CHAPTER I

INTRODUCTION

1.1 Background

One of the historical assets in an area is a folktale. According to Kanzunnudin (2015), the folktale is the expression of the culture of society through speech-language directly related to various aspects of culture and social values of the community composition. Therefore, folktale is the story told from generation to generation which grows and develops in the society with a tradition of different version and the society believes that the story is real.

Folktale relates with the availability of a region. Every region, especially in Indonesia, has diverse folktale, including South Sumatra. In South Sumatera, *Putri Kembang Dadar* is one of the folktales. Through folktale, people understand the story of the origin of society and the cultural values they believe. Folktale is one form of identity in the civilization of a nation that should be preserved.

As the times and technology evolved, knowledge and interest in folktale declined. Two factors that make the knowledge and interest of folktale decrease are; speakers who are getting older and fewer. They have no time to tell the children in their spare time or even when the children are going to bed. Besides, folk tales that are packaged less interestingly become another factor in the decline of children's interest in folktale. Most published books that have been published are still minimal in illustrations and use language that is difficult to understand so that it seems boring. If left unchecked, folktale can lose its appeal and will eventually become extinct.

Departing from this concern, the idea appears to introduce and re-popularize the folktale through the design of folktale publications that are presented interestingly and interactively. The idea can be formed as the storybook. The storybook can be packed and documented in the form of a book to keep and maintain the almost lost story. In this study, the writer proposed to create a

storybook, with the title "Designing a Storybook Entitled *Putri Kembang Dadar* to Preserve the Culture of Palembang".

1.2 Problem Formulation

Based on the background above, the problem of this report was formulated as how to design a storybook entitled *Putri Kembang Dadar* to preserve the culture of Palembang?

1.3 Research Purpose

The purpose of this research was to find out how to design a storybook entitled *Putri Kembang Dadar* to preserve the culture of Palembang.

1.4 Research Benefits

The results of this research were expected to provide benefits:

1. To enlarge the experience of the writer on doing the research and writing a report.
2. To give information about how to design a storybook entitled *Putri Kembang Dadar* to preserve the culture of Palembang.
3. To provide one of the English reading materials.