

CHAPTER I

INTRODUCTION

This chapter discuss about background, problems formulation, research purpose, and benefits.

1.1 Background

Palembang, the capital of South Sumatra province, is a city with a long and rich history. Palembang City is the oldest city in Indonesia dating back to at least 1324 years old if based on the Srivijaya inscription known as the Kedudukan Bukit Sriwijaya. According to the inscription which is dated 16 June 683. University Repository. (2011). Known as one of the oldest cities in Indonesia, its history dates back to the 7th century when Palembang was the centre of the Sriwijaya Kingdom, a maritime empire that was very influential in Southeast Asia. Over time, Palembang continued to develop and became one of the centres of culture and trade in Indonesia. Palembang's culture reflects a diverse historical heritage, seen from language, art, customs, to culinary. The Palembang language has a distinctive dialect that differs from standard Malay, while the beautiful and intricate art of songket cloth is one of the city's pride. Palembang's customs reflect a blend of local culture and a strong Islamic influence, for example the traditional Palembang wedding ceremony is rich in symbolism and rituals. In addition, Palembang's culinary specialities such as pempek, tekwan and model are widely recognised throughout Indonesia, adding to the rich culinary culture of the archipelago.

One of Palembang's most famous landmarks is the Ampera Bridge. Built in 1962 and inaugurated in 1965, the bridge was originally named Bung Karno Bridge in honour of Indonesia's first president, but later the name was changed to Ampera Bridge, which stands for Amanat Penderitaan Rakyat. Connecting two parts of the city separated by the Musi River, Seberang Ulu and Seberang Ilir, the bridge is not only a physical link but also a symbol of the unity and development of Palembang. The bridge's distinctive structure with twin 63-

meter towers makes it a major tourist attraction and an iconic symbol of the city.

The awareness of the local community regarding the historical importance of the Ampera Bridge has increased in recent years. Many initiatives have been undertaken by the local community, government and the private sector to promote this historical knowledge to the younger generation and tourists. Local history education in schools has been strengthened with more in-depth material on the Ampera Bridge and its role in the development of the city. In addition, various cultural activities such as annual festivals, photo exhibitions, and writing competitions are held to raise public awareness. History digitisation efforts were also made with various social media platforms and websites featuring historical information and old photos of Ampera Bridge, helping to expand the reach of information and attract the younger generation who are more familiar with technology.

There are many print media promotions issued by the government in order to promote the Ampera Bridge to raise awareness of the local community and introduce the Ampera Bridge to the wider community. However, many people tend to feel bored with printed media such as banners, banners, magazines, newspapers, pamphlets, bouquets, and others.

Therefore the writer took the initiative to attract readers' interest in reading and raise public awareness about the history and preservation of Ampera Bridge by write a novelette entitled "7227 Seconds to Be with You". This novelette carries a romantic theme wrapped in the history of the Ampera Bridge, hoping to provide a new and more interesting perspective for readers. In this story, readers are not only presented with a heart-stirring romantic plot, but also information about the history of the construction of the Ampera Bridge, its important role in the development of Palembang city, and the symbolism contained in each element of the bridge. Through this approach, I hope readers can feel the importance of Ampera Bridge not only as an infrastructure, but also as part of Palembang's cultural and historical identity.

The writer chooses a novelette because the number of pages is not many as a novel so it is light to read. As supported by Cassano (2012), the novelette is a literary genre of written fiction that is shorter than a full-length novel but longer than a short story. It is about 7,500 to 17,000 words. Literary work that is rarely heard for novice readers. They already understood the types of written works in the form of stories such as novels, novellas and novelettes. Not like novels in general, novelette is fewer but more interesting for readers. In addition, reading novelette can make readers feel like playing a character in the story because the readers involve in the story when reading it.

The publication of this novelette is expected to maximise the media promotion of Ampera Bridge and at the same time increase public interest in reading. With a flowing and heartfelt story, readers are invited to be more aware of the great history and culture of Palembang, as well as the importance of maintaining and preserving the Ampera Bridge as an icon of the city.

As part of the promotional efforts, the novelette will be distributed through various platforms, both print and digital. Through collaborations with libraries, bookstores, and e-book platforms, we hope to reach more readers. In addition, various promotional activities such as book discussions, book reviews, and script reading events will also be organised to attract public attention and foster a sense of love for the Ampera Bridge and the city of Palembang.

With the publication of this novelette, the writer hopes to make a real contribution in promoting Ampera Bridge and raising public awareness of the importance of preserving this historical icon. Hopefully, through this story, more people will be inspired to appreciate and preserve our shared cultural heritage.

1.2 Problem Formulation

The problem formulation of this final report is how to write a novellette Entitled “7227 Second To Be With You”.

1.3 Objective

Based on the problem above, the purpose of the research is to find out how to write a novellette to introduce the culture and tourist attraction through a story about history of Ampera

1.4 Benefits

The benefits of this final report are:

a. For writer:

The writer's is knowlegdeable to write a novellette and conclude the moral story of this novellette.

b. For the students:

- 1) This study could give more information about Ampera Brigde as the Palembang's iconic tourism
- 2) This study enhance the knowlegde in terms of writing novellette

c. For State Polytechnic Sriwijaya

This study expected to enrich the library informtion about culture and tourist attraction in Palembang.