

CHAPTER I

INTRODUCTION

1.1. Background

Imagination and creativity related to each other, yet both of them are different. Imagination is an unreal thought from reality, while creativity is an act to do something. Imagination makes visible what fantasy, creativity, and invention dream up (Perrone, 2014). Creativity is to create something in the real world using the imagination. Creativity puts the imagination to work. Every individual has imagination, from kids to teenagers even eldest. Imagination does not discriminate against sex, culture, or age because imagination is forming a new idea. Imagination can be got by reading stories.

Stories are divided into nonfiction and fiction (Childs & Fowler, 2006, p. 129). In general, nonfiction refers to factual stories from actual events such as magazines, newspapers, memoir, and biographies, but fiction refers to stories that create from imagination such as the novel, short story, poems, comic, and even fairy tale considered as fiction. Nowadays, fiction especially short story is one of the most favorite stories. Reading a short story can relax the mind from a hard day's work and can be read in one sitting. When reading a short story, people imagine what they read. That imagination comes from writing that describes something.

Writing is included in communication media. By writing, people may express their thought through sentences. For examples, people write their comments by typing on social media or writers write stories fiction. Moreover, writing has become the way to communicate and part of art which brings creativity. Nowadays, a short story brings inspiration for many individual creators to express the idea of a theme. In this modern era, writing and reading become a common thing to use technology through the website such as *wattpad*, *fiction.net*, *fanfiction.net*, and *google play books*. Writing

may be used to deploy information about tourism and to promote tourism destination.

Tourism in Indonesia is now beginning to be in demand. Unfortunately, not all tourism destinations are known. In South Sumatera especially Pagar Alam has been found many attractive landscapes and cultures, but lack of awareness makes Pagar Alam is not so well known throughout the country, so it needs promotion. Promotion and marketing communication strategy are used to introduce tourism destinations (Beerli & Martín, 2004). Promotion is one aspect to introduce the tourism destination. To communicate, people adjust to their purpose as well as writing (Langan, 2008, p. 15). Writing short story about tourism destination in Pagar Alam can be as a promotion and marketing communication strategy. For example, Belitung became popular because of the novel *Laskar Pelangi* by Andrea Hirata and until now, there are many writing contests with the theme of introducing Indonesian's tourism.

Based on the explanation above, the writer decides to make a short story as media to introduce tourism destination in Pagar Alam because it only takes one sitting to read and gives information about the tourism destination with the title "Writing a Short Story Entitled *Deli the Doll and Her Journey* to Introduce Tourism Destination in Pagar Alam".

1.2. Research Problem

The problem of this report is to know how to write a short story entitled "Deli the Doll and Her Journey" to introduce tourism destination in Pagar Alam?

1.3. Research Purpose

The purpose of this report is to know the procedure of writing a short story entitled "Deli the Doll and Her Journey" to introduce tourism destination in Pagar Alam.

1.4. Research Benefit

1) For Researcher

- The writer gets the experience how to write a short story entitled “Deli the Doll and Her Journey” to introduce tourism destination in Pagar Alam.
- The writer knows many destination of nature resource in Pagar Alam.

2) For Student

- To get information about how to write a short story entitled “Deli the Doll and Her Journey” to introduce tourism destination in Pagar Alam.
- To get new information of Pagar Alam object tourism throughout short story.

3) For the next researcher

- The result of this product might become the new inspiration for the next researcher.