CHAPTER II
LITERATURE REVIEW

2.1. Design

According to Hesket (2005) he stated that design is to design a design to produce a design. It means that design (noun) which designs (verb) a design (noun) of a concept or idea to produce a design (noun) or a final report. In addition, Wiyancoko (2010) explains that design is everything related to concept making, data analysis, project planning, drawing or rendering, cost calculation, prototyping, frame testing, and riding test. Then design is an action or initiatives to change human work (Jones, 1970).

From the definition above, it can be concluded that design is a creative activity to produce an innovative thing.

2.2. Culinary Tourism

Culinary tourism is an aspect that can build tourism and attract tourists. Based on Murray (2015), Culinary tourism is an alternative in supporting the potential of natural tourism, cultural tourism, historical tourism and marine tourism. Culinary tourism is often considered as a complementary tourism product. In addition, culinary tourism is developed because culinary can attract tourists to come to the city and interest in trying out the specialties of the region (Bersa,2012).

The uniqueness of the city can be seen from the culinary. According to Leheup (2011:8) Culinary tourism includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques. It is also proved that with culinary tourism, tourist will learn to appreciate and consume the culinary from that place.

2.3. Promotion Media

Surbhi (2017) defines promotion media is a communication tool to help in the spread of messages related to latest news, education, sports, entertainment and promotion of goods and services, to a large group of people, in a very short time.

There are two kinds of promotion media.

1. Printed Media

Based on Surbhi (2017), printed media are forms of mass media as the name suggests the news or information is shared through printed publications. Printed media is the oldest means of sharing information/news. In printed media the news or information is published in hard copy and then it is released which is more reader friendly. Some forms of advertising media that are included in the print media are newspapers, brochures, flyers, magazine, and others.

2. Electronic Media

According to Surbhi (2017), electronic media are forms of mass media as the name suggests the news or information is shared through electronic medium. Electronic media is the advanced means of sharing information/news. In electronic media the news or information is uploaded or broadcasted and then it can be viewed through electronic mediums which is more viewer friendly. Some examples of electronic media are picture, television advertising, radio advertising, online advertising, video and so on.

2.4. The Issues of Video

Video is visual multimedia source that combines a sequence of images to form a moving picture. The video transmits a signal to a screen and processes the order in which the screen captures should be shown. Videos usually have audio components that correspond with the pictures being shown on the screen. According to McFarland (2014) video is a powerful tool for promotion, he mentions several advantages of using video for promotion.

1. Video has become so easy to use that a person can simply use a smartphone, tablet or computer to record a video.

2. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in and place you inside the environment of the video.

3. Video is being watched online more and more every year including an 800% increase in online video consumption over the past six years, a 55% majority of video news viewer among internet users and 2 billion video views per week are monetized on YouTube.

The followings are some components that need to be taken care in making a video given by Kausar, Sutiawan, & Rosalina (2015).

1. Audio

It is defined as various sounds in digital form such as sound, music, narration and so on which can be used for background sound. Audio also serves to convey messages of grief, sadness, pleasure, and fear, adjusted to the situation and condition. Audio can be in the form of narration, song, and sound effect. Narratives are usually displayed along with text or photos to clarify the information conveyed.

2. Text

It is a combination of letters that form a word or phrase that describes a purpose or learning material that can be understood by the person who read it. Text cannot be separated in computer usage. Text is used to describe images. The use of text should take into account the use of font, size, and style letter.

3. Animation

It is a display that combines the text media graphics and sound in a movement activity. Animation is a technology that can make life, move and act. In multimedia, animation is the use of computers to create motion on the screen. Animation is used to describe and simulate something that is difficult to do with video.

4. Camera Recorder

It is designed to have a media hard disk that has the largest storage capacity, which reaches 80gb or equivalent 20 hours for high quality video. While for low quality video, can save up to 61 hours. There is also a camcorder with a media memory card has a maximum storage capacity in accordance with the capacity of the installed memory card. Memory card is used for the required material speed for the ready to go. In addition, using a memory card more easily to transfer data from the camera into the computer.

5. Camera Angel

The principle of shooting in the camera to make sure the camera is as if the eye of the viewer to see a scene at the scene of the event. Before recording, make sure the object is in focus, shot size, image composition, stable not shake, camera movement if necessary, continuity the strong one.

6. Camera Movement

The movement of a varied camera is needed every shoot so as to produce the qualities of the program satisfy the creator. More camera movement in accordance with the usual terms will enrich the image and the ease of arranging the story line.

7. Create a storyboard

Storyboard is visual scene scenery in the form of design, audio, duration and narration for the sound will be made on the storyboard design. The results of the storyboard design. The results of the storyboard design will become a reference in making the display at the implementation stage.

According to Ciampa et al (2016) there are four components to make a good video as follows.

1. Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It does not matter if using a sophisticated light kit or depending on the sun, as long as the final product looks good.

2. Top quality audio. The better a video sounds, the better it looks. Visual elements can easily be accepted when the sound is clear

3. Steady camera will produce a steady shot as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display does not shake or move too much. Therefore, using of a tripod is highly recommended.

4. Short structure. A good video displays the object in different shot types and angles. The editor should strive for a nice selection of shot types and angles in order to keep the viewer engaged.

Moreover, Hazelton (2019) gives four components in producing videos.

1. Concise and clear message. Video should engage the shopper, telling her why she needs the product. Every product has a purpose, and the video should explain it factually.

2. Attention grabbing opening. Shoppers are impatient, first show the problems the products fixes. The first few seconds need to be relatable to consumers. Otherwise, you will lose them.

3. Discussing the pain point. Every product presumably solves at least one pain point. Good product videos discuss the problem and the solution.

4. Minimizing dead air. Dead air can describe the lack of audio in videos. Many users will not watch a video with little or no sound. This is why so many professionally produced video contain background music. To minimize dead air, use appropriate background noise and sound effects.

Budijuno (2017) gives the steps of designing a video as follows.

1. Making script and storyboard

Makes the script based on topics you like, figure out what topic you are interested to discuss in your video, write down everything that you need to talk during the video. You can also use code like to show something could be pictures to be shown in the video. Make sure that you put detail information about the topic you want to discuss in your video. After you write all the necessary information, it is time to type the script and make storyboard is an important foundation to make a video because it is the reference for the director in making video. Storyboard is an

activity to transfer your words into draws. To make a storyboard you need a plain paper and divide your paper into some square by lining it up with pen or pencil. Then you can go to scene 1, draw everything you want to show during the video, make sure it is related with the script you have made before. Continue until all scenes are connected with the script.

2. Recording

After making script and storyboard, then you can continue to record the video. To record the video, you need camera or smartphone, tripod for holding the camera if necessary, and audio recorder from your smartphone. Before you record the video, you need to prepare the location where you want to record the video and set the camera setting. Do not forget to record your voice using audio recording while you were recording the video. If you need to talk in front of the camera you have to remember the script and talk as if you can begin to record your video and checky the scenes that you have recorded on the storyboard.

3. Editing

Move all the files that you want to edit from your camera or smartphone to your computer. Make a new folder and put all the files you want to edit there, you also can rename your files to ease you, such as changing the audio record title as the same title as the video. You can edit the video using adobe premiere pro or other applications. Edit your video based on the storyboard you have made before.

In addition, according to Jones (2020) There are some stages of producing videos. Those are pre-production, production, and post-production.

1. Pre-Production

This stage is all about planning. It's easy to forget or rush through this stage for a short video if you're eager to get to the filming and editing, but pre-production is essential for ending up with a worthwhile video. Time spent on pre-production makes the rest of the process more efficient. Pre-production includes:

a. Research: What is your story? What can you shoot? Finding and developing an idea takes research. Educate yourself about any related topics and issues, and check for other media coverage.

b. Storyboard/Shot List: A storyboard doesn't need to include sketches (though it can) — this should be an outline of how you picture the video turning out. From that outline, make a list of all shots you need to get.

c. Script: A news story won't have scripted dialogue like a fictional video, but it may include audio or text narration.

d. Scout locations: Plan where you're going to shoot, and check out those spaces ahead of time to assess the lighting and sound conditions. Get permission if you need it for any private property.

e. Casting: News never involves actors, but you still make choices about who will be in the video. Who is your main source? Is that person comfortable on camera and reliable?

f. Filming schedule: Arrange shooting times with everyone involved, leaving time for a back-up shoot in case something goes wrong. How long will it take? What does everyone need to know ahead of time?

g. Project folder: Set up a project folder with everything you've collected so far, and make sure you have digital storage for all your files.

2. Production

    This stage is about capturing footage. There is a lot of pressure during production, because it's costly or impossible to go back and get footage later if you don't get what you need.

a. Explain expectations: Tell sources what you're planning to shoot and what your process will look like. Everyone will feel more comfortable if they know what you're doing.

b. Capture all shots, plus extra: Did you get an establishing shot? Enough CU shots? Keep your shot list on hand so you don't forget anything you need.

c. Check footage as you go: Use headphones to monitor your audio, and play footage back if you're unsure about it. Make sure your camera is recording when you think it is! Your footage should not be a surprise.

d.   Stay in the moment: Some of the best moments in video are unpredictable. Don't get so caught up with your game plan that you ignore opportunities for interesting shots, interactions or interview questions.

3.   Post-Production

This final stage is about editing all the pieces together to create the final product, usually using video editing software such as Premiere.

a.   Log and label footage: Organize your footage and take note of anything that deviates from your original storyboard. Review each moment of the acquired footage and identify good shot and reject the shot that is not required.

b.   Build sequences: Choose your best material and organize it on your timeline. It's most efficient to do a "radio edit" that prioritizes audio first, then build visual sequences around audio spine.

c.   Effects and transitions: Consider color correction, audio levels and balance, and any other effects between shots or scenes that improve the storytelling.

d.   Graphics and credits: Use a consistent visual style for titles, lower thirds, credits and other graphics.

e.   Closed captions and translations: Add closed or open captions in Premiere, or closed captions later in YouTube. This is essential for hearing impaired viewers, but useful for everyone.

f.   Get feedback: Whether you have a formal process with an editor or a more informal process, always get at least one or two other people to check your video for errors and clarity.

g.   Export: Finalize your video by exporting it from Premiere. You may export multiple versions for different lengths or file formats.

h.   Distribute and share: Get your video out there! Usually this means uploading it to YouTube, Vimeo or other platforms with a useful title and description. Always follow up with sources so they can see your finished work.

2.5. The Matters of Script for Videos

Script is a scenario of a film that is explained in the sequences of the scene, place, condition and dialogue which are structured in the context or dramatic structures and serve as guidelines for film making (Muslimin, 2018). A script generally contains explanation or descriptions of messages or information.

Script is needed in producing a video because by writing a script the video will be more organized. The producer will produce the video based on the video script. Ayu (2019) said that there are three main functions of Script in a video.

1. Basic concept

Script as basic concept means the quality of script will determine the final outcome of the video making process later. It is because a script usually consists of important elements in producing a video such as: ideas, information or messages. Those elements will be conveyed through story line, characters, settings, equipment and types of camera used. For this reason, the script serves as the basic concept of a video.

2. Direction

Script is a document that is used as a direction in producing the video. The video will be more organized by having script because it will avoid the video out of the content. In this case, the writer needs to make the content and story line based on the script that has been made. The video will be more organized because of the video script.

3. Reference

Script will be as a reference that means script is used by the writer as the reference of producing the video. Every single activity related on the process of producing video must be based the script that has been made.

Good video script will lead to a good video. Jakacaping (2018) states that there are four elements when making a good script.

1. Hook

In this step, the narrator has to find the interesting words and sentences to attract viewers stay in watching a video. It depends on your content of video.

2. Opening

Opening means starting the video script from the general information into the specific information.

3. Body

In this step, you have to explain about your video content because it is the main point of the video. This element will make the viewers want to know about your video. In this case, the writer will directly give the information about the location. Kinds of foods, and the range of price.

4. Closing

If your video content is about promotion, give your viewers recommendation because the viewers not only want to find the information but also want to get the recommendation.

Friedman (2006) gives seven stages of script development in writing a video script.

1. Background research and investigation

Part of the process of scriptwriting often involves background research or investigation of the subject matter before you define the objective or outline the content. Research can be undertaken in any several well-proven ways. You can consult encyclopedias, visit a library, or search the internet. Another example of research is collecting background information about a product or a process for a corporate program. In order to write about the client's product, you may need to read manuals and brochures and interview people in the company who are knowledgeable about the product.

2. Concept

The first formal document you create in the scriptwriting process is called a concept or an outline. The function is to set down in writing the key ideas and vision the program. This document is written in conventional prose. There is no special format for it. It is difficult to characterize a concept because it has no fixed length, no fixed form.

3. Pitching

Pitching is talking, not writing. It is part of the communicating and selling of ideas in the entertainment and communication industries. The narrator needs to tell the idea of the story in the meeting as well as write them down.

4. Treatment

After the concept comes the treatment. Both of these terms are universally used and understood. A writer must know what they are and how to write them. A treatment is about structure and the arrangement of scenes. The narrative order must be clear.

5. First draft

The name of this documentary is fairly self-explanatory. The first draft script is the initial attempt to transpose the content of the treatment into a screenplay or script format appropriate to the medium.

6. Revision

Every stage of scriptwriting process involves readers and critics. Revision is the hardest part of a writer's job because it means being self-critical. It means throwing out ideas or changing them after you have invested time and energy to make them work. There are different levels of revision. Revision does not mean correcting spelling or grammar. This should be corrected before submission. It means throwing out unneeded material.

7. Final Draft

The final draft is another self-explanatory term. Scriptwriters, like all writers, look at their work with a critical eye and seek constant improvement. This document should mark the end of the writer's task and the completion of any contractual arrangement.

2.6. The Subtitles in Video

Translation Journals (2016) mentions that subtitles and captions are widely relied on by viewers. The followings are the ways to make subtitles in the video:

1. Avoid presenting too much text onscreen at one time. Make sure the subtitles are easy to read and follow. Always allow enough time for each subtitle to be read.

2. Ideally, each subtitle should contain a single complete sentence, wherever two lines of unequal length are used, the upper line should preferably be shorter to keep as much of the image free as possible and in left-justified subtitles in order to reduce unnecessary eye movement.

3. It is important to caption all important dialogue and to distinguish between speakers. In subtitling, you should simplify the text to make the subtitles easy to read so that the viewers can understand them at first sight.

4. Using a large enough text size. The font must be easily readable. There should be a high contrast between the caption (text) and the background.

5. Position subtitles at the center/bottom and avoid clashing with any on screen. The normally accepted position for subtitles is center/bottom of the screen, but in obeying this convention it is most important to avoid obscuring 'on-screen' captions or any part of a speaker's mouth or eyes.

6. Always ensure accuracy in captioning. The target point for synchronization should always be at naturally occurring pauses in speech-sentence boundaries, or changes of scene. This has to be the most important best practice in subtitling and closed captioning.

2.7. Narrator or Voice Over

Fastwork (2019) defines voice over is an audio production technique separate from the original narration. The followings are some steps to make a good voice over given by Fastwork (2019).

1. Adjusting volume and sound clarity. Make sure you don't make a sound so low that it sounds like a mumble. Also avoid speaking too loudly because it can give the impression of being noisy and disturbing. adjust the distance between your position and the microphone. Do not approach the microphone when it is loud. Instead, move closer to the microphone when speaking quietly.

2. Paying attention to the pronunciation. Make sure your pronunciation in voice over is correct. making a script when going to do voice over will serve as a guideline. With a script, you can also practice pronunciation before doing voice over.

3. Avoiding talking too fast. Some people speak quickly when they are feeling enthusiastic. As a result, when they tell stories it is difficult to understand. Use the script that has been made to mark how fast the tempo to take and what kind of intonation is needed. That way, your voice can sound more organized when doing voice over.

4. Choosing the right place before doing voice over. Choose a quiet location or not too noisy. It aims to make your voice over is actually caught by the microphone and recording device. If possible, do voice over in a soundproof room.