

CHAPTER I

INTRODUCTION

In this chapter, the researcher discusses about background, problem formulation, research purpose, and research benefits.

1.1 Background

Indonesia is one of the countries in Asia which is known for its archipelago countries and also has a long history behind its name. Indonesia is one of the countries on the Asian continent which has been 75 years since its independence. Indonesia declared its independence on August 17, 1945. As the world's largest archipelago country, Indonesia has 33 provinces and Jakarta is the capital city of it. There are over 17,000 islands in the country, but only around 7,000 are inhabited. The main islands of Indonesia are Kalimantan, Java, Sulawesi, Sumatra, and Papua. With the existence of vast islands and many provinces, Indonesia has a variety of cultures.

One of the cultural treasures that Indonesia has is a traditional cloth that varies in every region of Indonesia. Batik is one of the Indonesian traditional cloth which is very well known to foreign countries originating from the Javanese tribe. People generally only know batik, which is a traditional Indonesian cloth, but there are many other traditional Indonesian cloth that are less well-known but no less beautiful, with exotic nuances. Each of these cloth has a distinctiveness and philosophy of the area it comes from. 33 styles of traditional cloth have been listed as cultural heritage by Indonesia's Ministry of Education and Culture. Some of these types of cloth are songket, gringsing, ulos, etc.

Songket is an Indonesian traditional cloth that originated in Palembang. Songket has been around in Palembang for hundreds of years, and it is thought to date back to the Sriwijaya era. According to Palembang folklore, the origins of songket cloth can be traced back to ancient trade between China and India. The silk thread is supplied by the Chinese, while the gold and silver threads are given by the Indians, who are processed and transformed into songket by the Palembang people. At the time, the songket craft was a sideline for Palembang's indigenous

people. Originally, songket was only worn by men as a tanjak or headband. Over time, the women began to wear songket sarongs with *kurung* clothes. However, in Palembang culture, songket cloth is now generally used on formal events, for example at weddings. Currently songket already exists in various regions with various motives. Because of that, many people have different opinions about the origin of songket. As a result, it would be good if songket were introduced as Palembang traditional cloth. This is done so that people will know that songket originated in Palembang.

Songket as Palembang traditional cloth can be promoted in a variety of ways. People usually promote something through magazines, booklets, newspaper, storybook, etc. Here the writer wants to give information about songket through a comic. In addition to being a promotional medium, comic can also make readers feel entertained by the stories inside. A comic is a medium used to express ideas with images, and combined with text or other visual information. It typically takes the form of a sequence of panels of images. It means comic is a story which contains information and knowledge that presents a story equipped with pictures to describe the text and to help the process of understanding the objects in a story.

Based on the background above, the writer wants to make a final project entitled **“Writing the Comic Story Entitled ‘Woven Gold’ to Promote Songket as Palembang Traditional Cloth”** because the writer wants to introduce songket to the public in a unique way and the writer hopes that readers will be interested in knowing about songket through the comic.

1.2 Problem Formulation

Based on the background above, this final report will focus on writing. The problem formulation of this final report is how to write a comic entitled ‘Woven Gold’ to promote *songket* as Palembang traditional cloth.

1.3 Research Purpose

The purpose of this research is to find out how to write the comic entitled 'Woven Gold' about *songket* as Palembang traditional cloth.

1.4 Research Benefits

The benefit of this report for the writer are to add the writer's experience in conducting research and writing reports and make writers more creative in writing comics. This report is also beneficial for the readers. The writer hopes that this research can give knowledge to the readers about how to write a comic and provide readers with useful information about *songket*.