

## CHAPTER I INTRODUCTION

This chapter discusses the background of the research, the formulation of the research problem, the limitation and the research question. It also discusses the purpose and the benefits of research.

### 1.1 Background

Indonesia is known as a multicultural country, because of its diversity of culture, tradition, custom, ethnic, race, and religion. The diversity of culture in the society of Indonesia is very complex as it can be seen from the number of literature which has been developed in society including folklore. One of the types of folklore is legend. From the lexical meaning, legend is a story coming down from the past regarded as historical (Webster, 2018). Legend is transmitted orally from generation to generation. Legend become a part of Indonesian culture, because of every region in Indonesia has its own legend.

There are some legends which are well known among Indonesian society and come from different region in Indonesia (Maulana & Prasetya, 2015). For example, the legend of *Malin Kundang* comes from the western part of Sumatera Island which tells about a man who behaves badly toward his mother, so he transformed into a stone and until now we can find evidence of the legend. *The legend of Lake Toba* from North Sumatera which tells how the lake is shaped, Java Island has also some famous legends such as: *The legend of Tangkuban Perahu*, a story about a son who in love with her own mother; *Roro Jonggrang* a story of a beautiful woman who was cursed to be a statue for having cheated and until now the statue is in the Prambanan Temple; and *Jaka Tarub* a story about a man who lied and was not keep his promises. Those legends mentioned above have been published in some media or even promoted to become films.

However, there are still many legends from other regions in Indonesia which are not so popular in Indonesian society. One of the examples is the legend from one of the region in South Sumatera, Musi Rawas. Musi Rawas regency, with its capital city *Lubuk Linggau* has a legend called *Silampari*. This legend has

historical value about the other name of *Lubuk Linggau* city. Unfortunately, this legend is not so popular in Indonesian society. It might be caused by the negative impacts of globalization era. As Agustin (2011) stated about the negative impacts of globalization era that in globalization era, people are more likely to imitate the culture from other countries rather than to know and to preserve their own culture heritage. Children, without any exception in globalization era, also like to search entertainment from their gadgets. They download and play games online on their gadgets or watch video and films on some applications. For example, nowadays many children prefer playing game online like Mobile Legend. These children start to forget their own cultural heritage as they are more exposed to the new information from other sides of the worlds through internet access as a result of globalization.

Consequently, the local entertainments like local legends begin to be forgotten. Moreover, people will forget or even have no idea about their own local legend. In fact, the legend has moral values which can be useful for societies' life. The societies do not realize the importance of knowing the legend. In fact, by knowing their own legend, the local people can enrich their historical knowledge, know their own custom, know their ancestor views of life and belief, and also the activities of their own community (Sarmadi, 2009). This means knowing their own local legend would benefit to the existence of the local culture itself. Therefore, it needs to preserve the local legend as a medium for maintaining the cultural heritages, including legend, in order to preserve the richness of culture treasure of Indonesian.

There are some ways to reintroduce or to maintain the existence of the legend in society such as from magazine, internet, storybook, and so on (Kafilah, 2017). Those ways can be used to attract everyone, from children to adults, to know the legend and learn the culture of their own region. Moreover, it is important to introduce the legend to the children because of some reasons. First, the legend can be a medium in learning and developing their education characters. As Subiyantoro (2012) argued that in developing children's characters should be comes from the socio culture of the local community. It also can be done by

introducing the character of a legend as it has significant impact towards children's morality and character (Soetantyo, 2013). Second, it can be a medium in learning history. Since folklore including legend which tells a story happened in the past, and it is the real fact of history (Riyanton, 2017). Besides, it also a medium in knowing and accepting different cultures. By having knowledge about legend from other region, the children will assume that Indonesia consists of different customs and culture. Therefore, they will be able to interact with the people who have different background (Irkham, 2017).

Based on the phenomenon above, the writer was interested in reintroducing and maintaining the legend from *Musi Rawas* namely *Silampari* through a storybook. In addition, Puspitasari (2016), argued that a storybook is a media which supported by pictures containing messages that can explain the contents of a story. Besides, it is also used to educate and entertain children.

Moreover, there are some advantages to use a storybook to inform a legend comparing to use electronic media. Firstly, it is a good medium as it is visible, portable and cheaper, while if electronic media needs electricity and internet connection. Secondly, it is safe for children's eyes because it is not showed on screen or monitor just like in electronic media which has bad impacts for children's eyes. Moreover, Sunarti (2016) argued that using electronic media or gadget can affect children's cognitive development and children's speaking skill because of the lack of interaction with other people, which caused by the limited of new vocabulary.

Therefore, having the information in previous sections, the writer decided to design a storybook to introduce and maintain the legend of *Silampari* as one of the cultural heritages of Indonesia for children. It was expected that by reading the storybook, the children would get some advantages such as expanding historical knowledge, improving creativity, developing of imagination, learning English and improving speaking skill. The fact that the place was not popular enough among domestic tourists even by international tourists as it is one of the tourism destinations in South Sumatera. Hopefully, the designing storybook telling about the origin of *Silampari* would not only introduce the local culture to the children

but also promoted one of the tourism destinations in South Sumatera. Hence, the writer decided to design a storybook for children entitled ‘the origin of *Silampari*’ as the final project.

### **1.2 Problem Formulation**

The problem of this final project report was formulated into a question: what are the steps in designing storybook telling about the origin of *Silampari*?

### **1.3 Problem Limitation**

To limit the problem, the writer only focused on designing a storybook for children about the origin of *Silampari* in two languages: English and *Bahasa Indonesia* versions. The English version was expected to be read by foreign readers, so the story would be known internationally. Whereas the *Bahasa Indonesia* version would assist the local readers to understand the message of the legend.

### **1.4 Research Purpose**

The research purpose of this final project report was to investigate what the steps to design storybook for children telling about the origin of *Silampari*.

### **1.5 Research Benefits**

The result of this final report provided some benefits for tourism department, children, cultural heritage of Indonesia and the writer herself. First, for tourism department, the product about the origin of *Silampari* would assist tourism department to preserve and promote local culture in the form of folktale including legend in order to attract visitors from other place to visit the place of the legend especially in *Musi Rawas*.

Next, children would get moral values, know other cultural, develop their imagination and improve their English by reading the English text in the storybook. They also would get information and expand their historical knowledge. Besides, by having this storybook would maintain the existence of local culture as children read it and know their own culture. Finally, through this research, writer had chances to improve her writing skill and gain knowledge about designing printed media for promoting a legend.