

CHAPTER I

INTRODUCTION

In this chapter, the writer presents about the background, problem, formulation, problem limitation, objectives, and benefits of this research.

1.1 Background

The Mayor of Palembang, Mr. Harnojoyo (2021), stated that Kemaro Island has very high tourism potential. There are many supportive aspects such as the environmental conditions, which are pretty good with exciting buildings such as a nine-story pagoda. Besides that, there is a historical aspect where Kemaro Island was once a concentration camp used as a place for political prisoners of the G30S/PKI rebellion in Palembang. There is also a legend of the origin of Kemaro Island, which word of mouth by residents told, the legend was about a tragic love story of the daughter of the king of Palembang, Siti Fatima, and a prince from China named Tan Bun An. With these supportive aspects and attractiveness, Kemaro Island can become one of the leading tourist attractions in Palembang which is likely to attract tourists from outside of Palembang to visit it. Several efforts are needed to reach this goal, like introducing Kemaro island and its attractions to the wider community.

There are some ways to introduce Kemaro Island as a leading tourist attraction, one of them is through literary work like fiction. Fiction literature itself is pure literary work of the writer's imagination, such as poetry, drama, fairy tales, short stories, novels and novellas, and so on. Moreover, the assistant deputy for Foreign Strategy of the Indonesian department of tourism and culture, Suranti (2016) states that tourism requires storytelling, a method to describe a tourist attraction. Story telling can produce a detailed description and provide knowledge to the reader, which can be done through some media for examples are films and literary works. Aside from films, literary works such as novel or novella can explain in detail the natural beauty and tourism potential. This means that combining fiction and information such as the history of a place can be an alternative to introducing

the place to the public. Combining culture, history, and even people's lives in an area in a form of literary works like novel or novella, can enrich the content of the fiction and hopefully make the readers have deep feelings about the story. The readers can also feel a different atmosphere based on the cultural-historical fact in a fiction story, so it is as if they can feel the place even though they have never visited it at all or even able to attract the attention of readers to visit an area just to enjoy the atmosphere depicted in the story or just for recreation.

Therefore, this research attempted to find the way to write a creative creating of a novella which is set in the city of Palembang, especially the Kemaro Island. The writer got the initiative to convey information about the history of Kemaro Island. This information would be included in the story that the writer made and presented along with the storyline of the story itself. Other than the book like a novella, the writer would also publish this story in the writer's personal Wattpad account.

Wattpad is an online platform for writers and readers. Based on statistical data released by alexa.com in October 2019 regarding the ranking or ranking of a site calculated from the number of visitors to the site, Wattpad is currently ranked 547th in the world. This means that Wattpad is ranked 547 as a site with the highest number of visitors in the world. Indonesia itself is ranked second as the most Wattpad site visitors in the world with a percentage of 6.9%. Wattpad contains short stories, serialized stories, articles, or poems to make it easier for readers to reach this story.

Many stories were originally only written on Wattpad and then attracted the interest of many readers which made publishers and film producers interested in producing them in the form of novels and films so that the stories were increasingly known, for example, the novel entitled *Dear Nathan, Sin, Matt & Mou*, *Teluk Alaska*, etc. Hopefully, this publication can attract the interest of many readers so they will get knowledge about Kemaro Island and increase the interest of tourists to visit Kemaro Island which can take part in preserving the history and legend of

the Kemaro Island. Based on the explanation above, the writer wrote the study entitled **"Creative writing a novella entitled 'Words' to present Kemaro Island as a historical tourism attraction"**.

1.2 Problem Formulation

The problem in this research was formulated into how to do creative writing a novella entitled 'Words' to introduce the history of Kemaro Island.

1.3 Problem Limitation

There were 2 problem limitations in this research: language version and object. First, the author wrote the novella in 2 languages: in English and Bahasa Indonesia versions. The author wrote in Indonesian so that local readers who do not understand English could read it in Indonesian and the contents of the story can be conveyed to the reader easily. The English version was expected to be a medium for readers who want to learn English through story and also for foreigner readers. Second, there was only one tourism attraction that was Kemaro Island in this study due to the limited knowledge and time of the author.

1.4 Objectives

The objectives of this research was to know the process of how to write the novella entitled "Words" to present Kemaro Island as a historical tourism attraction in Palembang.

1.5 Benefits

The writer would get the experience in writing a novella entitled "Words" to introduce the history of Kemaro Island. The target readers from diverse cultural backgrounds could get and increase their knowledge of Kemaro Island in Palembang. The readers could get new information about the history of Kemaro Island. This research will also unique perspectives that have often been neglected on how to improve writing skills. The product of this study would also increase the interest of visitors to visit Kemaro Island which in turn will increase the tourism industry in local area.