

CHAPTER I

INTRODUCTION

In this chapter, the writer describes about background, problem formulation, purpose, and benefits.

1.1 Background

Culture is a heritage that must be preserved and maintained with the aim that the culture can survive continuously and keep up with modern times. This is important because culture is not merely a distinguishing feature and identity of a country, but also a controller of other cultures that enter an area. Indonesia consists of 16,671 islands, that have high cultural diversity and heritage that reflects the nation's culture. One of the cultural heritages is traditional woven fabrics. According to (Pattinama, 2011)

“Indonesia diakui sebagai salah satu negara penghasil tenun terbesar di dunia, terutama dari segi ragam hiasnya”. (Kartiwa, 1987) stated that *“Indonesia sendiri memiliki tiga kategori kain tenun tradisional yaitu ikat pakan, ikat lungsi, dan dobel ikat”*.

One of the traditional woven fabrics known to many people is songket from Palembang. The word songket comes from the word *sungkit* in Malay. If it is interpreted in Indonesian, it means hooking or prying. This is related to the manufacture of songket by hooking and taking a piece of cloth then tucked in with gold thread. Songket is a type of traditional Indonesian weaving originating from Palembang. Songket belongs to the brocade weaving family. Songket, as one of the unique traditional art forms, is still woven traditionally.

There is a lack of Palembang Songket motifs. From ancient times until now, the motifs on the Palembang Songket have been passed down from generation to generation. A songket woven motif is usually created by certain people, namely those of noble descent. So, not every weaving craftsman can make their motifs but is guided by certain people. Usually, weaving craftsmen just carry out and follow a predetermined pattern of motifs. Songket motifs are usually not far from flora and fauna. The appearance of modern songket making machines makes it easy the process of making songket and the resulting selling price is much cheaper. This songket machine uses alternative materials, such as mixed silk and mixed gold thread. Thus, it does not

require high manufacturing costs, time, and a large workforce. This method is considered the most effective way to remain competitive with other traditional woven fabrics. This condition makes the use of songket almost forgotten.

Teenagers are considered as the younger generation who can promote songket all over the world. The writer utilizes songket promotion media through news articles because it can attract people to find out about songket information instantly, and most teenagers who currently use the internet can directly access it. Currently, many Indonesian students are studying abroad, while learning they can sell songket to the people there and spread the cultural values contained in the songket. It is undeniable that nowadays many teenagers are often invited to international fashion shows, both as spectators and as designers for making clothes from traditional Indonesian woven fabrics.

In this final report, the writer is interested in designing news articles as media promotion to promote songket. The file created in the news script is not too large, so it is effective to be accessed if internet conditions are less stable. Making news scripts does not require high costs because it does not involve many parties and does not require supporting properties. The process of making news scripts takes a short time and the process is not complicated. Because the information to be published is clear, it does not require any other components. An important aspect of designing news is the script that is written in it. A script is material that reports events, or information about something that has happened or is currently happening. From these problems, it is important to campaign about traditional woven fabrics, especially for the younger generation and the writer decided to write a final report entitled **“Designing News Article Script for Teenagers to Promote *Songket* as Traditional Woven Fabric in Palembang”**.

1.2 Problem Formulation

Based on the background above, the problem formulation of this final report is “How to Design News Article Script for Teenagers to Promote *Songket* as Traditional Woven Fabric in Palembang?”.

1.3 Purpose

The Purpose of this final report is to find out the steps of Designing News Article Script for Teenagers to Promote *Songket* as Traditional Woven Fabric in Palembang.

1.4 Benefits

a. For the students of the English Department

This final report could give more knowledge and information about Palembang's traditional woven fabric, especially songket. Furthermore, it enhances the knowledge in terms of designing news article script.

b. For the society

This final report is expected to increase social awareness about traditional woven fabric in Palembang, especially for teenagers in Palembang.