

CHAPTER I

INTRODUCTION

1.1 Background

Kemaro Island is well known with the legend of ‘true love’ between prince of Chinese named Tan Bun Ann and princess of Sriwijaya named Siti Fatimah. This story is well known by people of Palembang. However, in modern era this story begins to lose its existence. (Wardhana, 2008) says that the legend has lost existence although the legend has been ever made which are versions.

This story has ever been made in many versions. First, this story is packaged in a storybook. According to (Nusa, 2008) the story book has been ever produced about the legend of Kemaro Island which the title is *366 Cerita Rakyat Nusantra*. However it is unsuccessful and ineffective, even they sold with low price but it does not make people buy it. (Putra, 2013) states that Toko Buku Kanisius has ever supplied the stories of legend included Kemaro Island, but it was fewer customers and the first reason is the design is not interesting. The second reason, there are fewer authors who writes folktale with traditional culture of Indonesia base. The third reason is many parents prefer foreign folktale, e.g. Disney, twenty century, etc. (source: toko buku kanisius)

The second version is theatre. Haerkötter (1971: 166) says that theatre is literature work which performed with dialog and action. This story is performed in a theatre and it is expensive. According to Wibowo (1972) there are many reasons that theatre is expensive. The first reason is the theatre needs more artists and costumes for artists. The second reason is the theatre needs a lot of budget starting from the property to make the stage is interesting, renting the room for the performing the story and paying artists for their acting.

The third version is digital. It is the ineffective way to tell the story of legend between prince of Chinese named Tan Bun An and princess of Sriwijaya named

Siti Fatimah or another story. Firda (2011) says the method of digital needs a lot of human resources and software and hardware. So that the value can be achieved that it makes the promotion can be reached. Moreover Lembing (2011) states that digital is ineffective way, because it is very dependent on the internet network, although this way can reach all people, but if the internet network is disruption, it will failed and error and its reason is Copyright infringement. Next it will create plagiarism.

Other way to tell the story about Kemaro Island to remember Tan Bun An and Siti Fatimah is using a scrapbook. According to Amoet (2014) the meaning of scrap is *used goods* and book is *book*. Scrapbook is the art of sticking a photo or picture with notes or stories from someone or family either about the tradition of family, and happy or sad memories. (Hardiana, 2013) states that scrapbook is an effective medium to tell a story of love Tan Bun An and Siti Fatimah, because scrapbook needs low cost. According to Jannah (2013) scrapbook can be as learning material and scrapbook has efficient, unique, and innovative product characteristics. Besides that scrapbook is creative and innovative way related to promote the folktale.

Based on the description above the writer decided to choose the title “Designing a Scrapbook about the Love Story between Tan Bun Ann and Siti Fatimah” for her final report.

1.2 Problem Identification

Based on the explanation above the writer identifies problems in this final report into some points that many people still have a little information about the story of Kemaro Island and the writer will promote the story using scrapbook as the way to introduce Kemaro Island.

1.3 Problem Limitation

Based on problem identification above, the writer limits the problem into two points, they are about introducing Kemaro Island to promote the history of

Kemaro Island and using Scrap Book of introduce Love Story Tan Bun Ann and Siti Fatimah.

1.4 Problem Formulation

Based on problem formulation above, the writer formulates the problem into point that how to design a scrapbook is about the love story between Tan Bun Ann and Siti Fatimah to the tourist.

1.5 Research Purpose

The purpose of writing this final report is to know how to design a Scrapbook about the Love Story between Tan Bun Ann and Siti Fatimah as media to introduce and promote it.

1.6 Research Benefit

The benefits of this final report is to give information to English Department student State of Polytechnic Sriwijaya and Tourist of Teenager about how to design a scrapbook about the love story between Tan Bun Ann and Siti Fatimah by using Scrapbook.