

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia has many folktales. Folktale is a story derived from ancient societies who believe and deliver from generation to generation in the area where they live. Usually, people hear the story from their grandmother who retells stories about legends or folktale. Folktale itself is characteristic of a society with diverse cultures including a rich culture and history owned by each of the regions. Folktale can be one way to help preserve Indonesian culture. These stories from ancient times are also sources of information because they contain historical stories, moral values, and information about human life at that time. In addition, through folklore the people will know a lot about the cultural roots of each place they live in.

Each province in Indonesia generally has its own folklore that is believed and developed. For example, the folklore of the Legend *Tangkuban Perahu* from West Java, *Malin Kundang* from West Sumatra, Legend of Lake Toba from North Sumatra, then there is also the *Ratu Bagus Kuning* from South Sumatra. The folktale has been widely known by the people of Indonesia because it has been published through various media such as story books, school lessons, or through television shows.

However, there are still other folktale from regions in South Sumatera Province that slowly disappear. For example, the legend of *Langkuse dan Putri Rambut Putih* from Ogan Komering Ilir, *Putri Pinang Masak* from Ogan Ilir, and also *Putri Ayu Urang Silam* from Penukal Abab Lematang Ilir.

One of the folktales that slowly disappear is the folktale of "*Putri Ayu Urang Silam*" from Penukal Abab Lematang Ilir (PALI) regency. Many people do not know this folktale and it is no exception to the local society of PALI regency. Because of the development in the modern era, many people left the ancient cultures. It also causes the loss of belief of the people to retell

the folktales itself. The habit of the people to retell folktales for the next generation decreases time to time.

There are many ways to attract someone to know the folktale, such as from newspapers, storybooks, magazines, internet, etc. From the storybook, the people can immortalize and minimize the possibility a folktale being forgotten by the times. Book is a learning medium that is very close to the society. It can be easily reached by the society usually because it has cheap price. Besides that, book more easily found around the environment such as in bookstores, supermarket, malls or can be borrowed in the library. Books will be the main source of information and become a media that can be presented whenever needed.

Based on the explanation above, the writer was interested to write the final report entitled **Designing a Storybook entitled *Putri Ayu Urang Silam* to Preserve Cultures of Penukal Abab Lematang Ilir (PALI) Regency.**

1.2 Problem Formulation

Based on the background above, the problem of this report was formulated as follows: How to design a storybook entitled “*Putri Ayu Urang Silam*” to preserve the cultures of Penukal Abab Lematang Ilir (PALI) regency?

1.3 Research Purpose

The purpose of this research was to find out how to design a storybook entitled “*Putri Ayu Urang Silam*” to preserve the cultures of Penukal Abab Lematang Ilir (PALI) regency?

1.4Research Benefits

The results of this research were expected to provide benefits:

a. For the writer

This study was expected to enlarge the experience in doing the research and writing a report

b. For the readers

1. To give information about how to design a storybook
2. To give information about the story of *Putri Ayu Urang Silam*