

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses the background of research, problem formulation and its limitation, purpose, and significance of the study.

1.1. Background

Indonesia is a country known by its diversity. This diversity is due to Indonesia's geographic factors as an archipelago. Juhadi, et al (2018: 25) stated that "*Indonesia merupakan negara dengan jumlah pulau terbesar di dunia dan ditetapkan sebagai sebuah negara kepulauan sebagaimana yang tercantum dalam UUD 1945*". Consisting of thousands of islands causing each community in archipelago develops their own culture in accordance with their environment. As a result, cultural diversity appears in every region in Indonesia with different cultural characteristics, starting from traditional houses, traditional clothes, customs, beliefs, ethnicities, arts, culinary, and its folklore.

Folklore in Indonesia which is divided into folktales, legends, and myths its spread from Sabang to Merauke. A fairy tale is a short story featuring fantastic or magical events and characters like the story of Timun Mas from Central Java. While a legend is a genre of folklore that features stories about human events and actions, like the legend of Toba Lake from North Sumatera and the legend of Prambanan Temple from Central Java. The last is myth which is supernaturally based story about god, nature, culture, and traditions, for example the story of Nyi Roro Kidul from West Java and the story of Barong from Bali.

In Indonesia the number of folklores is very high and spreading from Sabang to Merauke with its characteristics as well as one of the provinces in Indonesia, South Sumatra. Hadi, et al (2021: 38) note in Cultural Statistics 2021 data, there were 62 folklores consisting of 34 fairy tales, 28 legends, and 0 mite in South Sumatra (publikasi.data.kemdikbud.go.id). Some of the famous folklore from South Sumatra is the story of Si Pahit Lidah and the story of Kemaro Island.

Folklore, as a type of cultural heritage in our country, should be told continuously to ensure its long-term viability, especially for folklore from the region where we live. This is because, folklore not only serving as a source of entertainment for the community but also means of education, as it contains moral values that can teach people how to live a good life. Like the legend of Malin Kundang from West Sumatra who teaches us to respect our parents, especially our mothers who have given birth to us.

Unfortunately, lack of knowledge about folklore is indeed plaguing society, especially among the younger generation. Folklore has not been the favorites among the younger generation since the booming of the technology. It turns out that there are still a lot of folklores that society is unaware of. The legend of three gods; founders of the universe of Besemah from Pagaram city is one of them. It is because folklore which is an ancestral tradition to convey a moral message is becoming increasingly uncommon as parents, teachers, and local community leaders rarely telling it. Consequently, folklore is becoming increasingly unfamiliar in today's society, especially among the younger generation.

Folklore needs to be preserved by continuously communicated to the society. However, the methods and media used to preserve and promote folklore are currently less effective, like the use of story books. This is due to the low interest in reading among Indonesians, especially among the younger generation. The research by Central Connecticut State University in 2016 stated that Indonesia was ranked 60th out of 61 countries regarding reading interest. Despite the fact that Indonesia's reading infrastructure is already support (as cited in kominfo.go.id). From this information, we can see that reading interest in Indonesian society is very low and concerning. That is why used story books as media to preserve and promote folklore are less effective.

Apart of story books, there are a number of other media that can be used to preserve and promote folklore. For example, the use of the internet and its media like audio. The writer chooses audio storytelling because it can be disseminated by online broadcasting sites and can be accessed by anyone, anytime and from

anywhere. Also, people prefer listening to stories to reading them because it is more engaging. From this understanding, it can be concluded that the use of the audio storytelling method should be tried as a new medium in preserving and promoting folklores.

Referring to the fact that people prefer listening to reading and are more interested in multimedia communication, the writer intends to discuss about **“Audio Storytelling Script Writing of Three Gods; Founders of the Universe of Besemah”**.

1.2. Problem Formulation

Based on the background information, this report discussed about how to write a script for audio storytelling the Three Gods; Founders of the Universe of Besemah.

1.3. Problem Limitation

Due to the time restraint of this project, the problem was limited to only one of unpopular folklore from South Sumatra, Three Gods; Founders of the Universe of Besemah from Pagaralam regency. It is because that story has been officially registered at the Ministry of Education and Culture. Moreover, the writer limits the language used for the audio script. The writer chooses to use English because it is an international language, so the content can be understood internationally.

1.4. Purpose

Based on the problem formulation and limitation, the purpose of this research is to know to the steps in scriptwriting an audio storytelling as a preservation and promotion media of folklore Three Gods; Founders of the Universe of Besemah.

1.5. Significance of the Study

The significance of this study is:

a. For Students

This study could give more knowledge and information about folklore, especially the Three Gods; Founders of the Universe of

Besemah. Furthermore, it enhances the knowledge in terms of designing a script for audio storytelling and is able to be used as references for the students in English Department.

b. For State Polytechnic of Sriwijaya

This study is expected to enrich the library's collection of reading materials at Sriwijaya State Polytechnic. It is also intended to contribute to the knowledge augmentation in the fields of folklore, script writing, and audio storytelling.

c. For Society / Government

This study can increase society awareness, especially among the younger generation about the folklore Three Gods; Founders of the Universe of Besemah. It is also a suggestion for the government as a new medium in preserving and promoting folklores.