

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Writing**

According to White (1986:10), writing is the process of expressing the ideas, information, knowledge, or experience and understand the writing to acquire the knowledge or some information to share and learn. Besides that, Tarigan (1994:3) stated, writing is an activity to produce or draw graphic symbols that represent a language that is understood by people so that other people can read the graphic symbols presented. People will understand the graphic symbols presented if they understand the language and the graphic itself. Almost the same with Tarigan, Ramelan (1992:14) also stated, writing is a representation or symbol of language.

In addition, writing is an activity to express ideas, events, feeling, or thinking in written form that can be the tool to communicate with other people.

#### **2.2 The Writing Process**

The writing process is the activity from the start to finish that results in a product. Oshima and Hogue (2007) state that the writing process has three main stages. They are prewriting, Organizing, and writing and revising drafts.

1. Prewriting is a way to get ideas. In this step, you choose a topic and collect ideas to explain the topic.
2. Organizing, this step in the writing process is to organize the ideas into a simple outline.
3. Writing, this step is to write a rough draft, using your outline as a guide. Write your rough draft as quickly as you can without stopping to think about grammar, spelling, or punctuation. Just get your ideas down on paper. You will probably see many errors in your rough draft. This is perfectly usual and acceptable-after all. this is just a rough draft. You will fix the errors later.
4. Polishing: Revising and Editing, In this step, you polish what you have written. This step is also called revising and editing. Polishing is most successful if you

do it in two steps. First, attack the big issues of content and organization (revising). Then work on the smaller issues of grammar, punctuation, and mechanics (editing).

### **2.3 Paragraph**

According to Oshima and Hogue (2007), a paragraph is a group of related statements that a writer develops about a subject. The paragraph always discusses only a topic that is the main idea. It is stated that a paragraph has the first sentence to state the specific point or main idea, and the rest of the sentences in the paragraph support that point.

In addition, it can be concluded that a paragraph is a group of sentences that consist of a single main idea and supported by some supporting details, aims to facilitate the reader understand the meaning that be conveyed by the writer.

Based on Oshima and Hogue (2007), there are three types of paragraph. They are:

#### **1. Narrative Paragraph**

When you write a narrative paragraph, you write about events in the order that they happen. In other words, you use time order to organize your sentences. In the model narrative paragraph, the writer used time order to tell what happened first, what happened next, what happened after that, and so on. A narrative paragraph tends to offer the reader more background information, such as past events that lead up to or cause events in the story.

#### **2. Descriptive Paragraph**

A descriptive paragraph is a kind of paragraph that is describes something, it could be a person, place, thing, animal, theme or idea to the reader. Descriptive writing appeals to the senses, so it tells how something looks, feels, smells, tastes, and/or sounds. A good description is a word picture; the reader can imagine the object, place, or person in his or her mind.

#### **3. Comparison/Contrast Paragraph**

Comparison and contrast is a technique that we use every day. When we compare two (or more) things, we tell what is similar about them. When we contrast

things, we tell what is different about them. Usually, the emphasis is on the differences, but sometimes a paragraph describes both similarities and differences. As you read the model paragraphs, decide which one emphasizes differences and which one describes both similarities and differences.

## **2.4 Booklet**

The booklet is almost like a guide book. The content is more complete than other forms of sales support. The making is not done individually, but usually equally shared by several sponsors who help to promote products and company services. From the explanation above the writer can conclude that booklet is publication medium in small book version form, no more than 30 sheets that contain the texts or picture or both, and usually help to promote products and company services (Yoeti, 1992).

Besides that, Rustan (2014) claims that the booklet can be used as small storybooks, instructional manuals, recipe books, and are often used as brochures, catalogs, blades, and inserts for CDs and DVDs (CD booklet). Some reports including annual reports are essentially special-purpose booklets. And Kemm (1995) says that there are two advantages of the booklet, they can be studied at any time because it is designed like a book and may contain information relative more than the poster.

In addition, the booklet is one of the media to promote products or can be used as storybooks, instructional manuals, recipe books, and others that are designed in a concise and small book.

French (2013) stated that there are several steps to write a good booklet:

1. Choosing a good title

Choosing a good title is the most important thing to help define and focus on the content of booklet. It is better for people who want to make a booklet to choose the specific title to make the reader can understand the booklet easier.

2. Using a logic structure and concrete format

In process of preparing a booklet, the writer must follow the rules and guidelines in making a booklet to create an interesting booklet.

3. Adopting the appropriate writing method

Arranging the booklet is not only about writing. The writing of booklet has a larger reader scale so it must be done carefully. The content of the booklet is arranged in a systematic way such as arranging the title, subject matter, and table of contents.

4. Using a good cover

Many people judge the book by its cover. A good cover can interest the people to read the booklet. The cover of booklet also has the other function for example as the main promotion media that can influence the people to read that booklet.

## 2.5 Culture

According to Kusdi (2011: 12),

*“Budaya berasal dari bahasa Sanskerta buddhayah, yang merupakan bentuk jamak dari buddhi yang berarti pikiran atau kekal. Budaya adalah kata asing yang berasal dari kata Latin colere yang berarti memproses, menerjemahkan, dan terutama terkait dengan budidaya atau pertanian. Ini memiliki arti yang sama dengan budaya, yang kemudian mengembangkan maknanya untuk semua upaya dan usaha tindakan manusia untuk mengolah tanah dan mengubah alam”.*

Meanwhile, Koentjaraningrat (1992) Culture is a whole system of ideas, actions, and the work of human beings to become a society that human beings belong to learn. In daily life there is a presumption that culture is something that is related to the customs of the society are hereditary in nature.

In conclusion, culture is everything that exists in a society that becomes a shared value system, becomes a habit, and becomes an identity for that society. The opinions above can be collected that culture is something that will affect the level

of knowledge and ideas contained in the human mind so that in life has many kinds of cultures.

## 2.6 Perahu Bidar

*Perahu Bidar* is a tradition of rowing boats on the Musi River that existed at the time the Dutch colonial ruled Palembang. *Bidar* is an abbreviation of *Biduk Lancar*. *Biduk* itself means boat.

*Perahu Bidar* originates from the Sriwijaya Legend, it was often used as a fastest speed competition in the message by the emissaries of the sultan to win the heart of the sultan and get a prize from the sultan of Palembang. Due to Palembang has many islands, Palembang people functioned *Perahu Bidar* as a war vehicle and it was used to keep the safety of patrol the Musi River by making use of having a speed pace and capability of easily disappear. And in this era, *Perahu Bidar* is still preserved by Palembang society and used it as a boat competition.

According to Subair (2009) state that,

In the past time, Palembang was surrounded by hundreds of tributaries and Musi River as its main river. For its area security, the fastest boats were needed. The Palembang Sultanate formed river patrol using the *Pancalang* boat. *Pancalang* means the fastest sailing boat. The boat has 10 to 20 meters length and 1.5 to 3 meters width and was ridden by 30-50 people, each person uses a bamboo or wood pedal to work the boat. Historian states that the *Pancalang* boat was the origin of *Perahu Bidar*.

When Kesultanan Palembang did not have the authority of the Palembang region, the use of *Perahu Bidar* was also stopped. So, to keep the existence of this Bidar boat, the society held a race in Musi River that uses Bidar Boat. The Race is usually held every June 17th (commemoration of Palembang city's anniversary) and every August 17th (commemoration of Indonesia's Independence Day).

## 2.7 Types of Perahu Bidar

There are three types of Perahu Bidar located in Palembang, those are Perahu Bidar Tradisional, Perahu Bidar Mini and Perahu Bidar Menengah.

1. *Perahu Bidar Tradisional.*

*Perahu Bidar Tradisional* is a boat with a length of 30 meters and a width of 1-1.5 meters which is paddled between 57 - 60 rowers. Among the rowers consists of one handler (*legan*), one mason (captain) who sits in the front of the boat, one helmsman who sits at the back of the boat to straighten the pace of the bidar boat, and the other member paddle boats on the left and right.

2. *Perahu Bidar Mini*

*Perahu Bidar Mini* is a boat whose size is smaller in length than a Perahu Bidar Tradisional. This boat can only be rowed by 11 - 21 people with a width of approximately the same as a Perahu Bidar Traditional.

3. *Perahu Bidar Prestasi*

*Perahu Bidar Prestasi* is a boat whose length is not too different from Perahu Bidar Tradisional. This boat can be rowed by 35 people with almost the same as a traditional bidar boat.