CHAPTER I
INTRODUCTION

In this chapter, the writer presents about background, problem formulation, purpose and benefits.

1.1 Background

Indonesia has a variety of traditional clothing in each region. The traditional cloth itself is useful as an identity in one area. Traditional clothing in each region has its own characteristics with certain beauty and meaning. Usually traditional clothing is used during traditional ceremonies, wedding ceremonies, and when performing dances or regional performances.

Same as other regions in Indonesia, South Sumatra, especially Palembang, also has traditional clothing. The traditional clothing originated from the Palembang Sultanate since the 16th century, which was largely influenced by the Sriwijaya kingdom. At first, Palembang's traditional clothing may only be used by certain people, such as kings, princes, and Praia. However, following the times, Palembang traditional clothing may be used by anyone during the wedding ceremony. Thus, these traditional clothes are known as traditional wedding dresses of Palembang.

The Palembang traditional wedding dress has two types of clothing styles, both of them are *Aesan Gede* and *Aesan Paksangko* that describe the greatness of the kingdom of Palembang. *Aesan Gede* is a traditional dress that uses *songket* and gold jewelry. Meanwhile, *Aesan Paksangko* is a traditional dress that uses a combination of *baju kurung* and *songket* with additional gold jewelry. Both of these traditional dresses are very beautiful and elegant. However, the meaning of the two dresses is sometimes not known by the general public, both by some native Palembang and other cities. This happens because of the lack of information and promotion.

Introducing traditional wedding dresses of Palembang can be done through literary work like fiction. Fiction literature is a pure literary work of the writer's imagination, such as fairy tales, poetry, drama, short stories, romance, novels,

novella and so on. Nowadays, there are many talented Indonesian writers in the field of fiction literary works, such as Erisca Febriani, Wulanfadi, Andrea Hirata, and Boy Candra. They are great writers because they are success in expressing ideas or imaginations through writing a fictional story.

Combining fictions with information such as culture in a place is an alternative introduction to culture to the public. Kuntowijoyo (2006) states that a literary work is a reconstruction of a historical or cultural fact. That means, in a literary work there is information on the culture of each region or certain which is conveyed through stories like fiction.

Disseminating cultural information through fictions will enrich the content of the fiction because there is a mixture of emotions and feelings that readers will create deep feelings in the story. When author brings cultural or historical fact in fiction story, readers will feel somewhere they have never visited or even able to attract the attention of readers to visit an area just to enjoy the atmosphere depicted in the story or just for recreation. However fictions containing cultural matters are lacking in Indonesia. To name but a few, for example, Sonjaya (2010), successfully described how the traditions in Banuaha started from marriage custom, funerals and other traditional events through a novel entitled *Manusia Langit*. The novel induces local life in Nias.

Therefore, this report project makes an attempt to fill the lack by studying and writing the novella concerning local wedding dress. The writer got the initiative to convey information about traditional wedding dresses of Palembang with different depictions. This information will be included in the story that the writer made and is presented along with the storyline of the story itself. Other than the printed book like novella, the writer will also publish this story in the writer's personal wattpad account. Wattpad is an online platform for writers and readers, which contains short stories, serialized stories, articles or poems to make it easier for readers to reach this story.

Based on the explanation above, the writer wrote this final report entitled ***"Writing a Novella Entitled "I Do Dare" to Present Traditional Wedding Dresses as a Tourism-inducing Attraction."***

1.2 Problem Formulation

The main research question framed this study: What are they lived experiences of novella writer entitled ***"Writing a Novella Entitled "I Do Dare" to Present Traditional Wedding Dresses as a Tourism-inducing Attraction"*** This main question is followed by the following sub-questions: (1) How do the writer describe the construction process the novella content?; (2) What is the structure of a novella entitled *I Do Dare* Containing Traditional Wedding Dresses of Palembang.

1.3 Purpose

The purpose of this report is to describe the general picture of experience during creative process of writing a novella entitled *I Do Dare* inducing traditional wedding dresses of Palembang. The objectives of this study are described in the following statements:

1. To investigate how the writer constructs the content of the novel through (a). brain storming, (b) processing theme, (c) characterization, (d) setting, (e) inducing moral value, (f) viewing from multiple perspectives.

2. To know the structure of a novella entitled *I Do Dare* inducing traditional wedding dresses of Palembang.

This study is expected to provide some important outputs such as information about the process of writing a novella as well the product of a novella.

1.4 Benefit

The writer gets the experience how to write a novella entitled *I Do Dare* to induce traditional wedding dresses of Palembang. The target readers from diverse cultural background can get and increase knowledge of traditional wedding dresses of Palembang. The readers get new information about traditional wedding dresses of Palembang. This study also suggests unique perspectives that have often been neglected on how to improve writing skills.