

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Pagar Alam is one of the municipalities in South Sumatra Province, this is located about 298 Km from Palembang, the capital of South Sumatra Province. The existence of Pagar Alam city which is located at the foot of Mountain Dempo with cool air also makes it one of the income sources in the tourism sector.

However, the Covid-19 pandemic that hit Indonesia and even the world causes several tourist attractions to close, including tourist attractions in Pagar Alam. This is evidenced by statistical data from the Pagar Alam city culture and tourism office which shows a decrease in the number of tourist attractions in this city. There were 51 and 33 attractions in 2020 and 2021 respectively.

However, the decrease in the number of tourist attractions is not matched by the number of tourists who came to Pagar Alam city. This can be seen in statistical data from the Culture and Tourism Office of Pagar Alam city which shows that in 2020 there were 275,015 visitors and in 2021 it increased to 314,481 visitors.

The decline in the number of tourist attractions is not only due to the covid-19 pandemic. However, another factor that causes this to happen is the location of these tourist attractions. Some of these tourist attractions are difficult to reach because of bad roads and access to these remote locations. For example, the road to the Karang Waterfall is made of clay roads and it has not been paved, so not many visitors come there. Therefore, it causes less income for this tourist attraction and makes a lack of maintenance costs for this attraction, so it must be closed.

Based on these problems in tourist attractions of Pagar Alam and the success of *Sang Pemimpi* and *Laskar Pelangi* novels, the author took the initiative to reintroduce tourism attractions which are the main attractions in the city of Pagar Alam, so the existence of these tourism attractions can continue to attract the attention of tourists. The existence of these tourist attractions can be found in a novella.

Fiction books can be used as a medium for tourism promotion because the setting places specified in a story have succeeded in making readers interested to visit those tourist attractions. Two novels by Andrea Hirata, *Laskar Pelangi*, and *Sang Pemimpi* novels are examples of book fiction that have succeeded in making a positive impact on the tourism industry in the Province of Bangka Belitung Islands by increasing tourist visits, both local and foreign.

Based on *Badan Pusat Statistik* of Bangka Belitung Islands Province, the average tourist visits increased by 29 percent during 2011-2017. In 2017, it was recorded that tourist visits reached 380.941 people, so which means an increase of 30 percent compared to the previous year. These data prove that *Laskar Pelangi* and *Sang Pemimpi* novels can have an impact on increasing the number of tourist visits after the two novels were published. This increase occurred because of the attractiveness of the setting places in the novels so many tourists visit these tourist attractions such as *Lengkuas Island* and *The Andrea Hirata Literary Museum*.

The writer chooses a novella because the number of pages is not as large as a novel, so it is lighter to read. As supported by Casano (2012), the novella is a literary genre of written fiction that is shorter than a full-length novel but longer than a short story about 60 to 120 pages or 7,500 to 40,000 words. In addition, reading a novella can make readers feel like playing a character in the story because the readers will enter the story when reading it. Besides being able to be published offline, the novella can also be published online, including through the Wattpad app, and is written in English so that it can be read by readers throughout the world.

The author decided to write a novella script entitled "Family's Doll" with the inspirational genre with narrative writing, so it can attract the reader. Therefore, the author decided to write a final project report entitled "**Writing A Novella Entitled "Family's Doll" to Introduce Some Tourism Attractions in Pagar Alam**". In this novella, several tourist attractions in Pagar Alam can be included in the story by adding a little description of the atmosphere in these locations. The introduction of several tourist attractions in Pagar Alam is expected to arouse the curiosity of the readers about the names of tourist attractions.

## **1.2. Problem Formulation**

Based on the background above, the problem formulation of this final report is how to write a novella entitled “Family’s Doll” to introduce some tourist attractions in Pagar Alam.

## **1.3. Research Purpose**

Based on the problem above, the research purpose of this final report is to find out the steps in writing a novella entitled “Family’s Doll” to introduce some tourist attractions in Pagar Alam.

## **1.4. Benefits**

The research findings described in this report are expected to be useful for the readers to get information about the steps of writing a novella. In addition, the production output of the novella “Family’s Doll” is expected to be entertainment for readers and knowledge provision of some tourist attractions in Pagar Alam.