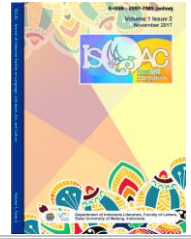




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## Editorial

Every nation has a culture that includes language, literature, and art. The culture was created by humans to meet the needs of his life. This shows that every nation has cultural characteristics that differ from a culture of other community. There is not a single universal culture that can govern and meet the needs of everyone's life. Culture is the way a society copes with its own problems. Therefore, we can not compare a culture with another culture in a hierarchical position. The culture of a nation must be viewed in the sense that one culture coexists with the other culture in parallel position.

The cultural identity of a nation is always associated with certain things. People have the view that identity has something to do with the person's origin or tradition. Therefore, in communication, identity not only gives individual meaning personally but becomes the hallmark of a particular culture. At the level of interpersonal relationships, the notion of identity refers to the way of putting one person in another's place (empathetic communication).

Identity is understood as a way of identifying (through an understanding of identity) or detailing what is seen, heard, known, or described. Identity is often based on the role that the members of the community or community have in carrying out cultural practices. Sociologically, roles can be interpreted as a set of cultural expectations of a particular position. Someone is said to have a director role if he displays his or her identity, personality, verbal and nonverbal behavior as a director.

Based on the above description, it can be argued that the role as an identity is closely related to cultural structure and social structure. The Cultural structure is the pattern of perception, thought, and feeling, while the social structure is the patterns of social behavior. In a simple sense, cultural identity is a breakdown of the characteristics or characteristics of a culture owned by a group of speakers who are known to their limits when compared with other speakers' characteristics or cultural characteristics. This means that to identify the cultural identity of a society is not sufficiently based solely on physical characteristics, but it should be noted also the order of thinking, feeling, and acting of a society.

Editor in Chief