CHAPTER I
INTRODUCTION

1.1   Background

Culture is behavior patterns and mindset owned by a society who inherited from generation to generation to make it the identity or character of the society. Almost every region would have their own culture that makes it the characteristic or identity of the region and also it makes distinction with another region. The example of cultures are human intelligence, customs, language nobleness, traditional dance, traditional houses, traditional costumes, folk songs and folktales (Linton, 2015; Taylor, 2015; Hoenigman, 2011).

Folktale is a story derived from ancient society who believe and delivere from generation to generation in the area where they live. Folktale itself is characteristic of a society with diverse cultures include a rich culture and history owned by each of region. However, because the folktale is originated from ancient times, folktale is not known who is the author. And also because the folktale was delivered from generation to generation, the story often evolve and it has many variations, so it is unknown which one is the original story. Usually folktale in a region related to the heritage, customs or beliefs and history in the region (Hutomo:1991).

However over time, folktale begins to be abandoned and ignored. It can be said that the folktale is gradually extinct now. The example of the folklore that slowly disappear is folktale of "Semesat and Semesit" from Lahat. Many people do not know this folktale and it is no exception the local society of Lahat. Because the development in modern era, many people leave the ancient civilization including ancient cultures. It also causes the loss of confidence of the people to retell the folktales itself. The habits of the people to retell the folktales for the next generations decreases time to time.

Therefore we need a media to reintroduce the folklore that slowly disappear. There are some ways to reintroduce the folktales such as from magazine, newspaper, internet, storybook, and so on. Those ways can attract everyone from

children to adults. Especially the children are more interested in knowing some folktales than adults. The parents can introduce the folktale for their children from storybook. From storybooks, the children can know the folktales and the children will easyly understand them.

In addition, the children can learn about some places and the important of reading a book from the storybooks. Of course, the children will be excited to read a storybook because the content is more interesting such as the picture, colour, and so on. The children will also imagine the folktale by the storybook. There are some advantages from reading a storybook for children such as making a good relation between parents and the children, making the children learn a new word and new concept, stimulating the growth of the children's brain, increasing skill of hearing, implanting interest of reading, increasing of curiosity, developing the imagination, instilling the value of religion, moral, ethics and building a good personality, and adding new knowledge for the children. Those are very important for children in their growing time (Komarudin, 2017; Hidayah;2017)

Moreover, parents can teach about some moral values from the folktale of some places. the folktales of some places usually have a moral values that can positively contribute for the children. That is very important for the children. In short, moral values need to be sticked to the plot of the story.

Some storybook have been written by some authors like "Designing Ratu Bagus Kuning and Siluman Kera Storybook for Kids (2016)", "Designing Storybok of The Legend Si Pahit Lidah and Si Mata Empat for the Children (2016)", and "Designing a Storybook the Legend of Bagus Kuning for the Children (2016)". The differences with the current research are in terms of the language used by the writer for the storybook used English with the words that were more easily understood by children, it is added with interesting animation. The content of storybook is folktale that people do not know before such as the folktale of Semesat and Semesit. In this current research, the writer wanted to reintroduce and promote a folktale to become a storybook. The title of the research was "Designing the Storybook Telling about the Folktale of "Semesat and Semesit" for Children."

1.2   Problem Formulation

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

a. How to design the storybook telling about the folktale of Semesat and Semesit for children?

1.3 Purpose and Benefit

1.3.1 Purpose

The purpose of this final report were :

a. To know how to design the storybook telling about the folktale of Semesat and Semesit for children.

1.3.2 Benefit

The benefit of this final report were :

a. For the writer

1. The writer can understand how to design the storybook telling about the folktale Semesat and Semesit for children.
2. The writer can tell about the folktale Semesat and Semesit from for children.

b. For the children

1. The children get the moral values from the storybook of the folktale of Semesat and Semesit.
2. The children are interested in reading the storybook of the folktale of Semesat and Semesit.
3. Giving the information and knowledge to the children about the folktale of Semesat and Semesit.
4. This storybook can be media to improve children's creative imagination.