

CHAPTER II

LITERATURE REVIEW

2.1 Design

Design is one of the form of creativity in arranging an object and ideas that will be released later. It is related with the opinion of Reswick (1965) said by A creative activity involves bringing into being something new and useful that has not existed previously.

Design has another meaning that says design is a physical translation of the social, economic, and order of human life, and is a reflection of the culture of the era. Design is one of the tangible cultural manifestations, design is a product of values that apply at a certain time (Sachari and Sunarya, 2001: 10).

Based on explanation above that design is the activity of compiling a plan or making a design for an object, image or other object before it is realized so that it has more value and can be accepted later.

2.2 Media

Media is a container whose function is to convey a message and information, It is related with Arsyad (2000) Said that media "the plural form of the word medium" which is a word that comes from the katuinmedius language, which literally means "middle" "intermediary" or "introduction". Therefore, the media can be interpreted as an intermediary or messenger of messages from the sender to the recipient of the message. Media can be in the form of "software" material and / or "hardware" tools.

While Heinich, Molenda, Russel (1996:8), stated that: media is a communication channel including films, television, diagrams, printed materials, computers, and instructors. Based on National Education Association (NEA). Media is a means of communication, both in print and audio-visual form. Includes both software technology and hardware.

Based on the explanation above, we can conclude media is a tool or a device to disseminate a message or information effectively, such as through television, diagrams, materials, computers.

2.3 Types of Media

There are several types of media that can be categorized into a media, which are related to Anderson (1976) says:

1. Audio (Audio tapes, radio shows, CDs, telephones)
2. Print (textbooks, modules, brochures, leaflets, pictures)
3. Audio-print (audio cassette with recorded material)
4. Silent visual projection: Overhead transparency (OHT), film frame (slide)
5. Silent Audio visual projection (pitched slide frame film)
6. Visual motion (silent film)
7. Motion audio visuals (pitched motion film, Video / VCD, Tv)
8. Physical objects (Real objects, models, specimens)
9. Humans and the environment (teacher, librarian, laboratory assistant)
Computer (CAI)

2.4. Video

Video is a medium that displays visual motion, images and sound combined into one unit. According to Arsyad (2011: 49) that video is a picture in frame, where frame by frame is projected through the projector lens mechanically so that the screen looks alive.

The video media used in the teaching and learning process has many benefits and advantages, including video that is a substitute for the natural surroundings and can show objects that students cannot normally see, such as material on the process of digesting food and breathing, videos can describe a process accurately and can be seen Repeatedly, videos also encourage and motivate students to keep watching. (Azhar Arsyad, 2011: 49).

Cecep Kustandi (2013: 64) states that video is a tool that can present information, explain processes, explain complex concepts, teach skills, shorten or slow down time and influence attitudes.

It can be concluded from the 3 meanings above that video is a visual form that displays dynamic moving images by adding audio and the content of the video can be the delivery of information or something else.

2.5 Video Script

According to Cockerham (2016) there are some steps to make a good video script:

1. Write a Video Brief First

Before starting writing a video script you first need to knuckle down and finish your video brief. This is the document that helps you set out your objectives, your audience, and your message (among other things) — basically all the planning you need to do before creating a video.

2. Turn Your Message into a Story

For any piece of video content you create, you'll have one or several core messages you want to communicate (your brief will help you identify these). The trick is translating these core messages into a simple story for your script to follow.

3. Speak in a Language Your Audience Understands

When writing your script, always talk in your audience's language rather than your own. Your script should be in line with your brand voice, but never to the detriment of viewers. If you can include real words and phrases that your audience themselves use, you're well on your way to a great video script.

4. Keep it Short and Sweet

When it comes to scriptwriting, less is always more. Say what you need to say and keep it as short and succinct as possible. We generally try to keep videos to between 2-3 minutes.

5. Don't Just Use Words

You're making a video, not writing a novel. You've got more than just words to play with in your script. The story in video content is told through editing, motion graphics, music, sound effects and voiceover — so don't feel like you need to communicate everything through dialogue.

6. Do Several Script Readings

Once you've got a workable draft of your video script, you should start reading it out. Until you've done readings, you won't be able to tell how your script sounds when spoken aloud.

7. Tweak, Retweak, and Check Against Your Brief

You'll undoubtedly have several rounds of revisions to go through with any video script. That's just the nature of making corporate videos where lots of stakeholders like get involved.

2.6 Tourism

Tourism is a whole series of activities related to the movement of humans who make a movement / travel or temporary stopover from a place of residence to a destination or several places outside the neighborhood which are driven by several needs without the intention of making a permanent income. (Central Bureau of Statistics, 1986).

Based on Mc. Intosh and Goeldner, (1995) that tourism is a combination of various phenomena and relationships that are related and created from interactions between tourists, business providers, local government, and local residents in the process of entertaining and welcoming tourists and other arrivals.

From the above definitions it can be concluded that tourism is an activity carried out by someone outside the environment where they carry out their daily activities.

Singh (2011) says that following are some types of tourism:

1. Recreational tourism:

Tourism is often an activity for recreational purpose. Most tourism took for a change and rest; this is the reason why package tours have become so popular.

for recreational tourism, you can visit places such as amusement parks or places that can be refreshing

2. Environmental tourism:

Rich and affluent tourists prefer to spend more visits to remote places where they get pollution free air to breathe.

for environmental tourism can be visited to places that rely on environmental wealth such as mountains, beaches and places that are free of pollution.

3. Historical tourism:

Tourists are interested to know how our forefather lived and administered in a particular area. They visit heritage locations, temples, churches, museums, forts etc.

4. Ethnic tourism:

This refers to people traveling to distant places looking to their roots and attending to family obligations. Marriage and death bring people together to their native places. Persons who are settled overseas during later part of life visit the place of their birth to give boost to ethnic tourism.

Actually ethnic tourism is the place of origin of people who travel from their place of origin and fulfill traditions passed down from their families.

5. Cultural tourism:

Some people are interested to know how other people or communities stay, survive and prosper. The kind of culture where they practice their art and music is different from ours. So in order to acquire knowledge, understand culture well, and become familiar with the culture, they undertake a journey can be visited by visiting cultural places in cities or regions by relying on the attractiveness of the culture of origin.

6. Adventure tourism:

There is a trend among the youth to take adventure tour. They go for trekking, rock climbing, river rafting etc. They organized campfire and stay under the blue sky. This tourism is meant for people with strong nerves who can tolerate stress. Adventure tourism can be done by visiting natural attractions with equipment to stay a few days, such as hiking

7. Health tourism:

In recent years, health tourism has become highly popular. People visit nature cure centers and hospitals providing specialist treatment. Many foreigners visit India for treatment because similar services in their country are costly. health tourism can be done by visiting self-care places

8. Religious tourism:

India represents a multi-religious composition of population. Various package tours are organized to enable people to attend the religious duties and visit places of religious importance. E.g. Char Dham yatra.

Can visit religious places such as mosques and tombs of religious propagators

9. Music tourism:

It can be part of pleasure tourism as it includes a moment for people to sing and listen to music and enjoy it. We can enjoy it by seeing musicians who perform at a cafe or on the side of the road

10. Village tourism:

It involves traveling and arranging tours in order to popularize various village destinations. as the name suggests a popular village visit and can be visited by tourists.

11. Wildlife tourism:

It can be an Eco and animal friendly tourism. Wildlife tourism means watching wild animals in their natural habitat.

We can do this by visiting tourist attractions that have animals and natural nuances such as zoo.

2.7 Masjid Al-Mahmudiyah

Al-Mahmudiyah Mosque is an old mosque that looks unique and is located on Ki Ranggo Wiro Sentiko Street, 30 Ilir Village, approximately one kilometer from the center of Palembang. Its strategic location at this crossroads, has its own charm for the people around it. Perhaps because the shape has not changed much from the original form. Masjid Suro—that is the name given by K.H. Abdurrahman Delamat bin Syarifuddin and his friend Kiai Ki Agus H. Mahmud Usman (Kgs. Khotib) —is the name that was first given to this mosque.

According to information, Kiai Delamat was born in the Babat Tomain Musi Banyu Asin area, South Sumatra. As an adult, he moved to Palembang and resided in the Lawang Kidul area, precisely in Masjid Lawang Kidul. When he was a teenager, Kiai Delamat had studied ± Mecca, Medina, and Baitul Maqdis, with Kiai Muara Ogan. During his lifetime, Kiai Delamat did not have a single house. except for the mosques he built, including the Pulau Panggung Mosque, the Fajar Bulan Mosque, the Babat Toman Mosque, and the Pulau Sambi Mosque.

Meanwhile, in the city of Palembang he built the Al-Mahmudiyah Mosque and the Rohmaniyah Mosque which are located in Kelurahan 35 Hu Palembang.

If we look at the mosque, which can accommodate approximately 1000 people with an area of 40 x 30 square meters, there are still many historical remains, such as the drum, pillars for supporting the mosque, the ablution pool, and the pulpit where Kiai Delamat's grave is located.