

CHAPTER I

INTRODUCTION

In this chapter, there are several points the writer would like to discuss about, such as: background, problem identification, problem limitation, problem formulation, purposes, and benefits of writing this final report.

1.1 Background

In the last decades, tourism has experienced continued growth and increased diversification, becoming one of the largest sources of economic activity in the world, travel and tourism generates economic activity worldwide. Salehi and Farahbakhsh (2014) state that today's tourism has become a multinational business of global importance.

Tourism is not only one of the world's largest, but also one of its fastest growing industries. The business volume of tourism today equals or even surpasses that of oil exports, food products or automobiles, offering millions of direct entry points into the workforce, and a diversity of investment opportunities for young entrepreneurial talents. Tourism has become one of the major sectors in international trade, at the same time representing one of the main income sources for many developing countries. The importance of tourism and the entry of many new tourist destinations into the market have forced many areas all over the world to go for introducing tourist places in their respective cities.

There are many media to introduce tourism destinations in an area. Magazine, Booklet, Video, and Social media are some examples of media to introduce tourism destinations in a particular area. They are really used in common. However, there is another medium that can be used to introduce tourism destinations, it is story.

Through the setting places in story, people who read it can know the representation of the places. Story can give more meaningful impressions of the places of which the story takes place to public. It is in line with what Bloom (2008) stated that writing a story of which theme is locale can introduce the area

to public and the setting place where the story takes place impliedly gives information about the area.

The Hobbit is an example of story which has raised the beauty of New Zealand. It succeeded to introduce some places in New Zealand, such as: Alexander Farm, Matamata city, Queenstown, Pelorus river and so on. In addition, Laskar Pelangi is also a successful locale story which has raised the name of Belitung island. Furthermore, Ghyna Amanda also succeeded to introduce the historical places in Bandung through her story entitled The Heritage.

Those stories have proven that writing story as a medium to introduce tourism destinations really works. However, this medium is not well-known and commonly used in Palembang's tourism industries. There are only very few stories that raise the tourism destinations in this capital city of South Sumatera.

Therefore, the writer is interested in writing a novella to introduce some tourism destinations in Palembang. A novella is chosen because the amount of pages is not too many as novel, so that it is light to read. It is in line with Gillespie (1967) in Bloom (2008) stated that novella is lighter to read than novel because novella has fewer pages than novel does and the story in novella is less complicated than in novel.

Writing a novella can give another alternative choice through a medium of writing to introduce tourism destinations in Palembang. A novella is flexible by means it can be brought to wherever and no need internet access. In addition, the novella is able to be uploaded to the internet through a web like Wattpad. In this case, the writer offers a novella either by online or offline. So, the writer decides to write the report entitle **“Designing A Novella to Introduce Tourism Destinations in Palembang.”**

1.2 Problem Identification

Based on background above, the writer identifies that there are many tourism destinations in Palembang, but they have not been explored yet. In addition, the media used to introduce or promote them are only sporadic, so they do not give so much positive effect to Palembang tourism industry. There are

many tourism destinations that have not been documented in form of fiction writing. Based on the problems above, the writer formulates the problem into: how to design a novella to introduce tourism destinations in Palembang.

1.3 Problem Limitation

In this final report, the writer will design a novella in which setting places are *Kampung Kapitan*, *Kampung Firma*, *Kampung Arab Al-Munawar*, *Pulau Kemaro*, *Sekanak area*, *Sungai Musi*, and *Benteng Kuto Besak*.

1.4 Problem Formulation

Based on the problem identification and limitation above, the problem formulation of this research is how to design a novella containing tourism destinations in Palembang as the setting places.

1.5 The Research Purpose

The purpose of this research is to find out the steps in designing a novella containing tourism destinations in Palembang as the setting places.

1.6 The Research Benefits

1.6.1 The writer

- a. The report will help the writer to complete the requirement to finish a study in English Department at State Polytechnic of Sriwijaya.
- b. The report will add the writer's knowledge both in English grammar used and writing novella.
- c. The report will help the writer to improve the ability of English writing and get the experience of writing a novella.
- d. The report will help to introduce tourism destinations in Palembang, especially *Kampung Kapitan*, *Kampung Firma*, *Kampung Arab Al-Munawar*, *Pulau Kemaro*, *Sekanak area*, *Sungai Musi*, and *Benteng Kuto Besak*.

1.6.2 The readers

Here, the targets of readers are teenagers in range 12 years old to 24 years old. Teenagers are chosen as the target since the novella is in romance genre that is one of the most favorite genres in teenagers. Also, the majority of tourists commonly come in that range of ages.

- a. The report will enrich the readers' knowledge about tourism destinations in Palembang.
- b. The report will help the readers know how to write novella.
- c. The report will help the readers see a novella as another alternative medium used to introduce tourism destinations in an area.