

# CHAPTER I

## INTRODUCTION

This chapter discusses the background of research, problem formulation, problem limitation, objective, and benefits.

### 1.1 Background

Indonesia is an archipelagic country that is rich in culture (Asfina & Olivia, 2016). According to the Central Bureau of Statistics (BPS) in 2021, Indonesia has 16,766 islands. This makes Indonesia has a cultural diversity of tribes, customs, ethnicities, and others that has distinctive and unique characteristics from every aspect. Susanto, Nabila & Muasomah (2020) argue that Indonesia's diverse culture has become the identity of the state. Culture for the Indonesian people also plays an important role as the foundation of the nation.

One part of culture is traditional food. Traditional food is classified into intangible cultural heritage (Brulotte & Giovine, 2014). Traditional food is defined as authentic food product whose main production steps are carried out in a particular area at the national, regional, or local level, that have been around for a long time, and are part of culinary arts heritage (Reinders et al., 2019). Traditional food has been passed down and eaten from generation to generation.

In the era of growing globalization, traditional food has begun to be replaced with modern food. It is very important to preserve Indonesian culture to protect national identity in the rapid flow of globalization. One of the ways is by informing knowledge about traditional food to the next generation. Informing traditional food insight to the next generation is necessary to assure continuity of food culture (Nor et al., 2012).

Palembang, the city in South Sumatra, has a lot of traditional food. One of them is Maksuba. Maksuba is a traditional cake that has yellowish color and

blackish stripes in the middle that look like a layer cake (Kurnia, 2020). The unique thing about Maksuba is that it is made from duck eggs instead of chicken eggs (Setiawan, 2020). In Palembang, Maksuba is usually used as one of hampers from a groom to a bride at a wedding ceremony (Wahyudi, 2020). Likewise, according to the database of Balitbangnovda Sumsel (2013), Maksuba is classified into an intangible heritage. Because of Maksuba is part of the tradition of Palembang society and it belongs to historical relics, maksuba must be preserved for the next generation.

Nowadays, children as the next generation are more familiar with modern food than traditional food. Hence, it is appropriate to target children in efforts to preserve Maksuba as a traditional food. Children have a high learning ability. One of the ways in informing Maksuba as a traditional food to children is through literature. Literature is important for children because it can instill an appreciation of their cultural heritage as well as help children to develop emotional intelligence and creativity (Crippen, 2012). According to Roehl (2018), children's storybook can be a literature to convey information in an easy-to-understand way. Moreover, Roehl argues that children's storybook is equipped with characters that can be recognized by children, so that children can easily understand the understanding of society life.

Based on the explanation above, children's storybook is an appropriate medium to make a story that informs culture for children. The storybook is expected to add children's insight about Maksuba as a Palembang traditional food. Therefore, the writer is interested in writing the final report with the title of "Writing the Storybook "Kemas and the Magic Maksuba Village" for Children".

## **1.2 Problem Formulation**

Based on the statement above, the problem is formulated as follows "How to write the storybook "Kemas and the Magic Maksuba Village" for children?"

### **1.3 Problem Limitation**

To limit the problem, the writer focuses on how to write a storybook for children from 6 to 8 years old.

### **1.4 Objective**

The objective of this study is to find out how to write the storybook “Kemas and the Magic Maksuba Village” for children.

### **1.5 Benefits**

This study finding presented in this report is expected to provide information about the steps of writing a storybook. In addition, the research output, the storybook “Kemas and the Magic Maksuba Village” is intended to be a medium of entertainment as well as informing about Maksuba as a traditional food from Palembang for children.