

CHAPTER I

INTRODUCTION

1.1 Background

Culture is the history thing that must be keep and develop from the first generation to the next generation containing many elements such as religion, language, customs, and also the old creation that is usually still preserved until now (Jatijajar, 2015). One of the things that is still preserved and the most prominent is culinary food. Culinary food is the most favourable and memorable thing because food is the unique thing. Especially in Palembang, the culinary food is very diverse and different taste. One of the special food in Palembang is Pempek. Pempek is the one of recipe foods eaten with Cuko from the ancestors and still maintained by this next generation. The creation from the ancestors although in physical or material is really needed to be maintained because it makes the next generation know about it. People can enjoy that traditional food, and how good it is when the traditional food as the theme of storybook with a new imagination because a great nation is a nation which grows a story from the cultural roots.

A story book for children is the most effective ways to introduce the culture for the new generation. According to Addien (2012), children's storybook is a story for children which containing a simple story and simple sentences and has moral values. Children are good recipients of information and good learners. They can analyze all the things around them by what they see and what they hear. Choosing the right words, themes, and characters in the storybook, it is very important to shape their characters. Sometimes, a storybook for children containing a bad story which does not match with the ages and imagination for children, such as containing a violence, a pornograph, and also hateful things that make the children unconsciously imitate that story. It is in line with moral values that contains in the storybook. Moral values are the important thing and must be taken care when the children want to read a book for children.

Overall, to distribute some stories need some medias. Filyamma (2012) says that a storybook is the one of media to give a moral value for children that usually contain a good characteristic of the characters in the story. A picture book is one of books that easily attracts the children for reading. Bunata (2010) cites that a picture storybook as a media to give a moral message from the picture illustration (as cited in Setiawan, 2013). This suggests that children can imagine the story directly with the illustration. Based on these assumptions, to make it more interesting and motivating the children, the use of storybook can deliver creative imagination for children without losing the culture of themselves (as cited in Marzuki, 2012). Usually a picture of storybook contains some entertainment for children, but sometimes the story does not contain about the culture or the asset of the city.

In this study, to distribute a good story for children, a media is really needed. A picture storybook is not only containing an entertainment, but the story its better contained a story about the asset of the city especially Pempek as a culinary food in Palembang with a new concepts to introduce the culinary things for children and also have a moral values. However, moral values are not only introduced from the full character, but also it can be used from the other character such as Pempek and Cuko to make a new imagination as tough it were life. Mostly, the children know more about other cultures than theirs. So no wonder if the character of the children and the knowledge about culture local value is decreasing. The writer makes this report with the title "Designing Storybook "The Friendship of Pempek and Cuko" for Children".

1.2 Problem Identification

Based on the problem formulation above, the writer identified the problem identification into three points. First, the lack of availability of storybooks that suit children at the age 6-9 years. Second, the lack of children's story containing culinary food in Palembang. Third, the lack of medias that can be a means to develop children's knowledge about their cultural roots.

1.3 Problem Formulation

Based on the background above, there is the problem formulation of this report:

- How to design the storybook telling about Pempek's and Cuko characteristics related to moral values?
- What moral values should be equipped in the storybook for 6-9 years old?

1.4 Problem Limitation

The scope of this final report is about storybook for children, especially in designing a storybook that suits children at the age 6-9 years. The writer focuses on how to design a good storybook with good moral values, to introduce the asset of the city especially in culinary food of Palembang to children and the other considerations in order to attract children's reading interest.

1.5 Purpose and Benefit

1.5.1. Purpose

- to know how to design the storybook telling about Pempek's and Cuko characteristics related to moral values.
- to know what moral values should be equipped in the storybook for 6-9 years old.

1.5.2. Benefit

Benefit for the writer:

- the writer can understand how to design the storybook telling about Pempek's and Cuko characteristics related to moral values.
- the writer can understand the moral values should be equipped in the storybook for 6-9 years old.

Benefit for children:

- Children get the moral values that can they used as moral lessons from this story.
- This storybook can be a media to improve children's knowledge about their cultural roots.
- Children can improve their reading skill as we know at the age 6-9 years it is the age to learn something included reading skill.