sometimes, if I have time, I will go to supermarket

K: Well, Mrs. Dian, I have a business which open a network of supermarket. Maria also joins this business. Besides having business, we can also fulfill our daily needs by buying them in this supermarket.

D: What kind of offering do you have?

K: So many, I have detergent, the product can be used for a long time

D: Is the quality good? I usually use Attack to wash clothes

D: It's very good, Ma'am. It doesn't hurt the skin of our hands; moreover, you can use it for a long time  
**( to assure quality/using stimulator )**

D: But I haven't run out of Attack yet, so I don't need it now

K: You can combine this product, Ma'am. Thus, you can use this when you want to wash expensive and good clothes. It's a pity if those clothes are damaged, right?

**(to assure necessity/using confirmation)**

D: How much is it?

K: About fifty-thousands for a kilo

D: Wow, it's very expensive. I don't think I want to buy it, maybe next time?

K: Why don't you try first? You won't get loss

D: I don't think so. Maybe next time

K: Next time? Eh, okay, you can contact me if you're interested

D: Yes

K: Thank you

D: You're welcome

### **No. 9 ; Respondent 9 ( R9 )**

Sf: Selamat siang  
D :Oh ya selamat siang, ada yang bisa dibantu?  
Sf:Bu Dian ya?  
D :Iya betul, dari mana ya?  
Sf:Saya temannya Maria  
D :Oh, temannya Maria  
Sf:Ya, kalau ndak salah kita dulu pernah dikenalkan kok sama Maria  
D :Oh gitu ya?  
Sf:Waktu Anda belanja di **Sogo**  
D :Oh, ada perlu apa ya?  
Sf:Oh enggak, ya saya pengen ngomong-ngomonglah. Lagi repot ya Bu?  
D :Iya, maaf saya sedang sibuk ini, banyak kerjaan  
Sf:Oh, soalnya saya pikir sekarang kan jam istirahat, jam 12, saya juga dari kantor, ini baru ada meeting. Trus setelah selesai, saya mampir di sini. Kebetulan dekat kantornya  
D :Loh, memangnya ada perlu apa?  
Sf:Ya kita bicara sambil saya jelaskan. Bu Dian ini kira-kira usianya berapa ya?  
D :Eh, saya 28 tahun  
Sf:Sudah punya putra putri?  
D :Sudah, satu  
Sf: Putra atau putri?  
D :Perempuan  
Sf:Usianya berapa Bu?  
D :Lima tahun  
Sf:Oh, lima tahun.Saya senang sekali loh, melihat mukanya Bu Dian, cerah  
D :Oh ya?  
Sf: Hee. Jadi ngeliatnya itu seneng terus  
D :Oh ya, makasih  
Sf:Tapi bu, ini kok kelihatannya ada bekas jerawat ya di sebelahnya mata itu  
D :Oh ya ini memng jerawat yang baru sembuh  
Sf:Oh gitu ya, gini Bu, saya juga baru sembuh, malah lebih parah ya, soalnya wajah saya ini sensitive sekali. Tapi saya ini pakai ini loh Bu. Saya sudah bolak-balik ke dokter, sampai habis berjuta-juta, tapi ndak bisa. Cumawaktu itu saja hilang, **setelah** itu jadi tergantung sama obat dokter, kan nggak kuat ya, mahal biayanya. Terus saya dicobain temen saya, namanya serum, botolnya kecil

Sf: Good afternoon  
D :Good afternoon, may I help you?  
Sf: Are you Mrs. Dian?  
D :Yes  
Sf: I am a friend of Maria  
D :Oh, Maria's friend  
Sf:Yes, if I'm not mistaken, once I was introduced to you by her  
  
D :Really?  
Sf: When you went shopping at Sogo  
D :Oh, what's the matter?  
Sf:Oh, no, I just want to chat with you. Are you busy?  
D :Yes, I'm sorry, I'm busy right now  
Sf:Oh, I thought that it was time to break for lunch. I also came from my office. I had a meeting right now. Then, I come here. My office is near from here  
  
D :So, what's the matter?  
Sf:I'll explain later. May I know your age?  
D :Eh, I am 28  
Sf:Do you have any children?  
D :Yes, one  
Sf:A daughter or a son?  
  
D :A daughter  
Sf: How old is she?  
D :Five years old  
  
Sf:Oh, five years old. I am glad to see your face, it's so bright  
D :Really?  
Sf Yes, it is. I like looking at your face  
D : Oh, thank you  
Sf: But, Ma'am, I see an acne near your eyes  
  
D :Oh, yes, it's just cured  
  
Sf: I see, well, accidentally, I also experienced the same, even worst. Now, I am cured already. I use this serum. My face is so sensitive. I have been to many doctors, until I had to spend millions. Yes, it was cured but only for that time. Thus, I depended on doctor's medicine, whereas it's very expensive. Then, I was introduced to serum, the bottle is small and simple, and we don't have to use a lot per usage. I notice that my

, sederhana, tapi kita nggak perlu pakai banyak-banyak. Kita pakai setiap hari, saya sendiri pakai, muka saya tambah cerah, dan ini gandengannya whitening. Kalau dipakai, besoknya langsung ada perubahan, orang lain yang lebih tau mama saya aja bilang muka saya lebih cerah. Teman-teman saya juga bilang seperti itu

D :Tapi saya sudah pakai Clinique bertahun-tahun dan sudah cocok itu. Kalau produk ini kan kualitasnya masih belum tentu bagus

Sf:Oh, bagus sekali Bu, seperti yang tadi saya ceritakan, hasilnya kelihatan  
**( to assure quality/using stimulator )**

D: Enggak dulu itu, punya saya masih banyak

Sf:Saya punya serum ini bagus loh, Bu, untuk mencegah penuaan dini. Sebagai wanita kita kan nggak pengen cepet tua, keriput di tepi mata atau bibir, ya kan ?

**( to assure necessity/using confirmation )**

D: Iya juga ya. Harganya berapa?

Sf: Sekitar dua ratus ribu

D: Wah, mahal sekali

Sf: Nggak terlalu, Bu

D: Lain kali saja, Bu, soalnya mahal sekali

Sf: Oh gitu, ya saya cuma mau bantu-bantu, kan sama-sama teman. Soalnya saya merasakan sekali kegunaannya. Trus, putranya ibu, sudah sekolah? TK?

D: Iya, TK

Sf: Lancar ya Bu, nafsu makannya?

D: Ya nggak ada masalah

Sf: Soalnya biasanya anak umur lima tahun makannya susah, mereka lebih senang main-main. Apalagi kalau sudah ada playstation seperti ponakan saya, wah nggak bisa berhenti.

D: Tapi anak saya belum bisa main playstation, kan baru 5 tahun, masih TK

Sf: Kalau computer gitu nggak diajarin di sekolah?

D: Oh belum, masih TK, belum itu

Sf: Soalnya kalau di Petra kan sudah ada komputer, mulai dari TK sudah diajari

face is brighter. It's **combined** with Whitening. After it's used, there's a change on the next day. Other people told me, my mother and all my friends told me that my face was brighter

D: But I have used Clinique for years. On the other hand, I don't really trust the quality of this product

Sf: It's very good, Ma'am. **As** I told you just now, you can see the result  
**( to assure quality/using stimulator )**

D: I don't think I need it, because mine is still a lot

Sf: My serum is really good, Ma'am. **As** women, we don't want to have a lot of wrinkles at the edges of our eyes and lips, right ?

D: Yes, you right. How much does it cost?

Sf: About Rp. 200,000

D: Wow, it's very expensive

Sf: Not really

D: Maybe next time, it's very expensive

Sf: I see, well, I just want help as a friend because I feel the advantages. Then your daughter has entered school already, right?

D: Yes, at kindergarten

Sf: Does she likes eating?

D: Yes, she does

Sf: Well, usually five year-old children dislike eating. They prefer playing to eating. Even they like playing playstation, like my nephew, wow he cannot stop playing playstation

D: Fortunately, my daughter cannot play playstation because she's still five, right?

Sf: What about computer? Does she learn computer at school?

D: Oh, not yet

Sf: At Petra, there is a computer lesson for kindergarten student. They are taught about games

komputer. Ya nggak langsung bikin program, cuma game-game gitu

D :Soalnya anak saya nggak sekolah di Petra.

Sf:Di mana?

D :Di TK Buah Hati

Sf:Ya sudah kalau gitu, lain kali saya hubungi lagi. Kalau vitamin Ibu habis, bisa menghubungi saya. Terima kasih Bu

D :Sama-sama

D :My daughter is not studying at Petra

Sf:Where, then?

D :At TK Buah **Hati**

Sf:Okay, maybe next time. I'll contact you later on. If you run out of you can call me. Thank you, Ma'am

D :You're welcome

**No. 10 ; Respondent 10 ( R10 )**

- Y: Permisi, Ibu Dian ya?  
D: Iya, ada yang bisa saya Bantu?  
Y: Saya temennya Maria, Bu  
D: Oh, temennya Maria. Ada apa ya?  
Y: Ini saya dari Amway, mau memperkenalkan produk unggulannya Amway  
D: Wah, saya sedang sibuk ini. Banyak pekerjaan yang harus diselesaikan  
Y: Gini Bu, sayang kalau Bu Dian nggak mendengarkan informasi ini. Cuma sebentar kok Bu  
D: Ya udah, memangnya ada produk apa?  
Y: Saya rasa Bu Dian kulitnya cenderung berminyak ya?  
D: Rasanya begitu  
Y: ini Bu, saya punya serangkaian perawatan wajah untuk kulit berminyak.  
D: Wah, saya sudah punya perawatan sendiri  
Y: Bu Dian pake apa?  
D: Saya biasa pake Clinique.  
Y: Ya saya nggak tau kandungannya, tapi setau saya kulit kita rawan oleh zat-zat kimia  
D: Saya sudah cocok dengan Clinique. Lagipula kualitas produk Amway Inikan belum tentu bagus  
Y: Oh, bagus kok, kulit Ibu kan berminyak, jadi cocok dengan produk Amway yang menyerap minyak  
**( to assure quality/using feedback )**  
D: Ya tapi, punya saya masih banyak  
Y: Apa nggak mau coba satu dulu Bu, cleansingnya?  
D: Enggak dulu, kapan-kapan saja ya  
Y: Loh kenapa?  
D: Koleksi perawatan saya masih banyak itu  
Y: Oh ya sudah kalo gitu, lain kali saya datang lagi. Siapa tau Bu Dian tertarik dengan yang lainnya  
D: Ok, silakan  
Y: Terima kasih Bu  
D: Sama-sama
- Y: Excuse me, are you Mrs. Dian?  
D: Yes, may I help you?  
Y: I am a friend of Maria  
D: Oh, Maria's friend. May I help you?  
Y: I am from Amway. I'd like to introduce you Amway main products  
D: I'm sorry, I'm busy right now. I have to do a lot of things  
Y: Well, it's a pity if you don't want to listen to this information. Just a minute, Ma'am  
D: What products do you have?  
Y: I think your skin is oily, right?  
D: I think so  
Y: Here, ma'am, I have a package of face treatment, especially for oily skin, like yours. It's good, Ma'am. It's made in United States  
D: Well, I have my own treatment  
Y: What do you usually use?  
D: I usually use Clinique  
Y: I don't know the ingredients. However, I know that our skin is sensitive for chemicals.  
D: I think Clinique suits my skin already. Moreover, I don't really trust the quality of Amway product  
Y: Oh, Amway products are really good. Since your skin is oily, it is very suitable with Amway products which can absorb oil from your face  
**( to assure quality/using feedback )**  
D: Yes, but mine is still a lot  
Y: Don't you want to try one? The cleansing-milk, maybe?  
D: I don't think so. Maybe next time  
Y: Why?  
D: I still have a lot of collection of those treatment  
Y: Alright, I'll come again next time. Perhaps you'll be interested to the others  
D: Okay  
Y: Thank you, Ma'am  
D: You're welcome

**No.11 : Respondent 11 . R11 )**

M: Selamat siang Bu  
D: Iya selamat siang,ada yang bisa saya Bantu?  
M: Iya, saya Ming, dari Maria  
D: Oh, kenalannya Maria, ada apa ya?  
M: Ibu ada waktu Bu?  
D: Buat apa?  
M: Ya saya mau memperkenalkan produk.Ini produk bagus buat kebutuhan rumah tangga  
D: Waduh, saya tidak ada waktu. Saya sibuk ini  
M: Ya Cuma sebentar kok Bu, produk sabun cuci  
D: Produk apa sih memangnya?  
M: Produk pengeluaran dari Amway Bu  
D: Wah, pasti mahal  
M: Tapi kalau dihitung murah Bu. Bahkan jauh lebih murah, kurang lebih sama dengan produk lokal. Nah, Ibu lebih suka yang mana?

**( to assure the price/using swivel )**

D: Oh, gitu, produk apa tadi?  
M: Produk sabun cuci  
D: sabun cuci biasanya saya pakai Attack. Kualitasnya apa bagus? Soalnya kalau Attack sudah cukup bagus dan ekonomis buat saya  
M: bagus kok, malah lebih hemat air  
D: Oh ya?  
M: Jadi kalau pemakaian biasa per bulan tiga, kalau produk Amway pakai satu saja. Ibu pilih mana, yang habis satu sebulan atau tiga sebulan?

**( to assure quality/using swivel )**

D: Tapi Attack saya masih banyak, saya sedang tidak butuh itu  
M: Tapi ini buat cuci bagus loh  
D: Tapi sama Attack saya sudah merasa cukup  
M: Oh gitu  
D: Ya sudah lain kali saja saja ya?  
M: Oh, ya sudah kalau begitu. Terima kasih waktunya Bu  
D: Ya sama-sama

M: Good afternoon, Ma'am  
D: Good afternoon, may I help you?  
M: My name is Ming, I am a friend of Maria  
D: Oh, Maria's friend, what's the matter?  
M: Do you have time, Ma'am?  
D: What for?  
M: Well, I'd like to introduce you a product. This product is good for housekeeping  
D: I'm sorry. I don't have time because I'm very busy  
M: Just a minute, Ma'am. It's about, detergent  
D: What detergent?  
M: This is from Amway  
D: I think it must be expensive  
M: But if we notice, it's actually less expensive. Even it's much less expensive, well it's more or less as the same as local products. Which one do you choose?

**( to assure the price/using swivel )**

D: Really? What product that you mentioned just now?  
M: Detergent, Ma'am  
D: I usually use Attack. Is the quality good? Because for me Attack is good and economic enough  
M: It's really good. Even you can save the amount of water  
D: Really?  
M: Yes, so for example, the common usage per month is three boxes, if you use Amway, you only spend one box

**( to assure quality/using swivel )**

D: But I still have a lot of Attack, so I think I don't need to buy it  
M: This is really good for washing  
D: Attack is good, too  
M: Oh, I see  
D: Alright, maybe next time  
M: Okay. Thank you for the time, Ma'am  
D: You're welcome

**No. 12 ; Respondent 12 ( R12 )**

B: Selamat siang, dengan Bu Dian ya?  
D: Iya, ada yang bisa dibantu?  
B: Gini Bu, saya temannya Maria  
D: Oh, temennya Maria. Ada perlu apa ya?  
B: Yah, saya mau ngasih informasi saja, siapa tau Ibu tertarik  
D: Informasi mengenai apa ya?  
B: Ini, saya mau menawarkan produk-produknya Amway  
D: Maaf ya, saya sekarang sedang sibuk, mungkin lain kali saja  
B: Nggak lama kok Bu, kalau nggak tertarik nggak apa-apa kok  
D: Produk apa?  
B: Produk homecare, ada deterjen, pembersih toilet, lantai, macam-macam, ini katalognya  
D: Kalau produk-produk seperti ini, saya sudah pakai merk lain yang cukup berkualitas. Deterjen saya biasa pakai Attack, trus kalau untuk toilet saya pakai Bebek, untuk lantai pakai SOS.  
8: Produk-produk itu kan punya lokal, kalau produknya Amway ini buatan luar negeri loh Bu. Kualitasnya sangat bagus dan tahan lama  
**( to assure quality/using stimulator )**

D: Aduh, tapi persediaan saya masih banyak itu, jadi masih belum butuh  
B: Eh, Bu Dian pakai pembantu di rumah?  
D: Iya, satu  
B: Nah, produk kami berbeda dengan yang lainnya, sangat awet. Ibu bisa simpan dulu, kalau pembantu Ibu pulang kan Ibu butuh deterjen yang pemakaiannya praktis dan tidak merepotkan, ya ini yang saya tawarkan  
**( to assure necessity/using confirmation )**

D: Harganya berapa?  
E?: Sekilonya lima puluh ribu  
D: Wah, mahal sekali  
B: Relatif ya, Bu, dicoba dulu **saja**  
D: Enggak dulu sepertinya, mungkin lain kali

B: Good afternoon, are you Mrs. Dian?  
D: Yes, may I help you?  
B: I am a friend of Maria  
D: Oh, Maria's friend. What's the matter?  
B: Yeah, I just want to give you an information, maybe you'll be interested  
D: What kind of information?  
B: I'd like to offer you Amway products  
D: I'm sorry, I'm busy right now  
B: Just a minute Ma'am. It's okay if you're not interested later on  
D: What products?  
B: Homecare products, there're detergent, toilet cleaner, floor cleaner, and so on. Here is the catalogue  
D: I usually use good brands for these kinds of products. For detergent, I use Attack, then I use Bebek for toilet cleaner, and I use SOS for floor cleaner  
B: Those are local products, Ma'am, while Amway products are made in abroad. The quality is good. They last for a long term  
**( to assure the quality/using stimulator )**

D: Well, mine is still a **lot**, so I don't need it now  
B: Do you hire a servant at home, Ma'am?  
D: Yes, I have one  
B: Okay, our product is different from others. **It** can be used for a long term. You can keep it first, if your servant goes home, I'm sure that you need detergent that is used practically, and doesn't bother you. Well, this is that I'm offering to you  
**( to assure necessity/using confirmation )**

D: Harganya berapa?  
B: One kilo costs fifty thousands  
D: Wow, it's very expensive  
B: It's relative, maybe you can try it first  
D: I don't think so for this time, maybe next time

**B:** Oh gitu, ya saya hanya mau bantu-bantu siapa tau Bu Dian tertarik  
Ya sudah kalau gitu, saya tinggalkan kartu nama ya Bu? Mungkin nanti Bu Dian membutuhkan, bisa kontak saya  
**D:** Ok, kalau saya butuh nanti saya kontak Anda  
**B:** Ok, saya permisi dulu, terima kasih Bu  
**D:** Sama-sama

**B:** Oh, I see. Well, I just want to help, perhaps you're interested. Alright, I'll leave my name card. Maybe if you need me, you can contact me  
**D:** Okay, I'll contact you if I need your product  
**B:** Okay, thank you Ma'am  
**D:** You're welcome

**Appendix C**  
**Achievement Levels in Amway**

**The levels in Amway MLM according to their achievement**

<b>No.</b>	<b>Levels</b>
1.	<b>Pin 3%, 6%, 9%, 12%, 15%, 18%</b>
2.	<b>Silver Producer</b>
3.	<b>Gold Producer</b>
4.	<b>Direct Distributor</b>
5.	<b>Ruby Direct</b>
6.	<b>Sapphire Direct</b>
7.	<b>Emerald Direct</b>
8.	<b>Diamond Direct</b>
9.	<b>Double Diamond Direct</b>
10.	<b>Triple Diamond</b>
11.	<b>Crown Direct</b>
12.	<b>Crown Ambassador Direct</b>