

CHAPTER I

INTRODUCTION

The Background of The Study

Pakpak Bharat is one of the regencies in North Sumatra which is the result of the expansion of the Dairi Regency. There are several reasons why the Pakpak Bharat area is separate from Dairi to form a new Regency. Catching up is the main factor for the ambition of the people of Pakpak Bharat to raise the status of the region to become a Regency within NKRI, the people of Pakpak Bharat also fight for and regulate the development of residents to raise the standard of living towards a prosperous citizen. Most of Pakpak Bharat's area is of Pakpak ethnicity, while Dairi Regency is defined by various ethnicities, and this has also been a driving force for the Pakpak Regency to secede exactly On July 28, 2003. Pakpak Bharat has many cultures that are not known by the general public. Culture is a pattern of life in the community that develops in its environment and is passed down from generation to generation. Every culture contains noble values, namely religious values and profane values. Religious values place culture in the context of divinity. The profane value of cultural exploration is to convey the moral message of society. Culture is embodied in the form of art, custom, taboo, dance, music, crafts, literature, etc. One form of culture is folklore which is a medium to build ideal life values passed down from their ancestors.

There is a variety of folklore namely folk tale, folk dance, folk song, legend, etc. One of the things that describe folklore is folktale which is the core of this research. Folktale is a short story that has survived to the present day and is still popular and used in some countries as an interesting story with moral values. Moral values in a folktale are actions taken by certain characters. A good or bad attitude in folktale is a value that will influence the attitude and mind of children; therefore, it is critical to provide an experience that can provide learning, particularly about morality (Septiany, 2016). There are many potentials of Pakpak Bharat cultural tourism such as historical places that are not exposed which should be able to increase the tourism sector and to present Pakpak Bharat culture to the public. One of which is the Lae Une waterfall located in Desa Kecupak 1, Pakpak Bharat Regency with that being said this study adopts the theory of Olajide's research to ascertain the potential of Lae Une folklore in education, literation, tourism, and many others. According to Olajide, 2010 culture and folklore improve a learner's philosophical foundation and worldview, which he or she can bring to class and use for effective language learning. Olajide describes his theory in which he argues that culture has the potential to teach, improve, and inspire various literary

works. The researcher used popular culture (which he defined as "television, special-effect movies, highly stimulating music, gossip magazines, comics, fashion, computer games, and the Internet" pp. 56) to motivate a group of Hong Kong secondary school students to learn English. The application of folklore can be through various media which are still aimed at teaching or improving literacy.

So the author supports this theory and tries to apply it to research with different folklore, namely the Lae Une folklore from Pakpak Bharat and a different research goal, that is disseminating Pakpak culture to the public. This research was conducted to introduce the culture and places that have a history in Pakpak Bharat that few people know about, especially the folklore of Lae Une. The purpose of this paper is to analyze the cultural aspects of Pakpak Bharat and present it in the form of a research paper that serves as a reference for relevant research increasing public interest in Pakpak culture and the tourism sector in the Pakpak Bharat area to encourage the government's focus on developing natural and cultural tourism of Pakpak Bharat to achieve the research objective of disseminating the Pakpak culture to the masses.