

CHAPTER I

INTRODUCTION

This Chapter presents an overview of this final report topic. The explanation is divided into background, problem formulation, purpose, and significance of the study.

1.1 Background

These days, there are many ways to endorse tourist destinations. Endorsing tourist destinations can be done through printed media and electronic media. People can endorse tourist destination by using printed media and electronic media. Endorsement through printed media can use posters, magazines, and advertisements in newspapers. And endorsement through electronic media can use endorsement in social media such as Instagram, Facebook and Twitter, blogs, and YouTube vlogs.

Endorsing tourist destinations through printed media such as short stories or novels is promising. This was proved by the increasing number of tourists who came to the North Bali area especially Buleleng Regency after the publication of *Rumah di Seribu Ombak* (2011) by Erwin Arnada published by Gagas Media. Based on data from the tourism office of Buleleng district in (Purwahita, 2015) there was an increase in the number of tourists both domestic and foreign in the year after the publication of the novel *Rumah di Seribu Ombak* (2011). Based on existing data, domestic tourists from Buleleng were 17,498 and foreign tourists were 55,448 in 2011. There was an increase in domestic tourists and foreign tourists in the following year, namely 2012. Domestic tourists were 268,794 and foreign tourists were 266,053. This novel describes the beauty of Lovina Beach with the presence of wild dolphins in the middle of the sea. This novel also describes the background of the traditions and culture of North Bali. It glorifies the beauty of Lovina Beach and attracted the novel readers to visit this tourist destination. They also are interested in traditions and culture of North Balinese. This proves that literary works can be a medium for endorsing tourism destinations.

In South Sumatra, to be precise in the city of Palembang, there is a mosque that has a Chinese Muslim Architectural Style, namely the Cheng Ho Mosque. The architecture of this mosque is unique, in which the building uses a blend of Chinese, local and Arabic cultures so that it feels like it has a very high aesthetic value. This is the main attraction of the Cheng Ho Mosque. Cheng Ho Mosque needs to be endorsed through literature work because there is still a lack of stories that raise the Cheng Ho Mosque as the background of a story even though the Cheng Ho Mosque is one of the religious tourism destinations in Palembang.

Short story is one types of literature that can be used to endorse the Cheng Ho Mosque as a religious tourist destination in Palembang. Short story is chosen because it has three interesting characteristics. First, short story is the narrative in a short story is condensed, usually only focusing on a single incident and a few characters at most. A short story is self-contained and is not part of a series, so it takes short time to read the story. Second, Short stories are able to entertain its readers to enjoy imaginary the attractiveness of the Cheng Ho Mosque. Third, Cheng Ho Mosque in Palembang is one of the three Cheng Ho mosques in Indonesia which has a unique architecture that combines Chinese, local and Arabic cultures, making the Cheng Ho Mosque a religious tourist destination in Palembang. Short stories can be used as a media endorsement of the Cheng Ho Mosque because it has a short story line and only focuses on single incident so that it can entertain readers and provide information regarding the Cheng Ho Mosque as a religious tourist destination in Palembang.

The writer makes teenagers as audiences of short stories because the short story will raise the theme of romance. Where this theme is very prominent with the youth audience who are expected to be interested in and related to the existing themes of romance, according to the Regulation of the Minister of Health of the Republic of Indonesia Number 25 of 2014, teenagers are residents in the age range of 10-18 years. At the age of teenagers, they have begun to know the good and bad things from a reading that is read. Therefore, the writer makes teenager the audience of the short story.

To sum up, the writer is interested in writing a short story with the setting of Cheng Ho Mosque. which still not widely published, especially in the field of literature. In Novels and Films, the usual setting is the cities such as Bali, Bandung, Jakarta, Surabaya and Malang. And also, Cheng Ho in Palembang has a very strong Chinese architectural style, but it is also combined with the local, Arabic architectural style, which is the main attraction of this Cheng Ho Mosque. Short stories can be a way to endorse Cheng Ho Mosque as tourism destinations in Palembang and at the same time entertain readers with interesting and light stories to read. For that reason, the writer decided to write a final report entitled “Writing Short Story 'One Marvellous Day' for Teenagers to Endorse Cheng Ho Mosque as Religious Tourist Destination in Palembang”.

1.2 Problem Formulation

Based on the background above, the problem formulation of this final report is “How to write a short story?” This problem will be answered in the Final Report entitled ‘Writing Short Story 'One Marvellous Day' for Teenagers to Endorse Cheng Ho Mosque as Religious Tourist Destination in Palembang’.

1.3 Purpose

The Purpose of this research to find out steps of writing short story entitled “Writing Short Story 'One Marvellous Day' for Teenagers to Endorse Cheng Ho Mosque as Religious Tourist Destination in Palembang”

1.4 Significance of the Study

The results of this research will be of great benefit to the following:

- a. For the readers

For readers, it is expected that by reading the short story "One Marvellous Day" the writer hopes that readers can find out how to write a short story and get information about Cheng Ho Mosque as Religious Tourist Destination in Palembang. Furthermore, it is expected that readers can be entertained by reading the short story "One Marvellous Day".

b. For State Polytechnic of Sriwijaya

For The State Polytechnic of Sriwijaya, the writer hopes that this research can be one of the collections that can be a reference for State Polytechnic of Sriwijaya students who will conduct similar research.

c. For Palembang City Tourism Office

For Palembang City Tourism Office, the short story "One Marvellous Day" by raising the Cheng Ho Mosque as the setting of the story is expected to increase the interest of visitors to visit the Cheng Ho Mosque in Palembang.