

CHAPTER I

INTRODUCTION

1.1 Background

Culture is the closest thing that can be found in daily life. Tradition and folklore form a culture that is united in certain area, of course it has some boundaries and norms that are still obeyed by local people who have these cultures and habits.

Folklore is a story that comes from society and thrives in society. It is spoken orally so that folklore is often referred to oral literature. Generally, the author of folklore is an anonymous or unknown author.

Indonesia is a country which its people live in diversity. Indonesia is rich with folklore spread all over the country. Indonesian culture is very diverse and it is manifested in regional literature throughout the archipelago. In every region, it has its own folklore, but it is contrary to the lack of knowledge of the folklore as well as the lack of interest and interest in the story itself. One of the region in Indonesia is South Sumatera.

South Sumatera as one province of Indonesia is famous for its historical places and the culinaries. Ampera bridge is one of iconic places and historical place in South Sumatera. There are also pempek, celimpungan, mie celor, pindang and many more as the typical food from this place. Besides food and hystorical places, South Sumatera is also known for its folklore. For example is The Legend of Kemaro Island. It talks about a love story between Siti Fatimah and Tan Bun An, but the ending of this story is very tragic. In this region, there is also a folklore called Mak Sumay, but it is not well known in many places.

Folklore is one of the entertainment tools for the pople. The function of folklore other than as entertainment also serves as a means of education, it is preserving cultural heritage, as local wisdom, the origin of the legend of a region, or the reference of a story. Besides, folklore also has a deep moral values and norms, so it can be a life guide for the people. The message or advice will be more easily accepted if it is given in an engrossing story.

At the same time, folklore also has negative effects. The negative effects of folklore are a lot of fantasy, dreaming of sometimes unreasonable things and wishing miraculous things will happen in their life. Not all things in folklore can be taken away, but sometimes appropriate interpretation is necessary. For example, in the story of *Si Kancil*, having a negative message such as it does not matter if we deceive people for their own sake, it does not matter if we are cunning to be unlawful and free from mistakes. Another example is the story of *Bawang Merah dan Bawang Putih*, in the story that the character of the antagonist is so dominant and a lot of luck. However, because of the amount of luck it makes Bawang Merah greedy, arrogant and wants everything so that it backfires to her and ends in misfortune. Sometimes, this situation makes a story so popular. It proves the antagonist is so influential in a story and without realizing it to be a role model for some people.

However, Folklore is one of the oral traditions that has cultural values that have been forgotten by most people at this time. This happens because the source of the folklore that comes from older people who have mostly died, and it isn't forwarded to their offspring. There is a different version of the story in one village. There is even a story that is only partially remembered so as not to get the whole story. The storytelling of folklore that is not wholly or completely unknown like that is very possible cultural values contained in the story will be lost. Furthermore, The society is experiencing a moral crisis due to the acceptance of culture that was originally considered civilized and more modern. In reality, the development of society often accepts cultures that are inconsistent with the basic culture it possesses.

Otherwise, as the young generation many young people are starting to promote the folklore and turn it into something interesting. Like in a collection of stories made into a book, performing a drama, in a film or TV series and pack it in comic.

At this time, the folklore enhancement can be more modern with the help of technology. One of it is a short film. It is a good packaging to introduce the folklore that grows in the community itself to other people. Most of the short

films are less than 60 minutes long with fictional storyline. Surely the production of this film is supported by several things such as story ideas, scenarios, and the selection of characters that fit to portray each character in the story that makes the story alive.

Even though this technology is the nearer aspect of the young generation, unfortunately the interest in using short film as the media of spreading the folklore has not been used widely. It's still a rare medium that used by the people to introduce the culture, to advertise a tourism places, or to tell the traditional story that happened in a region. We know that every place in the world has its own story, it can be something picturesque or even a nightmarish one. Nowadays, people like to watch, listen and read something, and then they will spread it while they are talking with people around them in their daily life. The lack of script-making films is one of the factors that make short films are not widely used as a medium to promote the folklore. The writer wants to make a script to facilitate the making of a film, because the script is a solid foundation for a short film. Therefore, the writer decided to analyze the problem entitle "MAKING A SCRIPT OF MAK SUMAY FOR SHORT FILM TO PROMOTE SOUTH SUMATERA FOLKLORE"

1.2 Problem Formulation

Based on the statement above, the focus is formulated as follows "How to make a script of Mak Sumay for comercial short film to promote South Sumatera folklore?"

1.3 Research Purposes

Based on the above formulation, the research purpose of the final report is to make a script of Mak Sumay for short film less then 60 minutes to promote South Sumatera folklore.

1.4 Problem Limitation

By seeing the problem above, the research limitation is needed to make the research focus on the problem, purpose and benefits of the research, so the writer tends to make a script of Mak Sumay for short film containing the story about a folklore entitle Mak Sumay less than 60 minutes.

1.5 Benefits

The research benefits are:

a. For the writer

To broaden the knowledge of the folklore entitle Mak Sumay and how to create the short film script to promote the story.

b. For readers

To give alternative information about the folklore entitle Mak Sumay and how to create the short film script to promote the story.

c. For governments

To provide tourism information for both local and foreign tourists who wants to visit South Sumatera.