

CHAPTER II

LITERATURE REVIEW

This chapter discusses the definition of design, the definition of novella, types of novella, characteristics of novella, the elements of novella, the role of fiction in tourism industry, definition of script, stages of script, the stages of writing fiction book script, and criteria of good script.

2.1 Design

Design is everything related to concept making, data analysis, project planning, drawing or rendering, cost calculation, prototyping, frame testing, and test riding (Wiyancoko, 2010). Furthermore, Nurhayati in Istiqoma (2012) design is a process of organizing the elements of line, shape, size, texture, color, sound, light, aromas, and other design elements to nurture the work. Based on the statements above, the writer concludes that design is an activity to create a product or object to be made until the product can be produces.

2.2 Novella

The definition of novella according to Bradbury (2017) is a work of fiction that is longer than a short story but shorter than a novel. In addition, Casano (2016) says that 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 120n pages, or 7,500 to 40,000 words.

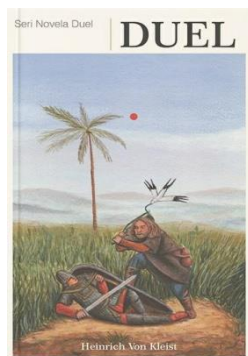
From the definition above, it can be concluded that the novella is one of the types of literary work that is longer than a short story and shorter than a novel.

2.2.1 Types of Novella

There are three types of novella according to Deverell (2014), they are:

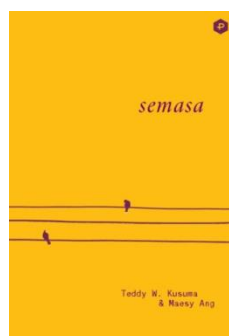
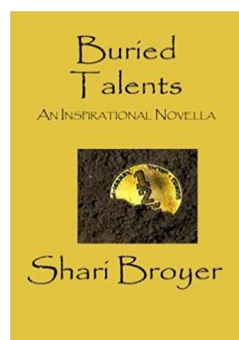
1. The Literary Novella

Literary novella is strong on character and irony, with lesser emphasis on pure plot and offers more serious explorations of the human condition. The following examples of literary novella are *Duel* by Kleist (2020), *Kuda Poni Merah* (2019) by Steinbeck and *Apricot Eyes* (2014) by Quine.



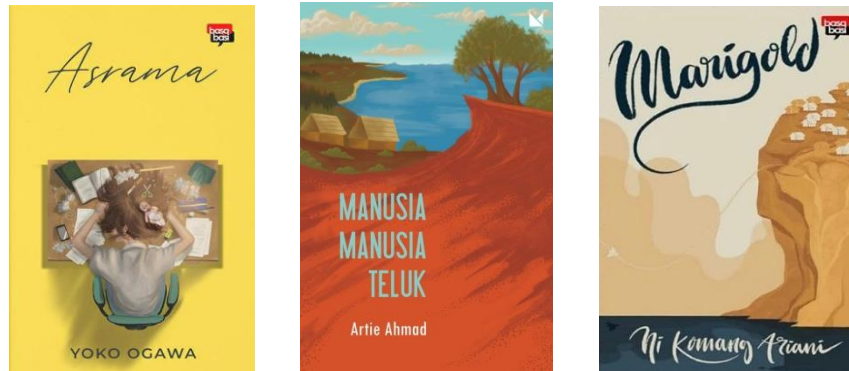
2. The Inspirational Novella

The shorter novella form has also been used by authors who want to tell inspirational stories that appeal to all ages. The novella's length makes it more approachable for younger readers, and also makes it easier for the writer to deliver pithy and more immediate advice. The following are the examples of inspirational novella The examples of inspirational novella are *Buried Talents* (2014) by Broyer, *Semasa* (2018) by Kusuma, and *The Journey of Samson Pyne* (2016) by Garrett.



3. The Genre Novella

The genre novellas are also a popular choice for readers. There are some examples of genre novella such as *Asrama* (2021) by Ogawa, *Manusia-Manusia Teluk* (2020) by Ahmad, and *Marigold* (2019) by Ariani.



2.2.2 Characteristics of Novella

As one of the narrative, the novella has several characteristics. Casano (2012) illustrated that there are some main characteristics of novella, which are:

1. Novellas have fewer words and pages than full-length novels.
2. Novellas will have fewer conflicts and subplots than novels do. The main narrative will resemble more of a straight line and not veer off into complicated back stories, multiple points of view, and meandering plot lines. The conflicts in a novella will be more complicated and better defined than in a short story. Short stories will not incorporate crazy plot twists or complicated subplots, much like novellas.
3. Novellas typically involve a single event concentrated on one character or just a few characters.

Furthermore, Toast (2012) claims that there are three characteristics of novella:

1. A novella generally features fewer conflicts than a novel, yet more complicated ones than a short story. The conflicts also have more time to develop than in short stories.

2. A novella is generally not as formally experimental as the long story and the novel can be, and it usually lacks the subplots, the multiple points of view, and the generic adaptability that are common in the novel.
3. Novella is most often concerned with personal and emotional development rather than with the larger social sphere. The novella generally retains something of the unity of impression that is a hallmark of the short story, but it also contains more highly developed characterization and more luxuriant description.

From the explanation above the writer concluded that there are some characteristics of novella, such as: the amount of page in novella is not too many as novel, it is most concerned with a personal character, and also novella has fewer conflicts and subplots than novel.

2.2.3 The Elements of Novella

The same as novel, there are two elements of novella, such as intrinsic element and extrinsic elements which build the edifice of a novella. Rafiq (2014) says the intrinsic element is called a story structure in which there are theme, characterizations, plot, settings, and points of view. The elements that make up the novella, both intrinsic element and extrinsic element, basically contain entertainment and educational values that can be used for educational purposes.

1. Theme

The theme is the essence of the problem that the author wants to explain through the events in the novella or the central idea. The theme written by the author has an underlying meaning or main idea that he is trying to convey. The theme may be the author's thoughts on a topic or views on human nature.

2. Characterization

Characterization is an essential element of a novel. The characters are the people, animals, or things that take part in the action of the story. It is the craft of creating characters in a novel or drama. The author unveils the

personality of the character through characterization. There are two different types of characterization, which are direct characterization and indirect characterization. In indirect characterization, the author employs multiple techniques to bring out the personality of the character. While indirect characterization, the author straight forwardly lets us know about the identity of the character.

3. Plot

A plot is the sequence of events in a story. A plot is a series of events and character actions that relate to the central conflict. Plot consists of some part, such as exposition, rising action, climax, falling action and dénouement.

4. Setting

The setting is another interesting element of a novella. The setting of a novella is the time and place in which it happens. Authors often use descriptions of landscape, scenery, buildings, seasons or weather to provide a strong sense of setting.

5. Point of View

Point of view is usually an important element of a novel. Point of view is the author's narrative mode of describing events in a novel. Usually, there are three types of point of view: First Person, Second Person and Third Person.

Extrinsic elements are elements that come from outside the novel, but indirectly these elements affect the layout or organisms system of novella. These elements consist of the author's individual conditions such as attitudes, beliefs, and world life, biographies, and environmental conditions such as economy, politics, and society (Habibah, 2013).

2.2.4 Elements of Novella Layout

Ayala (2015) says that there are some elements of novella layout. They are front and back cover, the identity of the novella, epigraph, table of contents, prologue, contents, epilogue, about the author, and blurb.

First is cover. It is one of the elements in the novella which is at the front of the novella. The attractive illustrations of the cover will make readers interested in reading and buying the novella. Second is the identity of the novella. It is a second square page containing the title, author's name, cover design, editor, publisher, city and country of publisher and logo, where the novella is printed, and disclaimers or warnings about the text. Third is an epigraph. A quote that is set at the beginning of the text, usually a quote from another person or another work. Fourth is the table of contents. The table of content is a set of sequences containing the chapter title and page number of the novella. Fifth is the prologue. It is an introduction to the story. Prologue is something important but something that does not fit into the chronology of the story. After that, it contains the chapters of the novella.

Sixth is the epilogue. An epilogue is the closing word that ends a story. In general, epilogue contains messages or conclusions, and lessons that can be drawn from the story. It is also the closing part of an important literary work as a provision for the reader to be able to take lessons from the conflicts in the story and the solutions. Usually wise sentences will appear in the epilogue.

Afterwards, the author section including the author's biography such as personal details (family, city of residence, personal interests, etc.), professional background, education, current business or profession, achievements or awards, previous publishing experience, contact information, etc.

Last is the blurb. Blurb is one of the important elements in the novella. People can pick up a novella because the cover or title looks interesting. The next thing is by reading the back blurb. At basics, the back blurb is a sales pitch. It has to be almost an exaggeration of your story that entices the reader.

2.2.5 The Role of Fiction in Tourism Industry

The contribution of fiction in the development of tourism in Indonesia can be seen from the publication of literary works that make an area famous as a tourist destination or the use of films from these literary works which indirectly

promote the area as the background of the story. Many literary works are inspired by tourism. On the other hand, many tourism destinations are popular because of literary works. There are various literary works such as poetry, novels, novella and oral literature. Furthermore, Mossberg, et.al. (2010) stated that fictive story can give a unique competitive advantage and a more meaningful experience to the places where the fictive story takes place.

In short, the writer assumed that fiction is another medium that could introduce tourism destinations and can improve the rate of a tourist visit in the tourism industry.

2.3 Script

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.” Furthermore Hanifa (2013) defines a script generally contains explanation or descriptions of message or information.

From the definitions above the writer can concluded that the script contains description, actions, or events as the work to be published.

2.3.1 Stages of Script Writing

Script writing usually consists of some activities, they are:

a. Formulating Idea

In Kamus Besar Bahasa Indonesia (KBBI) “*Rancangan yang tersusun di dalam pikiran; gagasan*” (KBBI, 2016). It means that idea is a design that is arranged in mind. As long as the idea has not been poured into a concept with real writing or images, then the idea is still in the mind. Ideas lead to the emergence of a concept that is the basis of all kinds of knowledge, both science and philosophy. The idea is an intellectual property such as copyright or patent.

b. Doing Research

Research is necessary once you have found an idea that will be made into a program. Research in this context is an attempt to learn and collect information related to the script to be written. Sources of information may be books, newspapers or other publications and persons or resource persons who can provide accurate information about the content or substance to be written.

c. Writing Outline

Outline is the framework, stretch, strokes, global synopsis, and summary of the whole story. Outline is a plan of writing by making outlines of an essay to be worked on; a series of ideas that are organized systematically, logically, clearly, structured, and orderly. Outline is very important as a step-by-step guide in the writing process (Hanifa, 2013).

2.3.2 The Stages of Writing Fiction Book Script

Zainudin (2015) states that there are seven stages to writing a good fiction, they are:

1. Determining Themes and Goals

The theme is the main problem in writing. The choice of a theme for a fiction book can come from problems in everyday life, such as marriage, the struggle to realize dreams, teenage romance, problems in friendship, death, and so on. The theme tells the story. In addition to the theme, don't forget to determine the purpose of writing as well as the readership segment of our writing. This is to make it easier to arrange the flow and conflict and choose the language style used.

2. Creating Characters

Determining the main character, supporting characters, and how the story is built is very important in composing the storyline. There is always someone who plays the role of the protagonist who is usually the main character, or it could be people around the main character. Just like in real life, when there is a "good" person, of course, there is someone who plays the role of "evil" in fiction writing. The goals to be

achieved by each character and the problems faced. The writer needs to build a character who can turn on the imagination. The technique is to describe the character's personality, background, height, habits, way of speaking, age, hair color, emotions, and intellectuals. On the other hand, to strengthen a character's identity and character, a setting can be described, where the character grows, the furniture, the environment, and so on. The more detailed the description of each character, the easier it is for the writer to reveal the characters in the story.

3. Building a Plot

The next step is to build a story plot. To make it easier to build a story plot, you can use the mind-mapping method of writing. So that it can describe the whole story easily. To describe the story plot, you can also use the basic writing formula which includes 5W and 1H. After getting a picture of the events we can determine the arrangement of the story with a forward plot, a flashback, or a back and forth plot. And determine the conflict and how the story ends.

4. Making an outline

The outline of a fiction book is freer than that of a non-fiction book. There is no limit to the number of chapters and pages. The making can be done by grouping the scenes based on a picture of continuous events in the storyline. This outline can be temporary, because in the writing process it is possible to change the title or add ideas. The writing technique by outlining not only gives an overview of the entire book but also becomes a guide in the writing process so that the writing is focused.

5. Writing a script

Write narratives, dialogue between characters following the outline that has been prepared. Story writing can use a first-person way of telling, where the author is all-knowing and is involved in the story of one of the characters in it. You can also use a technique that is written in a third-person way, where the writer knows every thing but is not

involved in the story. The technique of writing fiction works is not only focused on the dialogue between characters, but also on how to be able to create a narrative that brings the story to life. In the writing process, discipline is needed and targets are written according to ability. This is so that the writing can be finished.

6. Revision

After write the script, start making revision of the writing by re-reading the written draft. There are many things that need to be improved, such as a messy plot, conflicts that are too flat, dialogue that is still too stiff, and so on. In the revision process it is very possible to change the story line or add characters to make the story flow more. The aim of revision is to improve the content of the book and language as well.

Apart from that, there are four stages in the revision process. First is adding. The writer checks again whether there is anything that needs to be added to the story. Second is rearranging. In a story, there may be several parts that may need to be rearranged. Like rearranging the ending of the story which is considered not optimal. Third is removing. The removing stage can be done here if there is one that may not fit the whole writing. Last is replacing. In this process, the writer can replace these ideas that may not fit the whole writing with ideas that are more fitting to the story.

7. Publishing

Publishing is the last stage of writing a fiction book. It is submitting the novel script to the book publisher. There are four steps in publishing a novel, including:

1. Submitting a Script

In submitting a script, there are two types of publishers to choose from. First is major publishing. General publications that provide certain requirements for acceptance of manuscripts. The process of receiving, evaluating manuscripts, and printing can take a while.

Second is self publishing. Through this publishing system, the writer can personally book his script without requiring a long time.

2. Precast

The precast process is carried out after the manuscript has been completed and the editing process has been carried out. This process includes book cover, layout, management of the ISBN (International Standard Book Number). To complete a book cover, a synopsis is required. This synopsis contains the book title, writer, and a summary of the contents of the book.

Meanwhile, the handling of the ISBN involves the National Library Institutions of Indonesia (English: National Library Institutions). Some of the requirements for submitting an ISBN include: Title, Writer's name, Preface, Table of contents, Complete script, and author's profile.

3. Printing

The last process in writing a fiction book is printing process. There are two alternatives to book printing, through major publishers or self-publishers.

4. Promotion

The novella that has been printed requires a process of promotion and distribution. Promotion can be done through social media or if it is promoted by a publisher, it can be self-published through uploading the novella through Wattpad and so on.

2.3.3 Criteria of Good Script

In making a script, there are several criteria for good script. This is a criteria of a good script (Ramdan, 2018) there are title page, image titled, good details, correct formatting, and the scripts not to much.

First, title page. The script will need a title page, including title, author name and contact information. Second, Image titled Write a Script Step. Use proper fonts, borders, and page splits. Can use Courier font (size 12) when writing

scripts. This type of font will make the appearance more professional and easier to read. Third, give good detail about the state and character. Use information that describes things in more detail about a scene. All character names must be capitalized above or next to the dialog (depending on the type of script being created). Fourth, use the correct format for the way the writer wants it to be presented. If the writer wants to write a script for the show, the writer has to write a script formally as well.