

CHAPTER 1

INTRODUCTION

1.1 Background

According to Yulianti (2014, p.9) writing is a way of communicating with other people in written form and everything must be clear so that readers understand the message to be conveyed. One of them is writing literary works. According to Nuranisah (2014, p.2) “*Karya sastra merupakan kreativitas seseorang terhadap ide, pikiran, dan perasaan yang dimilikinya.*” It means literary work is a person's creativity towards their ideas, thoughts and feelings.

Literary works will lead to an interpretation of the existence of a tourist area, like in novel *Laskar Pelangi*, which mentions the existence of a tourist destination on Belitung Island. This can increase the popularity of the tourist area. Administrator of Indonesia.go.id (2019) stated that

Memasuki 2009–2010, popularitas Belitung sebagai tujuan wisata melesat bak meteor. Setelah film Laskar Pelangi beredar dan ditonton 4,5 juta orang, industri pariwisata Belitung mengalami booming. Film Laskar Pelangi yang diangkat dari novel ini bisa dikata berhasil menangkap panorama Pulau Belitung yang maha indah. (“Laskar Pelangi dan Kebangkitan”, 2019).

It means that the popularity of Belitung Island as tourism destination has increased rapidly because of the novel *Laskar Pelangi*, which describes the beautiful panorama of Belitung Island. This proves that literary works have contribution in increasing the tourist visits to a tourist destination.

Desti (2020) shows a shocking fact regarding the number of tourist visits to Palembang. She stated that the number of tourist visits to Palembang in 2020 were only 2,297 visits, while in 2019 there were 9,791 visits. It means that the number of tourist visits to Palembang decreased by 76.54 percent. One of the reasons for decreasing the number of tourist visits is the lack of popularity of the tourist destination. Therefore, the writer would like to increase tourist visits to Palembang. An effective and inexpensive way that the writer can do to increase

tourist visits to Palembang is by making an interesting short story with the information of tourism destinations in Palembang. Because of the reason above, the writer is interested in promoting Palembang by writing a short story with the information of tourism destinations in Palembang. The title of this research is “Writing a Short Story Entitled Pretty Alisha with the Information of Tourism Destinations in Palembang”

1.2 Problem Formulation

The problem formulation of this research is “how to write a short story entitled Pretty Alisha with the information of tourism destinations in Palembang?”

1.3 Research Purpose

The purpose of this research is to know how to write a short story entitled Pretty Alisha with the information of tourism destinations in Palembang.

1.4 Research Benefits

a. For readers:

1. To inform the readers about the process of writing a short story with the information of a tourism destination.
2. To inform the readers about the tourism destination in Palembang through the setting place in the story.

b. For the writer

1. To improve the writer’s ability in writing short stories.
2. To increase the writer’s knowledge about some tourism destinations in Palembang.