

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is a large country, a country with various kinds of tribes, customs, and cultures. The diversity of culture can be seen in historic buildings such as *Borobudur temple*, *Prambanan temple* and other temples. Can be seen in variety of special and unique traditional arts like *Reog Ponorogo*, *Wayang Kulit*, and also a variety of folklore that each provinces in Indoonesia have. All of that are forms Indonesian culture heritage.

“Folklore is a story that is based on fictional thoughts or real stories and develops in the community. In general, folklore tells of an event in a place or origin of a place that becomes a path of life’s journey with moral messages that contain the meaning of life and teaches how to interact among beings”(Aminah, 2016). Folklore 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, *Timun Mas* from Central Java, *Malin Kundang* from West Sumatra, *Legend of Lake Toba* from North Sumatra, then there is also the *Si Pahit Lidah* from South Sumatra The folklore 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.

But actually there are still other folklores from regions in South Sumatera Province that have not been widely known. For example, the legend of *Bujang Kurap* from Lubuk Linggau, *Silop Land* from Kayuagung, and also the legend of *Putri Pinang Masak* Senuro from Ogan Ilir.

The folklore of the legend of *Putri Pinang Masak* from Ogan Ilir is the story about the origin of the name of a village in Ogan Ilir region, South Sumatera. This story has not been widely known by the wider community. The factors may be because of low awareness in preservation of folktale, also the development of modern era, so that the young generation is no longer interested in stories that are considered to be just a myth. And also another factor is because the lack of dissemination through various media, both print and electronic media .

Furthermore, low awareness in preservation of folktale might cause the extinction of this culture. Johnny Tjia, a linguist from *Sulinama Institution* in *Harian Nasional* (2016) says that up to now there are still thousands of folktales that have not yet been documented properly. The designing prototype of story book entitled *Putri Pinang Masak* from *Ogan Ilir* region is intended to maintain the story alive, which in turn, preserve the cultures of *Ogan Ilir* region as a part of cultures from South Sumatera province in specific, and cultures in Indonesia.

For the continuity and the dissemination of folklore the Legend of *Putri Pinang Masak* Senuro from Ogan Ilir, it is very important to document it. One of the most appropriate and easy way is by making a story book about this folklore. Through this story book you can immortalize and minimize the possibility a folklore being forgotten by the times. Book is a learning media that is very close to the community. It can be easily reached by the community usually because it has cheap price. Besides that, book is also 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.

Storybook can provide positive values for its readers and its expected to build the character of its readers too. In addition, by reading storybook, the readers can

participate in preserving culture by knowing the story and then telling it again. Especially folklore that is rarely known by the public, such as the story of *Putri Pinang Masak*.

Based on the explanation above, so the writer is interested in designing a Prototype of Storybook Entitled *Putri Pinang Masak* to Preserve the Cultures of *Ogan Ilir* Region.

1.2 Problem Formulation

Base on the background above, the problem formulation of this research is how to design a Prototype of Storybook entitled *Putri Pinang Masak* to Preserve the Cultures of *Ogan Ilir* Region.

1.3 Research Purpose

The purpose of this report is to find out how to design a Prototype of Storybook Entitled *Putri Pinang Masak* to Preserve the Cultures of *Ogan Ilir* Region.

1.4 Research Benefit

The results of this research as the final report provided some benefits for English Department Student and the writer herself. For English Department Student, the benefit of this research is to give information about how to design a Prototype of Storybook Entitled *Putri Pinang Masak* to Preserve the Cultures of *Ogan Ilir* Region. For the writer, this research helped her in improving her writing skills and gaining knowledge about designing printed media for promoting a story.