

DOING BUSINESS IN INDONESIA

Culture

Refer with titles: Bapak / Ibu

Hierarchy is greatly respected in Indonesia. Being introduced to new people, try greeting the eldest or most senior first. Title is a thing to boast around and show status in society. It is polite to refer to them with titles Mr / Mrs (Bapak / Ibu) rather than direct name.



Communication Style

YES could be NO

Generally, Indonesians are indirect communicators. They do not always say what they mean.

Indonesians speak quietly and with a subdued tone. Loud people would come across as slightly aggressive.

The words "okay" and "yes" may have other meanings. It does not always mean an agreement. Often, such words are used only to avoid conflict or to make the other person happy. So, when making a transaction in a business, emphasize twice whether your partner really agrees or is just being friendly.

Power of a Gift

Bring the "Oleh-oleh"

Oleh-oleh is an Indonesian word, synonym to a gift. Bringing oleh-oleh from your country to be given to Indonesian partner will become an effective ice breaker upon a business meeting. It will surprise your partner and make them happy.

After a gift is presented, the meeting will usually begin with fruitful small talk and laugh for both parties.

Bring either a signature snack or an item suitable for displaying on their desk.



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