

CHAPTER II

LITERATURE REVIEW

This chapter discusses about the definition of design, Designing a Novella Cover definition of novella, characteristics of novella, elements of novella, genre of novella, script, stages of writing script, and the role of novella in the tourism industry.

2.1. Definition of Design

In novella, design is the materialization of ideas shaped by points-of view and principles that tell how to go about materializing an idea. According to Susanto (2002), states that design is planning or arrangement from element of artworks that needs the principle of design, those are unity, balance, rhyme, and portion. Meanwhile, Sachari and Sunarya (2001) stated that design is a physical translation of social, economic, and administrative aspects of human life, and is a reflection of the culture of his day. The design is one manifestation of intangible culture, design is the product of values that are valid for a certain period

Furthermore Beta (2008), stated design is a creative process in solving a problem in matters relating to the design of an object that is functional or aesthetic Which in principal looks at the technical aspects, function, material, without releasing the elements of color, lines, texture, balance composition and form. Based on some statements above, it can be concluded that design is a process of designing a plan or idea which is related to the object based on a technical aspect, function and material.

2.2. Designing a Novella Cover

According to Sabin (2015), books with good graphics, eye-catching font and good quality covers sell more copiers than those without. It means that a good book cover is really important to leave the first impression to the readers. He states there are some tips that could be use to design a good book cover, they are:

1. Designing a concept, before creating a cover design, it is important to decide the message that the writer wants to send in the book cover. What the target readers are looking for, what your book is talking about, and so on.
2. Grab Attention, the cover of the book is a good marketing tool. A good book's cover is the cover that makes people will stop their tracks and evoke their interest.
3. The book genre is really important; a book's cover should be the reflection of the book's genre itself. A really good book's cover "talks" to its readers.
4. Keep it simple, the simple book's cover could make the readers more focus on your book's title and also the writer

2.3. Novella

2.3.1. Definition of Novella

According to Kiana (2016), a novella is somewhere between a novel and a short story. In addition, Bradbury (2017) the novella is a work of fiction that is longer than a short story but shorter than a novel.

According to Somnath (2016) A novella is a short, narrative, prose fiction. As a literary genre, the novella's origin lay in the early Renaissance literary work of the Italians and the French. As the etymology suggests, novellas originally were news of town and country life worth repeating for amusement and edification.

As supported by Casano (2012), the novella is a literary genre of written fiction. We can broadly say that a novella is shorter than a full-length novel but longer than a short story. They are typically about 60 to 120 pages, or 7,500 to 40,000 words.

2.3.2. Characteristics of Novella

According to Casano (2016), the characteristics are as follows;

1. Novella is longer than short stories and shorter than novels.
2. The length of the story is usually 7,500-40,000 words.
3. The average number of pages is under 200 pages.
4. Reading time per one novella averages 1-1.5 hours or more.

2.3.3. Elements of Novella

In novella, elements of writing fiction are same as the element of novel. They use an intrinsic and extrinsic element. An intrinsic element is the elements that directly participate in building story. This is supported by Nurgiyantoro cited in Lestari et al (2017) said that intrinsic (fiction) elements are the elements that make up the literary work itself. An intrinsic element is important because each element represent the different explanation that will affect the story. The following are intrinsic elements of story by Nurgiyantoro (2015).

1. Character

Character simply means a person who acts, appears, or is referred to in a work. Characters are the central feature in any play or in novella. Character is the person who takes a part of the events which described in the plot. There are two kinds of characters, as follows:

- a. Major character is the character of person who always appears in the novel until the novel comes to its resolution. Sometimes it is said as leading character. The leading character is a more ordinary and realistic character, and without quite so many implications of virtue. It is usually called as protagonist.
- b. Minor character is the character of person who seldom appears in the novel. This character usually appears occasionally. It is usually called as antagonist. Antagonist is a character whether man or woman who is making for an ideal.

2. Plot

Plot is one of the elements of fiction and organized the sequence of events and actions that make up the story. An author uses plot to arrange the sequence of

events. In most stories, these events arise out of conflict experienced by the main character.

The structure of Novella is same as structure of short story. Suherli et al (2017) mentioned the following structures, they are:

a. Introduction to the story situation (exposition, orientation)

In this section, the author introduces the characters, arranges scenes and relationships between people.

b. Disclosure of events (complication)

This section presents an initial event that gives rise various problems, conflicts, or difficulties for the characters.

c. Heading to a conflict (rising action)

An increase in attention, excitement, or the involvement of sharing a situation that causes increased hardship figure.

d. Peak point (turning point)

This section is also called the climax. Here's the part of the story the biggest and most thrilling. In part also, be determined changes in the fate of some of its characters. For example, did he then successfully solved the problem or failed.

e. Completion (ending or coda) As the end of the story

This section contains an explanation of attitudes or fates experienced by the character after experiencing that peak event. But there is also a story that is the final settlement the story is left to the readers' image. So, the end of the story left hanging, without resolution.

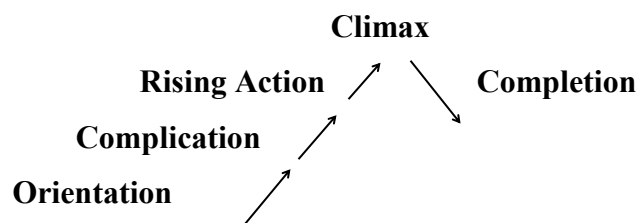


Chart 2. 1

Novella Structure

3. Setting

Setting is the local and period in which a story occurs. A story must take a place in space and time, and therefore must have some setting. Setting is as important as the character. In a fiction work, the setting not only serves as a background but also physically make a story become more logic. It is also has a psychological function that are able to made a certain ambiance which controlling the reader emotion or psychological aspects.

4. Theme

Theme is seen as the basis of the story or general idea in a work of fiction. The term 'theme' refers to some general idea embedded in a story the key word in general. Therefore, theme can be defined as a generalization about life or human character that a story explicitly or implicitly embodies.

5. Point of View

Point of view is one important tool in telling a story since it determines how much the reader should know and what is happening. There are three types of point of view (Abrahams and Harpham, 2009).

- a. First person point of view is the narrator tells the story from his or her own perspective. You can easily recognize first person by its use of the pronouns "I" or "We".
- b. Second person point of view uses the pronoun "you" to immerse the reader in the experience of being the protagonist. It's important to remember that second person point of view is different from simply addressing the reader.
- c. Third person point of view, the narrator is someone (or some entity) who is not a character in the story being told. Third person point of view uses the pronouns "he," "she," and "they," to refer to all the characters. It is the most common point of view in writing, as it gives the writer a considerable amount of freedom to focus on different people, events, and places without being limited within the consciousness of a single character.

According to Habibah (2013), extrinsic elements are the elements from the outside of the fiction work, but indirectly the elements influence layout or

organisms system of fiction work. These elements consist of attitude, belief, life worldwide, biography, and environmental circumstances such as economic, politic, and society. Based on the explanation above, the writer assume that both intrinsic and extrinsic elements of short story are essential.

2.3.4. Genre of Novella

Generally, genre Novella and Novel is in the same content. According to Peterson (2016):

1. Romance.

These stories are about a romantic relationship between two people. They are characterised by sensual tension, desire, and idealism. The author keeps the two apart for most of the novel, but they do eventually end up together. There are many sub-genres, including paranormal, historical, contemporary, category, fantasy, and gothic.

2. Action Adventure.

Any story that puts the protagonist in physical danger, characterised by thrilling near misses, and courageous and daring feats, belongs to this genre. It is fast paced, the tension mounting as the clock ticks. There is always a climax that offers the reader some relief.

3. Science Fiction.

This genre incorporates any story set in the future, the past, or other dimensions. The story features scientific ideas and advanced technological concepts. Writers must be prepared to spend time building new worlds. The setting should define the plot. There are many science fiction sub- genre

4. Fantasy.

These stories deal with kingdoms as opposed to sci-fi, which deals with universes. Writers must spend plenty of time on world building. Myths, otherworldly magic-based concepts, and ideas characterise these books. They frequently take cues from historical settings like The Dark Ages. There are also plenty of sub-genres here.

5. Speculative Fiction.

These stories are created in worlds unlike our real world in certain important ways. This genre usually overlaps one or more of the following: science fiction, fantasy fiction, horror fiction, supernatural fiction, superhero fiction, utopian and dystopian fiction, apocalyptic and post- apocalyptic fiction, and alternate history.

6. Suspense/ Thriller.

A character in jeopardy dominates these stories. This genre involves pursuit and escape. There are one or more ‘dark’ characters that the protagonist must escape from, fight against, or best in the story. The threats to the protagonist can be physical or psychological, or both. The setting is integral to the plot. A Techno Thriller is a sub-genre.

7. Young Adult.

Young Adult (YA) books are written, published, and marketed to adolescents and young adults. The Young Adult Library Services Association (YALSA) defines a young adult as someone between the ages of 12 and 18, but adults also read these books. These are generally coming-of-age stories, and often cross into the fantasy and science fiction genres. YA novels feature diverse protagonists facing changes and challenges. This genre has become more popular with the success of novels like *The Hunger Games*, *The Fault in Our Stars*, and *Twilight*.

8. New Adult.

New Adult (NA) books feature college, rather than school-aged, characters and plotlines. It is the next age-category up from YA. It explores the challenges and uncertainties of leaving home and living independently for the first time. Many NA books focus on sex, blurring the boundary between romance and erotica.

9. Horror/ Paranormal/ Ghost.

These are high-pitched scary stories involving pursuit and escape. The protagonist must overcome supernatural or demonic beings. Occult is a sub-genre that always uses satanic-type antagonists.

10. Mystery/ Crime.

These are also known as ‘whodunits’. The central issue is a question that must

be answered, an identity revealed, a crime solved. This novel is characterised by clues leading to rising tension as the answer to the mystery is approached. There are many sub-genres in this category.

Based on the explanation above, the writer concludes that the genre on novella is similar to the genre of novels.

2.4. Script

Dainith as cited in Norbury (2014) says that 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.” In addition, Vinci (2014) stated *script sebagai sebuah dokumen yang merincikan setiap aural, visual, behavioral, dan elemen lingual yang diperlukan untuk menggambarkan sebuah cerita secara detail*. It means script as a document that details every aural, visual, behavioral, and lingual element needed to describe a story in detail.

To conclude, script is a document that details every event in a story sequentially.

2.4.1. Stages of Writing Script

The writing process involves reoccurring cycles. “The writing process is a series of five stages that describe what students think about and do as they write, the stages are prewriting, drafting, revising, editing, and publishing.” (Tompkins, 2014)

1) Prewriting..., 2) Drafting..., 3) Revising..., 4) Editing..., 5) Publishing

It means that the first is step of pre-writing. The writer explores and choose ideas, also prepare the written material. The second is the step of writing the draft. The Writer writes ideas into rough writing before being written in the final writing. The third is the step of revising. The writer revises or puts new ideas. This refinement or revision focuses on addition, subtraction, content according to the omission of readers, and structuring content according to the needs of the reader. The fourth is the step of editing. The writer must make improvements to the essay on other aspects of language and mechanical errors. The last is the step of

publishing. For making the final copy, the writer needs to make sure that the format is correct and share it to the appropriate audience

2.5. How To Write a Good Story Script

According to Sujarwo (2020). There are several steps in writing a story script. These steps consist of characters, desired goals, existing obstacles and story endings. Here are seven steps in writing a good story script.

1. The first step in writing a story always talks about the characters, and about who is being told in the story. In this first step, write a structure the story or that specifically talks about the character, or about who will be the object of the story.
2. Build a situation of a story. Furthermore, after you have succeeded in determining the character that will be displayed in the story, the next focus is to engineer a condition or situation in the story. Constructing a situation in a story is actually something simple, because the trigger idea is sometimes just based on; what is a character doing and what does he want to do?
3. Create a Problem in the Story. When the character of the story has been successfully created, the situation can be built properly, then the next focus is to create the problem. The key in this section is; the stronger and more difficult the problems in the story, it is better. The stronger the obstacles faced by the characters in the story, the better the story.
4. Make Character First Attempts to Solve Problems. after there is a problem, the next step is to give the characters the first opportunity to solve the problem.
5. Make the Character's First Attempt Fail to Make its Conditions Aggravating. Whatever the attempts of the characters in the story, make sure in this step to make them fail. Even further than that, the key to an effective and dramatic storytelling of story writing in step five should also make the situation worse.
6. Make Back Attempts from Character To Solve Problems. In stories where the number of words and the focus of the story is limited, the efforts of the characters must be limited to a number of not more than three. The failure of

the first attempt to solve the problem of the story character and make its condition worse, must be ended immediately on the second or third attempt.

7. Make the consequences of character of choices become the ending of the story, even though the reader didn't imagine before. This is the last part of writing a story, this part is also the key to a story. The ending of the story, of course, many choices that can be taken. In writing a story that ends, the key is; The less predictable the ending, the better. The less it is as expected or imagined by the reader, the more interesting it is and the more it strengthens the story. However, don't force an ending that then seems unnatural to be accepted.

2.6. The Role of Fiction in Introducing Tourism Destination

According to Wellek and Warren (1956) in Sonya (2014), in fictions, the author presents a work to delivers his/her ideas to the reader. Every work has its own characteristic and author's objective. It is obvious that the author's ideas in a work can be very influential to the readers' mindsets.

Additionally, Raymond and Oatley (2008) stated that fiction has largely been ignored by psychology researchers because its only seems for entertainment. In fact, fiction has more important roles. It is a medium to deliver messages in order to give the information to the readers. Also, it can influence the readers to visit the places where the fiction takes place. Furthermore, Green, et.al. (2013) said that there are two functions of fiction, as follows:

1. Models for Character

Homo sapiens are the Storytelling Animal. Fictions allow us to develop and shape character education while making it fun. Spending billions on books, movies, and TV series are not merely because we enjoy them, but because those are our deepest sources of inspiration.

2. Perspective Taking

Fiction often gives us keen insights into another's world, allowing the readers to get brief glimpses through unfamiliar eyes. Also, the places where the fictions take place allow the readers to know the places in parts of the world.

Based on the statements above, the writer concludes that people most likely get information or knowledge through a fiction, in which this case, the effective one is a novella. It is because people indirectly will be interested from the story given. When the story has related to the destination, it is used by the tourism marketing as one way to promote the tourism destination to the reader. This happens because the story makes people imagine the object or events base on the story.