

CHAPTER II

LITERATUR REVIEW

2.1. Writing

Writing is the act of dropping ideas and thoughts through written words to communicate to readers. This is supported by Mawarni (2015) who states writing is an activity of expressing ideas and thoughts to people or readers to deliver the message well. This opinion is in line with Nunan (2003) states that writing is about discovering ideas, thinking about how to communicate, and developing them into statements and paragraphs that will be comprehensible to a reader. Moreover, Hargrove and Poteet (1984) as cited in Taufik (2014) adds that writing is a visual representation of thoughts, feelings, and ideas using graphic symbols and it is used for taking note and communicating an idea through language. According to these opinions, it can be concluded that writing is one of the ways to communicate a message, idea, thoughts, and feelings through written words on paper to the readers.

Furthermore, Rogers (2005) defines writing as one of the most significant accomplishments of human beings. It allows people to record information and stories beyond the immediate moment. Meanwhile, Nurgiyantoro (2013) mentions writing involves both language elements and the idea to produce well-ordered and solid writing. In summary, writing involves languages in recording ideas, moments, and stories to the reader which includes thought and mental efforts.

In writing, the writer has the purpose to convey messages to the reader. The message can be done by choosing the right words and suitable sentences so that readers can take the meaning of what the writer intended. According to Harcourt (2012), there are four purposes of writing.

1. To Inform

The purpose of writing to inform is to share facts and other information. Informational texts such as reports make statements that are supported by facts and truthful evidence.

2. To Explain

The purpose of writing to explain is to tell what, how, and why about a topic. An example is to explain in writing how to do or make something.

3. To Persuade

Writing that has a purpose to persuade states an opinion or goal and supports it with reasons and supporting details to get the audience to agree, take action, or both.

4. To Narrate

The purpose of writing to narrate is to tell a story. The story can be made up or truthful. Most forms of narrative writing have a beginning, middle, and end. Examples are fictional stories and personal narratives.

In addition, Hurd (2013) mentions four purposes of writing as follows

1. Informative Writing

This type of writing is clear, accurate, organized, thorough, and above all fair. It is used to educate or explain something to the audience. Examples of essays, research papers, and presentations.

2. Expressive Writing

The main purpose is to make connections to others and contribute to human thought and culture and establish and deepen human contact. Examples are Email, Facebook, Twitter, blogs, and other social networking sites.

3. Persuasive Writing

This is a more serious form of writing on a debatable topic. The writer's goal is to change the minds of the readers or at least to get the readers to question their position on a debate and consider the writer's point of view. Examples are essays, research papers, and presentations.

4. Literary Work

This is a form of writing that is not composition-style writing, but with the purpose to entertain more than inform. Creative writing as in fiction or nonfiction like poems, short stories, and novels.

One type of writing is the activity of writing the contents of a content. Romeltea (2021), content writing means the content contains website content that often refers to article writing and other types of writing. However, web content is

not only writing or text, but also photos, audio, and video. Now the term content is popular and familiar among internet users, especially among website managers, blogs, or social media.

In addition, according to [Backlinko](#) (2021), content writing is the process of planning, writing, and editing website content, usually for digital marketing purposes. Content writing can include writing blog posts and articles, scripts for videos and podcasts, as well as content for specific platforms. Content writing is also defined as the art of expressing an idea or conveying a message through words so as to influence a certain audience to perform an action. Writing content requires writing skills. So, writing is essentially written communication by stringing words and sentences containing messages in such a way that it is interesting to read and easy to understand.

Meanwhile, (Rosmanita, 2005) states that there are several ways to write content in a Blog.

1. Choose a genre

Choosing a genre for a blog script must have interesting opinions related to certain topics that will attract people with similar interests to return to your brand blog.

2. The content of the writing is related to a subjective idea

An interesting piece of writing will sound confident and authoritative, no matter what the topic is. People who read your writing want to feel that they are learning something from.

3. Easy to understand language style

Blogs generally have a relaxed and easy-to-understand style. When writing for a blog, think of writing as a chat with those who help each other. Use the same tone in every writing post, so that the blog looks cohesive and represents who you are.

4. Share detailed information

Actually, blogs are similar to reality shows on television. Like the best reality impressions, the most interesting blogs are those with a lot of interesting personal information and contain detailed information.

5. Make it an interesting title

The title should be designed to quickly interest the reader. Be creative when creating titles, and create titles that are funny, mysterious, beautiful, surprising, or very interesting.

6. Write a short paragraph

Online writing has the characteristic of short paragraphs that are no more than 3-4 sentences, sometimes even less than that. Your paragraphs should be separated by spaces, instead of indentations.

7. Use subheadings and bold words

Breaking up text with subtitles is a good way to prevent your writing from looking like a long and complicated essay. Subtitles are usually written in bold, larger, or with a different typeface than the entire text to draw a view as the view usually begins to shift.

8. Consider creating a list or guide column

Many blog authors include some guides or lists as part of their writing. Typically, these guides are written in bold every step of the way. Items on a list can also be substitutes for subheadings to break up the text to make it more interesting.

9. Use links

Some authors use a lot of links, but most authors include enough links in each of their writings. Putting links on other articles is a hallmark of writing in cyberspace, and is a good way to connect a blog.

10. Do not forget to enter the image

Some authors use images for one piece of writing and other authors use only one image or nothing. Nevertheless, remember to follow the same rules as the rules use relevant photos, offer something unique, and provide personal information if deemed appropriate.

2.2. The Issue of Script

In general, a script is a written type of progression of ideas into writing that is structured in a way to accomplish a certain purpose. According to Danish cited in Norbury (2014), Scripts can be defined as generic ordered sequences of actions

or events. They capture or encapsulate the central themes in a narrative and can be matched against other scripts or situations. Meanwhile, Malinda (2016) states "Naskah adalah selembar rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwara dalam sebuah film atau drama." It means a script is a sheet that consists of a draft plan and structural characterization in a movie or drama. Scripts also can be defined as a structured sequence of actions or events which captures the main theme in a narrative and can be synchronized with other context scripts (Norbury, 2017).

Hanifa (2013) says that Script writing usually consists three of the following activities there are

1. Formulating Ideas

In Kamus Besar Bahasa Indonesia "Rancangan yang tersusun di dalam pikiran; gagasan" (KBBI, 2016). This means that an idea is a plan in the mind. As long as the idea is not raised and turns into a concept with real words or pictures, then the idea is still in your mind. Ideas lead to the emergence of a concept that is the basis of all kinds of science, including science and philosophy. The idea is intellectual property, such as a copyright or patent.

2. Doing Research

After you find an idea, you have to do research. Research, in this case, is an attempt to research and collect information related to the manuscript to be written Source of information can be books, newspapers, or other publications, and people or resource persons who can provide accurate information content or substance to be written

3. Outline of Writing

The outline is a summary that contains the essence of the story to be written. In the outline, you can write the title of your article, a brief synopsis, the outline of your story chapter by chapter, a list of the main characters, as well as the setting of place and time. Outlines will make it easier for writers to create stories that flow from one story to another in a sequential manner. The outline is very important as a step-by-step guide in the writing process (Hanifa, 2013).

Bisma (2022) states that a Blog Script has five characteristics to making a script as follows

1. The contents of the blog posts are based on fact
All writings in the blog script are real events and not an author's fabrication or myth.
2. It is factual and informative
Manuscripts are factual which means they are based on reality and contain the truth. As well as informative which means providing information based on research results that can be ascertained the truth.
3. Contains subjective opinions or ideas
Manuscripts are written based on the ideas or opinions of the author. However, this thinking is based on facts, research results, and theories.
4. Manuscripts are written briefly, concisely, and clearly
To make it easy for readers to accept, the manuscript is also written communicatively, to the point, and concisely.
5. The script writing is done systematically
Blog Script has certain sections and are written systematically so that readers can understand the contents easily.

In making a script there are several criteria for interesting content scripts (Dewa, 2021)

1. Know Your Readers & Content
Pay attention to who the readers are, their gender, age, domicile, profession, and topics of interest to them. Save the list then do other analyses like, find out what content or topics are read the most and find out what content or topics trigger the most reactions
2. Speech Style or Language Style
The style of speaking with the technique of writing. For example, the selection of pronouns (I and I,) is a style of speech, and spelling and punctuation are writing techniques that should not be violated. The style of speaking is also related to how to communicate with the reader. Whatever site you own, personal or corporate blog, keep in mind that no reader likes to talk to machines or robots.

So, you should pay attention to the style of speech. Every writer must have their characteristics, and use that character as a unique value, they are:

- a. Captivating content is content that is easy to read because the written language must have intonation so that it attracts the attention of the reader.
- b. Communicative is meant by communicative is that the message you convey can be received and understood well, is not ambiguous, and does not have multiple interpretations. Place the reader as the interlocutor, ask for their opinion, provide space for interaction, and “coax” the reader into reacting.
- c. Consistent is Whatever style of language you choose, whether it's formal, semi-formal, or even slang, make sure it's consistent with it.

3. Empathy and Sensitive

Have an empathetic feeling towards writing made for readers, Even though we already know the demographics of readers, there are things that you can't guess. So use empathy and be sensitive to word choice or language style.

4. Diction

Diction or choice of words or terms will affect whether the information we convey is understood or not by the reader. Each reader has different vocabulary savings, depending on their insight.

5. Variative

A writer's failure is when he bored his readers. Even if you already know the topics most web readers like. Serve varied types of blog content.

6. Content Structure

To keep your blog content captivating, it's best to divide the content into sub-topics. Besides the information will be easier to digest, this also serves as a pause.

7. Show, Don't Tell

To attract readers through writing means that we must also be able to "activate" their five senses. The trick is to make descriptive writing.

8. Exercise

No skill is acquired without practice, and so is writing. Writing productivity is usually directly proportional to quality improvements such as using the most

appropriate language style, paying attention to feedback, and doing it consistently.

2.3. Media Used for Promotion

Promotion can be done through various methods and media. There are five media of promotion: the internet, brochures, posters, banners, and television (Putradi, 2017).

Meanwhile, Jonathan (2018) gives the following types of promotion media that are found nowadays.

1. Direct promotion

It is a promotion that can be found at certain events or activities, such as bazaars, concerts, exhibitions, et cetera.

2. Traditional media

It are media promotions that can reach many prospective customers for a long time. However, the cost of promotion through this media is quite expensive. Examples of this media are print media such as newspapers, magazines, tabloids, radio, television, banner, billboards, and others.

3. Digital media

It are a promotion carried out through the internet and can reach many people and the promotion process is easier, faster, and cheaper than the other media. Digital media can be used through social media, networks, search engines, websites, blogs, and others.

In addition, Mayangkara (2015) groups the promotional media into three parts as follows.

1. Print media

It is a media that prioritizes promotional messages generated from the printing process and uses paper as the materials for delivering the promotions. Example of print media is newspaper, magazine, tabloid, journal, product catalog, calendar, brochure/pamphlet/flyer, and poster.

2. Electronic media

It is a promotional advertising media that works based on electronic and electromagnetic principles and can reach a wider audience at the same time. Electronic media include television, radio, online (website, blog, or YouTube), and domain name advertising.

3. Outdoor media

It is a promotional media that is placed outdoors such as on roads, markets, station terminals, and other public places. Examples are billboards, shop sign branding, neon box, banner, and wall advertising.

Furthermore, Nindyatmoko (2019) gives the following four offline media of promotion

1. Brochures / Flyers

This method includes the conventional that has been used for a long time. Brochures or leaflets can be made easily either printed alone or through a printer and can be distributed in several crowded places such as campuses, schools, and offices.

2. Banner

Banners can be a medium that gets more customer attention because they are usually placed in several crowded places such as near schools, campuses, and busy roads. You certainly have to spend more money both for printing and for installation.

3. Billboards / Billboards

Billboards or billboards will get more consumers familiar with your products because of course the placement of billboards will be seen by everyone who walks past the place.

4. Television Advertising. This method of promotion is of course the most expensive because you have to pay the advertising provider. But of course, this method is the most popular and has a very wide reach, namely all viewers who watch TV.

Moreover, (Wahyuningsih, 2016) says that there are four kinds of social media online promotion that could be used for promoting.

1. Facebook

This social media is the choice of people to establish their communication with colleagues and family. The use of Facebook as a promotional medium is relatively easy for online business customers.

2. Instagram

Instagram is so accessible that can be used both on smartphones and web browsers. Instagram is becoming the highest social media booster of existence among the other social media. This media has a big opportunity to promote products and businesses.

3. YouTube

YouTube is a broadcast media that was founded in 2005 and has become an interesting medium for many people to express themselves through videos. YouTube is one website that is currently in great demand by many people of all groups, ages, and genders. Therefore promoting a business on YouTube is a mandatory part of a business promotion plan.

4. Blog

This media has similarities to the real website but the uses of a blog are limited, it is just for supporting promotional efforts. To promote the product on the Blog they could make an article about business and online shop products and the Blog could show the achievements that have been achieved as well. To further optimize its usage, many online businesses use blogs as their promotion to attract more customers.

2.4. Blog

According to Solomon (2011), the blog is an abbreviation of the weblog. A blog is a type of website that is developed and maintained by individuals using online software or a very easy-to-use hosted platform, with space for writing. Blogs feature instant online publications and invite the public to read and provide feedback as comments. It is similar to the opinion of Herutomo (2010) states that a blog is often interpreted as an acronym for weblog borrowing a definition from Wikipedia, a blog is defined as a form of a web application that resembles writings

(which are loaded as posts) on a public web page. This site can usually be accessed by all internet users according to the topic and purpose of the blog user.

The Blog has several functions (Salamadian, 2020) states that Blog has six several functions to make a writing Blog script there are

1. Hone Writing Skills

Blogs can be useful as a place or a place to hone one's writing skills because learning to write through blogs will make it easier for someone to improve their writing.

2. Media for exchanging information

Everyone can write information on your blog so that many people read information from you and vice versa, you will be able to easily find various information from other blogs.

3. Making Money

The blog is a website that can make money. By learning to write on a blog, someone can learn to make money through AdSense. Apart from AdSense, revenue can also be generated from article placement by backlink service websites, startups, e-commerce, or blog reviews by producers so that the products they produce can be better known.

4. As a Promotion Medium and Product Sales

The blog is a platform that people can use as a promotional medium or advertise their products or services so that many people can recognize and reach them. Take advantage of blogs as a place to sell someone's products and as a medium to promote a place, location, destination, and so on because the blog itself will be more accessible to the public than other social media.

5. As a medium for doing business

A person can start a business or introduce a business through a blog because by writing on a business blog more people will visit it by adding keywords which are of course much searched for on the Google search engine.

6. Adding Networks or Work Relationships

By writing a blog, one can exchange information with many people so that they can increase their network through this platform.

According to Halim (2010) Measuring the success of a blog script can be seen in several ways:

1. Display the title as interesting as possible or maybe it can smell controversial to attract other Bloggers.
2. Switch to a cool look that must support the blog title which must support the blog title in question.
3. The appearance of the blog will be better if it uses dominant bright colors so that it can give our visitors morning enthusiasm.
4. The contents of the Blog information are vital points, whether in the end, the complete information content on the Blog that we make can satisfy the information needs of other Bloggers.
5. Fill in the complete blog owner's bio to make it easy for outsiders to access your blog site.
6. The use of good and correct sentences in the blog can make the reader easy to understand.

2.5. The Elements of Writing a Good Blog

Shinta (2021), says that a blog has five a structure like the header, navigation bar, content area, sidebar, and footer.

1. Header

The header is located at the top of the blog. Usually contains the title, menu, and description of the blog.

2. Navigation Bar

The navigation bar is usually located together with the header or above the header. The navigation bar is used to help users find content easily and make the blog look neat.

3. Content Area

Where the blog content is, usually located in the middle of the blog area.

4. Sidebar

A sidebar is a column located on the right or left side of the blog it contains a blogger profile, contact info, biodata content, contact info, and so on for the blog owner can make it easier for outsiders to access your blog site.

5. Footer

Footer is located at the bottom of the blog. It usually contains a disclaimer, privacy policy, contact info, and so on.

In addition, Balkhi (2015) states that every blog post has four key structures to making a blog script, there are

1. The title

Grabs attention and makes a promise (which needs to be fulfilled by the end of your post).

2. The introduction

Hooks the reader, draws them in, and sets up the post.

3. The main body

Works through a logical sequence of points, holding the reader's attention.

4. The conclusion

Ends the post decisively and calls the reader to take action.

In making a blog there are several 9 Essential Elements of an Effective Blog according to Shama (2014):

1. The Title

The title is so vitally important to any blog post's success. It doesn't matter how much time and effort you put into the writing of your blog post if no one clicks on it because your headline is boring, you might as well not have written one at all.

2. The Hook

Once you've persuaded people to click on your blog post, the next step is hooking their interest right from the first sentence. That first paragraph is all-important in determining whether readers will leave the page within seconds, or stick around to read the whole thing.

3. Visual Appeal

The ideal length for a blog post itself is a matter still under debate some say shorter is better, as in 250 words or less, while others maintain that long, 1500 to 2000 word posts are more effective and 500-600 words is a common standard.

4. Solid Writing

Informal, conversational writing is one thing it's fine to break conventions now and again for the sake of sounding real.

5. Personality

Add your style to your writing, whether that's humor, emotion, or even just a conversational tone. Make your writing sounds like you.

6. Keywords

The use of keywords in your blog post is necessary if you want people to be able to find you via search engines. The key to keyword use today is to be natural. Do include four to eight keywords in your post, but only if and when they fit naturally in your content never try to force one, and never repeat a keyword endlessly.

7. Interlinking

Instead, a 500 word blog post should include only about 4-5 links to relevant content that will give readers a more in-depth look at a related topic. One link per every hundred words or so is a good rule of thumb.

8. The Image

Web pages with images are more appealing to us, as well, and make us more likely to stick around to read what they have to say. Including a great image is vital to your blog's success.

9. The Call To Action

Finally, the way to achieve results from your blog post is the call to action. You need to end your post with a request. Tell your readers what you'd like them to do next. Such as visiting your Facebook page? See your sales? what promise.

2.6. Difference Between Blog and Website

According to Spera (2021), a Blog is different from a website. Blogs are a type of website. The only difference is that blogs have frequently updated content

and websites tend to be much more static and is organized into pages. A blog can be a website on its own or a part of a bigger site. The early iteration of blogs was once used mostly for online personal journals.

In addition, (Romel, 2019) says that there are five difference between Blog and Website like as follows about understanding, display, content, style of language, domain and hosting.

1. Understanding

- a. Blog stands for web log is a site containing information published on the World Wide Web, which is a system of hypertext documents text that refers to other texts that are interrelated and can be accessed via the internet.
- b. A website is often abbreviated as a network or a site, which is several web pages that are served from a single domain, placed (host RI) on a web server, and can be accessed via networks such as the internet or local area networks (LAN). Via an internet address known as the Sera Resource Locator (URL). In a concise and simple sense, a website is a page that contains any information and can be accessed using an internet network connection.

2. Display

- a. In terms of design or appearance, in this case, the homepage, homepage, or front page display, the special feature or main feature of a blog is the order in which it is written post, namely in reverse order. Latest posts are top or front, followed by old posts, although that's not always the case, especially if you're using a magazine style or news style blog template.
- b. Websites generally have a more attractive appearance design than blogs by using a homemade hyper text markup language (HTML) and CSS (Cascading Style Sheets) template design.

3. Content

- a. In terms of content blogs usually contain personal notes of the owner blogger about various things, it can also be about special topics. The blog was originally an online diary online. So, blogs are personal in nature, personal websites, the content is about the "personality" of the blogger. However, today's blogs can also be owned by communities, organizations, or

institutions, with many authors Blogspot limits the number of authors to a maximum of 100 usernames.

- b. Websites are usually owned by institutions or communities. Examples of the most common websites are news portals, such as detik.com, kompas.com, republika.co.id, antaranews.com, etc., which are owned by press institutions or online media that are commercial. Other examples of websites are owned by a company profile, which contains a vision, mission, program / service, contact, product / service, organizational structure, or online services such as e-banking or online transactions.

4. Style of language

- a. The style of language used in blog posts is usually informal, not rigid, and not standard. Generally using the style of speech (otherwise conversational words).
- b. Websites, because they are generally officially owned by institutions or companies, the language style used is usually formal or "semiformal" which tends to be rigid. Agency website content is also usually rarely updated, they have a special team that takes care of it web content editor team.

5. Domain and Hosting

- a. Blogs usually do not use their domain and hosting, but take advantage of existing, live, and free blogging platforms, such as Blogspot and WordPress.
- b. Websites generally use their domain name and hosting, namely by renting it to the provider. Many also have their servers. The domain name is usually the same as the name of the company / institution, such as telkom.co.id, cement.go.id, bandung.go.id, detik.com

2.7. Traditional Cloth

Haryanti (2001) traditional cloth is a cloth derived from the local culture that is traditionally made and used for the benefit of customs and customs. Through traditional cloth, it can be seen the richness of cultural heritage, not only seen in terms of techniques and patterns and types of cloth made, but in depth there are various meanings of various functions and meanings of cloths in people's lives that

reflect the beliefs, customs, ways of thinking, identity, and identity of a cultured nation. According to Nurmeisarah as cited in Encyclopedia (1990), some of these traditional cloth and weavings include such as ulos cloth from North Sumatra, limar cloth from South Sumatra, Batik and larik cloth from Yogyakarta, gringsing and endek cloth from Bali, hinggi cloth from Sumba, ende sarong cloth from Flores, buna cloth from Timor, kisar woven cloth from Maluku, ulap doyo cloth from East Kalimantan, and sasirangan cloth from South Sulawesi.

Traditional cloth can be woven cloth-like songket, batik, jumputan and gebeng (Yahya, 2019). Meanwhile, according to Penthatesia (2021), there are four types of traditional cloth from Indonesia, namely:

1. Batik

Batik is Indonesia's cultural heritage that has been designated by UNESCO. Almost all parts of Indonesia have batik with motifs that are characteristic of the region itself. Technically, batik is made with 3 kinds of techniques, namely writing batik, stamp batik, and painting batik

2. Ulos

Ulos cloth comes from Batak, North Sumatra and has been developed for generations by its people. Fabric, which is almost the same manufacturing process as songket fabric, became popular when it was reused as a solid kebaya or accessory.

3. Ikat Weaving

This ikat woven cloth is found in many areas such as Toraja, Bali, Lombok, and Flores. The difference between woven fabric and songket can be seen from the motif. The songket cloth motif is only visible on one side while on the tie cloth, the motif will be seen on two sides.

4. Songket

Songket cloth is a traditional fabric originating from Sumatra. Songket was woven by hand using gold and silver thread. Fabric materials such as silk, cotton, and silk katu are fabric materials that are often used in the manufacture of songket.

2.8. Batik

In the Big Indonesian Dictionary, batik has the meaning of pictorial cloth which is made specifically by writing or putting wax on the cloth, then processing it in a certain way. In addition, According to Soedarmono (2008), Batik is a term used to refer to patterned fabrics made with a resist technique using a material in the form of night wax. Meanwhile, Arini (2011) based on etymology and terminology, batik is a series of words mbat and tik. Mbat in Javanese can be interpreted as ngembat or throwing many times, while tik comes from the word dot. So, batik means throwing dots repeatedly on the cloth.

Lisbijanto (2013) explained that there are three types of batik according to the manufacturing technique, namely:

1. Written Batik

Written batik is made manually by hand with a canting tool to apply the night to the batik pattern. Making written batik requires a lot of patience and patience because every point in the motif affects the final result. The motifs generated in this way will not be exactly the same.

2. Batik Stamp

Batik Stamp is made using a stamp or some kind of batik motif stamp made of copper. The stamp is used to replace the canting function so that it can shorten the manufacturing time.

3. Painting Batik

Painting Batik is made by painting a motif using wax on a white cloth. The making of painted batik motifs is not fixed on the existing standard of batik motifs. The motif is made according to the wishes of the painter.

Meanwhile, According to Saraswati (2016) Judging from the development of its manufacture, there are several types of batik, namely:

1. Written Batik

It is a legacy of the most traditional techniques in batik making. It is made by decorating the fabric with textures and patterns using canting. The making of written batik requires a lot of patience because it is done by hand and immediately writes the pattern or motif on a piece of cloth.

2. Batik Painting

It is a batik-making technique by directly painting on a piece of white cloth. Requires high patience in painting various patterns to produce different results on each fabric.

3. Batik Cap

It is batik making which tends to be easier and faster. Its manufactured by means of cloth decorated with batik textures and patterns which are formed with a stamp which is usually mostly made of copper.

4. Batik Printing

Batik Printing is batik in which the patterns and motifs are generated from a computer program which is then printed on a piece of cloth

On the preservation of local culture, Ranjabar (2006) argues that the preservation of the nation's old norms or local culture is to maintain the values of cultural arts, and traditional values by developing dynamic embodiments and adjusting to ever-changing and evolving situations and conditions. One of the purposes of cultural preservation is also to revitalize culture strengthening. Regarding the revitalization of culture, Alwasilah said there are three steps, namely understanding to raise awareness, planning collectively, and the generation of creativity. Preservation is a based effort, and this basis is also called the factors that support it both from within and from outside of the thing that is preserved. Therefore, a preservation process or action recognizes the strategy of roofing techniques based on their respective needs and conditions (Alwasilah, 2006). Cultural preservation means the preservation of the existence of a culture and does not mean freezing culture in its forms that have been known. (Sedyawati, 2008).