

CHAPTER 1

INTRODUCTION

1.1 Background

Folktale comes from the community and grows in the community in the past which has characteristics of cities or places. Folktale has an element of cultural richness and history in every city or place told. Usually, folktale tells about an event in a place that become the origin of the legend of the place. There are several types of folktale such as fables, myths, legends, and etc. According to Danandjaja (2007 in Fuzy, 2013) fable is a folklore character that the culprit in the form of an animal, and the animal can behave like human beings. For example, a clever Kancil and the cunning wolf story. Myth is a story in which the gods or sacred nature and stories full of mystical for example, the story of Nyi Roro Kidul, the goddess, and the saga of the Boma. A legend, a story that describes the origins of the occurrence of a place, for example, the story of the origins of Banyuwangi, the origin of the Lake Toba, and formation of Tangkuban Perahu. Relic in Central Java is famous with the story "new Klinting".

Legend is a folklore that is considered to have actually happened, but it is not considered to be sacred. Legend is played by humans although it might deal with properties and is often assisted by magical creatures. There are so many legends in Indonesia because Indonesian people consist of various ethnics who have many different cultures and histories.

Basically, Indonesian folklore is full of elements such as culture, level of education, social conditions in the community, religion and beliefs, political conditions, economy, law, etc. Folklore also adds language proficiency and increase appreciation of literature. The more often this folktale is told, the easier it is to remember. Later this will indirectly help to develop cultural awareness and preserve the cultures of Indonesia itself. Palembang is the capital city of South Sumatra province that has a lot of legend stories such as Si Pahit Lidah, Legenda

Pulau Kemaro, Asal Mula Nama Palembang, etc. One of the famous legends in Palembang is Ratu Bagus Kuning dan Siluman Kera.

Nowadays, we know that in this era the legend is hardly recognizable by kids because kid's stories have evolved into modern stories such as story about superheroes in comics or fairytale animations. One of the main factors that influence the consumers in purchasing the book is the packaging. Whereas in terms of appearance, most of the Indonesian folklore books do not illustrate their packaging like book covers, contents or additional contents with drawing or pictures in the book. The folktale books are presented in the format of black and white, no colors. Besides, kids prefer using gadgets because there are large numbers of applications and games that are interesting, educational and interactive, so the kids prefer to play and read at gadgets.

Therefore, the writer wants to design story book for children which is attractive by adding animations and images in the story book of legend called Ratu Bagus Kuning dan Siluman Kera. This book is created to improve moral education to children or guidance in life and get to know more about folktale in Palembang.

1.2 Problem Identification

In this modern era kids prefer to play with gadgets, because with the advancement of technology it is easier for kids to search for information as well as interesting things like games, using social media like twitter, face book, etc than reading story books. According to kompasiana.com there is a lack of animation or cartoon movies for kids on television. The cartoon films were now replaced by television shows that are mostly aimed at teenagers even adults such as music program, infotainment news, sinetron, etc. Also kids' reading interest is still very low due to several factors such as the legend that is too monotonous, stories packaging and images that unattractive or even the lack of drawing book story of a legend for kids.

1.3 Problem Limitation

The writer limits this research in How to design the interesting story book about Ratu Bagus Kuning dan Siluman Kera. The story book is hope easy for kids to comprehend in order to develop their reading interest.

1.4 Problem Formulation

Legend is the culture richness of Indonesia. It needs to promote legend to the young generations by making a good design story book for kids, especially the story about Ratu Bagus Kuning dan Siluman Kera in Palembang. So the writer will make this book more interesting by using animation pictures and make the kids easy to know more about legend Ratu Bagus Kuning dan Siluman Kera. The problems that the writer will discuss and try to solve are:

1. How to design Ratu Bagus Kuning and Siluman Kera story book that are suitable for kids?

1.5 Research Purpose

The purpose of this final report are:

1. To know how to design Ratu Bagus Kuning dan Siluman Kera that suits the kids.

1.6 Research Benefit

Benefit for the writer:

- a) The writer can understand how to design a story book that suits for kids.
- b) The story book can be a media for the writer to improve the creativity to design kids' story book.

Benefit for kids:

- a) Giving information and knowledge to the kids about the legend of Ratu Bagus Kuning dan Siluman Kera.
- b) The kids can get the moral values from the story.