CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses design, script, stages of writing script, criteria of good script, novella, characteristics of novella, elements of novella, elements of novella layout, kinds of novella, stages of writing a fiction book script, and the role of novella in the tourism industry.

2.1 Design

Design is one of the activities of structuring and manufacturing a product or object to be made. Wiyancoko (2018) defines design as an activity consisting of preparation, data analysis, product design, product preparation, and product testing. In line in, Petersen (2012) states that design is a creative activity that aims to design a product. Design consists of strategic activities, designing and manufacturing a product.

To sum up, design is an activity to create a product that starts with drafting and designing the product until the product can be produced.

2.2 Script

Kamil (2020) states that "*Naskah adalah sebuah naskah cerita yang menguraikan urutan adegan, tempat, keadaan, dan dialog yang disusun dalam konteks struktur dramatik untuk menjadi acuan dalam proses produksi.*" It means that a script is an article in a story that contains a series of scenes, places, circumstances and dialogue in the story. Meanwhile, Vinci (2014) defines a script as a document that details every aural, visual, behavioral, and lingual element needed to describe a story in detail.

In short, script is a text contained in the story that describes all the events and elements of the story in detail. Then, the script in a fictional story will contain a story based on the imagination of the writer.

2.2.1 Stages of Writing Script

Based on Hanifa (2013), 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). That is, ideas are organized frameworks in mind. As long as the idea has not been translated into a concept by writing, then the idea is still in the mind. Ideas lead to the emergence of concepts that are the basis of all kinds of knowledge, both science and philosophy. Ideas are intellectual property such as copyrights or patents.

b. Doing Research

Research in this case is an effort to study and then collect information related to the script to be written. Sources of information can be in the form of books, newspapers, or other publications and people or sources who can provide accurate information about the content to be written.

c. Writing outline

An outline is a writing draft by making an outline of the writing to be worked on; a series of ideas arranged in a systematic, logical, clear, structured, and orderly manner. An outline is an important step in writing because it serves as a guide in the writing process. Hanifa (2013).

2.2.2 Criteria of Good Script

In making a script there are several criteria for a good script. As supported by Trimansyah (2012), in general a good script has the following criteria.

a. The idea or theme of the script is in accordance with the needs or the latest trends in people's life so that it is easy to understand.

b. Use and presentation of language in accordance with the targets. Script writing must be tailored to the reader for whom the script is written.

c. Do not violate other people's copyrights, which means not plagiarizing other

people's writings.

From the criteria above, it can be concluded that a script that is categorized as a good script must have several criteria both in its structure and the content of the script must be in accordance with the target for whom the script is made that does not plagiarize someone else's script.

2.3   Novella

A novella is a short novel, that is, a narrative prose fiction whose length is shorter than that of most novels, but longer than most short stories. According to Casano (2012), the novella is a literary genre of fiction writing. Broadly speaking, we can say that a novella is shorter than a novel whose story has a more complete plot but is longer than a short story. They are typically about 7,500 to 40,000 words.

Jamal (2019) states that "*Novella adalah jenis prosa yang lebih panjang dari cerita pendek dan lebih pendek dari novel. Dalam hal kompleksitas konflik dan alur cerita, novella lebih sederhana dibanding novel.*" It means that novellas are a type of prose that is longer than a short story and shorter than a novel. Novella also has conflicts and storylines that are simpler than novels.

Meanwhile, Smith (2018) said that the novella presents a story that is longer than a short story but not as long as the story in the novel with the depiction that the novella is a short novel, and many writers and readers find it interesting. Novella is usually about a hundred pages long. But in general, a novella is determined based on the number of words, not the number of pages.

In brief, novella is a type of literary work in the form of fictional prose which has a story that is longer than short stories and shorter than novels, and has a storyline that is not as complicated as a novel.

2.2.1   The Characteristics of Novella

As a literary works, novellas have their characteristics when compared to contain more words and sentences than a short story but less than a novel. The interpretation process is relatively easier than the interpretation of poetry which

tends to contain a variety of languages. The characteristics of the novella in general are explained as follows:

a. The story in the novella is written using a long plot but not too complex.

b. Consists of 7,500-40,000 words

c. The story and scenes are shown at moderate tempo, gradual, and slightly skipped.

d. Reading time per one novella averages 1-1.5 hours or more.

As supported by Casano (2012), there are some main characteristics of novella. First, novella has fewer words and pages than full-length novels. Second, 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 conflict in the novella will be more complex and better defined than in the short story. A short story will not include a complicated plot or subplot, like a novella. Third, novella usually involves one event that is concentrated on one character or only a few characters.

In conclusion, there are some characteristics of a novella, such as: it has fewer words and pages than a novel, it is most concerned with a personal character, and also it has fewer conflicts and subplots than a novel.

2.2.2 Elements of Novella

As a work of fiction, novellas are built by the same two elements as novels namely the intrinsic elements and the extrinsic elements.

a. Intrinsic elements

Intrinsic elements are elements from within the work that plays an important role in enabling an essay to become a literary work. In other words, the intrinsic element is the element that directly plays a role in building a story. According to Nurgiyantoro (2012, p.14), the intrinsic element consists of:

1. Theme

    A theme is the basic idea of a story in a work of fiction. The theme in a work of fiction has previously been determined by the author to develop the story. A theme can also be said to be the idea that underlies a story so that it has a role as the author's basis in describing the work of fiction that has been created.

2. Character and Characterization

    Characters are actors who are involved in a story, both fiction and non-fiction. Every event in a novella will always involve a character. These characters will always be associated with certain events, which in turn will form a plot. Rokhmansyah (2014, p.79-80) states that

> "*Para tokoh yang terdapat dalam suatu cerita memiliki peranan yang berbeda-beda. Seorang tokoh yang memiliki peranan penting disebut dengan tokoh utama. Sedangkan tokoh yang memiliki peranan tidak penting karena bersifat hanya melengkapi dan mendukung tokoh utama disebut dengan tokoh pembantu.*"

    It means that the characters involved in a story have different characteristics and roles. The character who has the most important role in the story is called the main character, while the character who has the role to complement is called the supporting character. Meanwhile, characterization is the author's way of describing a character. The characters depicted in literary works are fictitious, or deliberately made up.

    Briefly, characterization is a character's behavior and thinking that is displayed throughout the story being told. Characteristics in the story are fictional, made up by the author. However, this figure is a representation of people's characteristics in real life.

3. Plot

    The plot begins with the introduction of the story, the beginning of the problem, the climax, and conflict resolution. In addition, the plot in the novella also has several types. First, a chronological plot is a series of events that are told from the beginning to the end of the story.

Second, a reverse plot usually tells the stages of the flow starting from the flow stage of the problem section to the solution, then backing to the background of the emergence of the problem. The last is a chronological-reverse plot which tells sequentially then at one point the author's story brings to the past of the character, then the writer can bring it back to the present of the character. The plot must be written with a clear explanation, especially in the conflict resolution section at the end of the story.

It can be concluded that there are two main elements in the plot, namely the story or series of events in the story, and the causal relationship between the events in the story.

4. Setting

The setting in a story is related to the place, time relationship, and social environment in which the events being told occur. The Setting is all information, references, or instructions relating to time, space, and situations where events occur in a story. The setting serves as a realistic impression of the reader. In addition, the setting is used to create a certain atmosphere as if it exists and is happening.

5. Point of View

The point of view is related to the main view which is the author's strategy in storytelling. The points of view has two types. First is the first-person point of view where the writer is directly involved in the story. The pronoun used is the first person, namely, "I, me, and so on."

Second is third-person point of view where the author is not directly involved. The pronoun used in the third person, namely "He, they, and part of it" which is divided into the third person is directed and the third person is all-knowing.

b. Extrinsic elements

Extrinsic elements are elements that are outside the literary work which still have an influence on the content or organism system in a literary work. The

extrinsic elements consists of the author's biography, the author's psychology, the state of the community around the author, and others. These elements also consist of the values contained in a story such as religious, social, moral, and cultural values.

2.2.3 Elements of Novella Layout

In designing a novella, Ayala (2015) states that there are some elements of the 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, the cover is one of the elements in the novella which is at the front of the novella which serves to attract readers. Cover with attractive illustrations will make readers interested in buying the novella. Second, the novella's identity 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, an epigraph is a quote that is set at the beginning of the text, usually a quote from another person or another work. The fourth is the table of contents. The table of contents is a set of sequences containing the chapter titles and page numbers of the novella. Then, the prologue is an introduction to the story that may tell some dialogue or flashbacks from the novella. It is something important but something that does not fit into the chronology of the story. After that, it contains the chapters of the novel. Page numbers in Arabic numerals, for example 1, 2, and

The next is the epilogue. An epilogue is the closing word that ends a story. Epilogue in general contains messages, or conclusions and lessons that can be drawn from the story. An epilogue is the closing part of an important literary work as a provision for the reader / audience to be able to take lessons from the conflicts in the story and their solutions, and usually wise sentences will appear in the epilogue.

Then, it is about the author section. They are items to consider including in author biography, such as personal details (family, city of residence, personal 13 interests, etc.), professional background, education, current business or

profession, achievements or awards, previous publishing experience, contact information, etc.
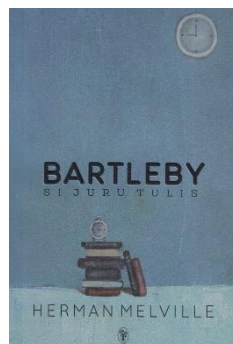
The last is the blurb. It is one of the important elements in the novella. People can pick up a novella because the cover or title looks interesting. The next thing is by reading the back blurb. At basics, the back blurb is a sales pitch. It has to be almost an exaggeration of your story that entices the reader to buy.

2.2.4 Types of Novella

Deverell (2014) describes that there are three types of novella, as follows:
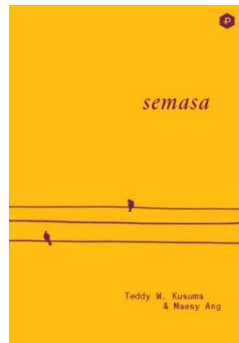
a. The Literary Novella

A literary novella emphasizes that the subject matter is strong on character and irony, with less emphasis on pure plot and more serious offerings exploration of the human condition. The examples of the literary novella are *Bartleby Si Juru Tulis* by Melville (2017) by Conrad, *Apricot Eyes* (2014) by Quine, and and *Kuda Poni Merah* (2019) by Steinbeck
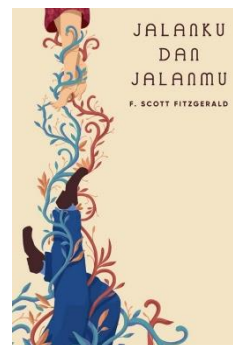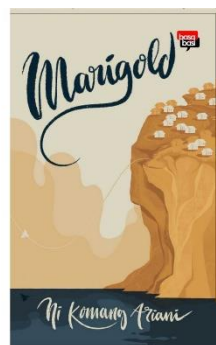

b. The Inspirational Novella

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, more immediate advice. The examples of inspirational novella are *Semasa* (2018) by Kusuma and Ang, *Duel* by Kleist (2020), *Mereka yang Tidak Berbahagia* (2019) By Julianda and Intan

c. The Genre Novella

Novellas are also a popular choice for genre fiction. *Marigold* (2019) by Ariani, *Jalanku Jalanmu (*2019) by Fitzgerald, *and Seberapa Candu Cinta Itu?* (2019) by Triono are some examples of genre novella.

2.3   Stages of Writing a Fictional Book Script

Novellas are books that contain fictional stories. Writing a script for a fiction book such as novella is not the same as regular writing like writing an article or blog. According to Zainuddin (2015, p. 80), there are four stages of writing a fiction book script, including:

a. Determining Idea and Theme

The first step in writing a novella is to determine the ideas and themes that will be written in the novella. Starting from determining ideas in genre, title, plot, characters and characterizations, settings and points of view that will be used as elements in the story.

b. Arranging an Outline

An outline is a writing framework to convey the main and supporting ideas of a particular subject or theme. In outline appearance, this is like an outline of writing. The outline will briefly explain which sections contain what, as well as the order in which they are placed so that all the sections are coherent. An outline can be temporary because in the process of writing a novel script it is possible to change the title or add ideas.

The technique of writing by outlining not only provides an overview of the entire book but also serves as a guide in the writing process so that writing is focused and does not spread everywhere.

c. Writing a Script

The next stage is to start writing script, dialogue between characters following the outline that has been prepared. Story writing can use a first-person perspective, where the writer is knowledgeable and involved in the story as one of the characters in it. The writer can also tell from a third-person perspective, in which the position of the writer knows, but is not involved in the story.

d. Revision

Writing revisions are made after the book script has been completed. Where the revision aims to improve the content of the book and language as well as several other revisions such as layout and design. There are several stages in the revision process. First is "Adding". In this process, the author 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". Sometimes, in a story, there is one that may not fit the whole writing, and the removing stage can be done here. Last is "Replacing". After removing ideas that do not fit in the story, the author can replace these ideas with ideas that are more fitting to the story.

e. Publishing

The last stage is submitting the novel script to the book publisher. There are several steps in publishing a novel, including:

a. Submitting a Script

In submitting a script, there are two types of publishers to choose from. First, "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, "Self-Publishing". Through this publishing system, the author can personally book his script without requiring a long time.

b. 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, and management of the ISBN (International Standard Book Number). To complete a book cover, a synopsis is required. This synopsis contains the book title, author, 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, author's name, preface, table of contents, complete script, and author's profile.

c. Printing

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

d. Promotion

The novella that has been printed requires a process of promotion and distribution. Promotion can be done through social media such as: Facebook, Instagram and WhatsApp.

2.4   The Role of Fiction Book on the Tourism Industry

Increasing the number of tourists can be done through promotions, both direct and indirect promotions. Literary work is a medium that can be used for tourism promotion indirectly. The current digital era is indeed prioritizing cyber promotion, but not forgetting various aspects the promotional media shown to introduce a place in a city such as a tourism destination in Indonesia. Language is also the dominant medium of promotion in introducing a place.

Beautiful sentences and the promotional language used contribute to the promotion role. The role of the author also contributes to the promotion of Indonesian tourist destinations. Through stories delivered, makes the reader able to describe the atmosphere where the story took place and fosters a sense of curiosity (Nofiyanti et al., 2019). As supported in Mahadewi (2012) said that an area that became the setting of a literary story is definitely lifted in terms of tourism, as evidenced by the increase 6 of tourists to 300% to the island of Belitung since the publishing of a novel entitled *Laskar Pelangi* of which setting is Belitung island.

In short, novellas as a literary work will involve setting events with every place, time, and social setting which becomes factual data in literary works as a form of imitation of the author's environment. Thus, novellas and tourism have a reciprocal relationship. This relationship is seen in the fact that tourism inspires writers to determine the place setting in the story, while novellas contribute to promoting tourism.