

CHAPTER I

INTRODUCTION

In this chapter, the writer will discuss about background of the research, problem limitation, problem formulation, purpose and benefits in conducting this research.

1.1. Background

Tourism is a sector that continues to grow every year, making it as one of the fastest growing industries. Since tourism is one of the largest sources of economic activity in the world, many countries try to develop their tourism and introduce the tourism destination in their country to the worldwide. Promotion and marketing communication strategy are used to introduce tourism destinations (Beerli & Martín, 2004). There are many media to promote and introduce tourism destinations in an area. Magazine, Booklet, Video, and Social media are some examples of media to introduce tourism destinations in a particular area. They are really used in common. However, there is another medium that can be used to introduce tourism destinations, it is story.

Currently, to find out information about tourist attractions, it can be obtained from reading a fiction story that uses tourist attractions as the background of the story. The places written in the story can make the reader curious so that they are interested in visiting them. Fiction story can be a good way to promote tourism destinations in Palembang. Lotha (2019) said

Fiction story is a literature created from the imagination, not presented as fact, though it may be based on a true story or situation. Types of literature in the fiction genre include the novel, short story, and novella. The word is from the Latin *fictiō*, “the act of making, fashioning, or molding.”

It means that fiction story is described as literature made from the creative energy, not introduced as reality, however it might be founded on a factual story. *Cintaku di lembata* by Sari Narulita which is a fictional story set in the beauty of

the island of Lembata, NTT. This story can also have a positive impact on tourism on Lembata Island.

In addition, *5 cm* is a local story that has succeeded in increasing tourist visits to Mount Semeru. Since the existence of the *5 cm* novel, it has had a positive impact on society, it makes so many people have started to be inspired by the novel and then traveled to explore these stories on Mount Semeru to its peak. there were several novels that had a positive impact on tourism in Indonesia because they introduced several tourist attractions in an area. Among them, *Sunset in Weh Island* by Aida M.A. This novel is set in the beauty of Pulau Weh, which is located at the tip of Aceh. Furthermore, there is also the novel *lampau* by Sandi Firly, a novel set in the interior of Kalimantan. In addition to, *The Heritage* by Ghyna Amanda also succeeded to introduce the historical places in Bandung through her story. From these stories can make the reader to visit the places in the story.

Stories can be in the form of a literary work, one of those are a novella. Novella can be a good alternative to introduce and promote tourist attractions. Through setting a place in the story that will attract readers to visit it, this can be used as a medium to promote these tourist attractions. Therefore, the writer got the idea to write a novella, because she wanted to participate in promoting tourist attractions in Palembang.

By the interest of the reader to visit the place in the story, it can have a positive impact on the tourism industry. Unfortunately, this medium is not well-known and commonly used in Palembang's tourism industries. There are only very few stories that raise the tourism destinations in this capital city of South Sumatera. On the other hand, a novella can give another alternative choice through a medium of writing to introduce tourism destinations in Palembang.

Therefore, the writer is interested in writing a novella to introduce some tourism destinations in Palembang. A novella is chosen because the amount of pages is not too many as novel, so that it is light to read. The writer chose to make a novella entitled ***“like or leave it”***. Additionally, in this novella, the writer will introduce several tourist attractions in Palembang

Based on this description, the writer hopes that by writing this novella, it can be a medium that can provide the readers to know more about novella. Besides being famous as the city of *Pempek*, the writer also wants to introduce several tourist attractions in Palembang so that the potential in the city of Palembang can be developed to the fullest. In addition, by writing this novella the writer can also improve writing skills. So, the title of this research is **"DESIGNING A NOVELLA SCRIPT ENTITLED "LIKE OR LEAVE IT"**

1.2. Problem Limitation

The scopes of this final report will be limited by how to design a novella script entitled "Like or Leave it"

1.3. Problem Formulation

The problem formulation of this final report is how to design a novella script entitled "Like or Leave it"

1.4. Research Purpose

The research purpose of this final report is to know the steps of design a novella script entitled "Like or Leave it"

1.5. Benefits

The benefits of this final report are :

1. For writer.
 - a. The report will help the writer to complete the requirement to finish a study in English Department at State Polytechnic of Sriwijaya.
 - b. To increase the knowledge about writing a novella
 - c. It is as educational knowledge that can be used by the writer to know more about some tourism in Palembang.
2. For readers
 - a. The report will help the reader's know how to write a novella.
 - b. Giving some information about several tourism in Palembang