

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses video, script, function of script, elements of good script, stages of script development and the benefit of video in giving information.

2.1. Video

According to Arsyah (2011), Video is a picture in a frame, where frame by frame is projected through a projector mechanical that on the screen there is a live picture. Besides, Rusman (2012) stated that, "*Video merupakan materi pendengaran yang terlihat (audio visual) yang dapat digunakan untuk menyampaikan pesan atau materi pelajaran. Video disebut audio visual karena elemen pendengaran (audio) dan elemen visual (video) dapat disajikan secara bersamaan*". It means that video is auditory material in the form of audio visual for delivering the messages and video is audio visual because it presents audio and visual together. From the theory above the writer can conclude that video is one type of audio visual media that can describe a moving object together with natural sound or appropriate sounds.

Nowadays, digital video serves as a tool to provide information and promotion in tourism, culinary, souvenir stores, etc. Tourists who come to Palembang are looking for information about souvenir stores. Therefore, the media of information by video will make it easier for tourists to find out about the information of souvenir stores in Palembang.

Ritchie (2017) said, "There are five reasons why video is more effective than text". First reason is "Videos Grab People's Attention" When you run digital advertisements, half of the battle is getting people to look at them. Think about what grabs your attention when you are scrolling through a website. Your eyes are attracted to movement, so the movement that videos produce naturally draws people's attention. Video advertisements also pique interest more than a standard

static advertisement. People are over 27 times more likely to click on an online video advertisement than a static banner advertisement.

Second reason is “Video Engage Viewers” Videos do not only grab people’s attention but also keep it. Video is one of the most engaging media you can use. They strike a deep connection and illicit strong emotional responses that make people want to share, comment, and like. Videos get 1,200% more shares than text and images combined. If it is produced correctly and naturally, videos can give clear information and it will be easy to interpret in a short amount of time. It has been said that a one minute video is worth 1.8 million words. Your brain can also process visuals much quicker than the text. About 90% of the total information transmitted to your brain is visual. On top of that, your brain can process these visuals 60,000 times faster than text. The human brain is not only more used to seeing visuals but is also better at interpreting them.

Third reason is “Videos Drive More Traffic to Your Website” A video can bring as much benefit to your site regarding SEO as multiple web pages. Companies that use videos on their websites have 41% more web traffic from searches than sites that don’t use video at all. Video also drives organic traffic up by 157%. You can also take advantage of this increased traffic by placing videos on the landing pages of your website. Embedding videos on landing pages can increase conversions by 80%. Search engines are taking videos more into account and ranking them higher than ever before. When people share your video or link back to your web page, it creates an inbound link. Inbound links are an important factor in your SEO ranking. The more inbound links your site has, the more authoritative your site looks to Google. Also, videos are more likely to be shared and in turn, generate more inbound links. Because of this, videos are 45 times more likely to rank on the first page of Google than text results.

Fourth reason is “Videos are Memorable and Improve Brand Recall” Have you ever found yourself reading an entire page of a book and all of a sudden realizing that you have no idea what you just read? You then have to waste time going back to re-read something that you have already seen before. This phenomenon is called regression. Regression can be frustrating when reading

written text, but videos almost eliminate it entirely. Studies show that viewers retain 95% of a video's message compared to 10% when reading text. Also, according to Hubspot, 80% of customers remember a video they viewed in the past month. Videos allow you to package the information you are trying to get across into a short narrative that will engage viewers in a way that text cannot. This makes them more memorable because people are far more likely to remember a story than a list of facts. Using video also plays into the strengths of the majority of the population. Most people need visual aids to learn, and 65% of people consider themselves to be visual learners. Videos accommodate this learning style and help people retain information better than they would a large wall of text.

Fifth reason is "Videos Help Increase Buying Intent" The success of any marketing campaign is based on conversions, or in other words: how many people bought or expressed interest in your product or service. Videos do a great job of pushing customers closer and closer to purchase. A positive experience from a customer with a video ad can increase purchase intent by 97%. Also, 64% of customers are more likely to buy a product online after watching a video about it. While you can increase your conversion rate by using video marketing, you can't just make any video and stick it out there hoping for favorable results. Your video needs to plug into your buyer's pain points, presenting your product as the compelling solution to the pain. But if done well, video is more effective than text in communicating marketing messages.

Besides that, Rusman (2012) stated "There are four benefits of video of giving information." First, video can provide messages that can be received more evenly and clearer by the viewer because video uses audio and visual. Second, videos are great for explaining a process of the content. The information conveyed by video is more detailed than the other media. Third, overcome the limitations of space and time, be more realistic and can be repeated or stopped as needed. Fourth, give a deep impression, which can affect viewers' attitudes.

While, Andi Prastowo (2012) states, "There are five benefits of using video." First, provide unexpected experiences to viewers of the content contained

in the video. Second, show clearly something that at first could not be seen. Third, analyze changes in a certain period of time. Fourth, provide experience for the audience to feel a certain situation. Fifth, information conveyed by video is not only through voice but there is a visual which is a moving image.

It can be concluded that there are many benefits of video in giving information. According to Ritchie (2017) there are benefits of video such as videos grab people's attention, video engage viewers, video drive more traffic to your website, videos are memorable and improve brand recall, and videos help increase buying intent. According to Rusman (2012), there are benefits of video such as the message conveyed is clearer, the explanation of the content is more detailed, it can be repeated and stopped as desired, and there is deep message from the video. And then, according to Andi Prastowo (2012), there are benefits of video such as providing unexpected experiences, showing clearly something, and information conveyed by video is not only through voice but there is a visual.

2.2. Script

Ayu (2019) stated that, "*Dari sejarah teknologi komunikasi video, naskah sendiri merupakan suatu landasan yang berisi ide atau gagasan yang diperlukan dalam pembuatan suatu video. Sebagai suatu landasan maka tanpa adanya naskah, proses pembuatan video akan kacau bahkan juga dapat berpengaruh buruk terhadap isi maupun pesan yang terdapat di dalam video*". It means, script is a foundation that contains ideas that are needed in producing a video. Without script, the process of producing a video will be messy and also be bad for the contents and message in the video. The viewers will not get the message directly from the script, meanwhile they need to think the message by themselves. Angelo (2010) stated that, "*Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah program. Sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disimpulkan*". It means that script is the basic idea that is required when making a video program, and quality of the script is really important to determine the final result of a program. A script

generally consists of a description about the conclusion of the message or information. There is the role of the script in the video, which is to convey the message in the video and also convey the information contained in the video. And also, the relation between video and script is they are two elements used to clarify the content, the audience not only watches the video but also supported by an explanation of the using the script. In this case, script is a basic idea needed by a video program and contains a draft plan in a video program. Script determines the final result of program. it means that script is an important element of producing a good video.

2.2.1. Elements of Script Writing

Jakacaping (2018) said, “There are four elements when making a good script.” (<https://youtu.be/BN-aTwoGDSE>)

1. Hook

In this step, the writer has to find out the interesting words or sentences to attract viewers to stay in watching the video. It depends on the content of the video. The content of this video is about a promotional video of a souvenir store.

2. Introduction

In this step, the writer will start the video script from the general information into the specific information. The video is about a promotional video of a souvenir store in Palembang. The writer will give the information of Palembang as the general information.

3. Body

In this step, the writer has to explain about the video content because it is the main point that should be supported with the details regarding the content. This step makes the viewers want to know about the video. In this video the writer will directly give the information about the location of the souvenir store, when the store started operating, kinds of the souvenir, and the range of price in that store.

4. Closing

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

It can be concluded that the elements of script writing are hook, introduction, body, and closing.

2.2.2. Writing a Good Video Script

Cockerham (2016) said, “There are some tips to writing a good video script”.

1. Write a brief first

In order to write a script that drives the results you want you will definitely need to write a video brief. Not only does this help you understand your objectives, it also helps you to understand your audience when you want to demonstrate to them.

2. Turn your message into a story

For any piece of video content you want to communicate with your briefs 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 conclude real words and phrases that your audience uses on your way to a great video script then your audience will understand what you mean.

4. Keep it short and sweet

When it comes to script writing, less is always more. Say what you need to say and keep it as short and succinct as possible.

5. Do not use words

You are making a video, not writing a novel. You have got more than just words to play with your script. The story in video content is told through

editing, motion graphics, music, sound effects and voice over, so do not feel like you need to communicate everything through dialogue.

6. Do several script readings.

Once you have got a workable draft of your video script, you should start reading it out.

7. Check again your brief

You will undoubtedly have several rounds of revisions to go through with any video script.

Therefore, it can be concluded that the tips to writing a good video script are write a brief first, turn your message into a story, speak in language your audience understands, keep it short and sweet, do not use words, do several script readings, and check against your brief.

2.3. Stages of Script Development

According to Friedman (2006), “There are seven stages of script development”. Which are background research and investigation, concept, pitching, treatment, first draft, revision, and final draft.

1. Background research and investigation

Part of the process of script writing often involves background research or investigation of the subject matter before you define the objective or outline the content. Research can be undertaken in 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. At what stages do you do your research? Some kind of research and investigation is usually necessary to get going and to stimulate your thinking, so it logical precedes everything else. Research could also come later in response to your need to know about specific things in order to make accurate statements. At a later stage you may need to do

audience research. If your product has a commercial purpose, it is quite possible that questionnaires, surveys, or focus groups would be called for.

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 of 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. It just has to convince, persuade, and embody the seed of the script to come.

3. Pitching

Pitching is talking, not writing. It is part of the communicating and selling of ideas in the entertainment and communication industries. You have to talk about your ideas 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 the 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.

From the explanation above, it can be concluded that the stages of script development are background research and investigation, concept, pitching, treatment, first draft, revision, and final draft.

2.4. Souvenir

According to Damrongpipat (2009), Souvenirs are typical items closely related to tourism, events that serve to save or bring up memories. Tourists love that the product contains symbolic elements of an area and handicrafts that have traditional and cultural values. Often new ways are pursued for reinforcing the value of uniqueness and desire to buy it by inviting tourists to the manufacture of products such as making batik and cloth weaving, making silver handicrafts, and others. Besides that, Wicks (2004), stated Souvenirs are able to provide opportunities for advertising success globally and even potentially as a source of income. One of the characteristics of the most important souvenir is the authenticity and uniqueness that affects tourists buying it.

2.4.1. The Classification of Souvenir

According to Amitabh Upadhy (2016), there are four classification of souvenir.

1. Trinkets

This type of souvenir is just a reminder of a destination. Usually this type of souvenir is produced in large quantities a lot at cheap price. For examples are fridge magnet, key ring, and mug. This souvenir is suitable to buy for family and relatives.

2. Figurine or Replica

This second type has a memory value of a trip, like pleasure after visiting museums, beaches, mountains, and so on. Miniatures or replicas are usually produced in mass quantities by local people.

3. Local Crafts

The third type of souvenir is tangibilisers which can add to the features of a vacation experience. Prices from local craft souvenirs can be said to be a little expensive because of these items not mass produced and generally in craft from hands, however due to some modern technical tools it may have entered the production process. Regional identity and authenticity of this craft making them sought after not only by tourists, but as a valuable gift to impress the recipient.

4. Value Art

The fourth type is art, one valuable or handicraft typical of the place visited. The item can be categorized as a souvenir or antique item that has value art investment from time to time. Because their exchange rate contains elements of authenticity and artistic characteristic of the piece.

It can be concluded that four categories of souvenir are trinkets, figurine or replica, local craft, and value art.

All in all, in this chapter the writer used some theory. There are the definition of video by Arsyia (2011), and Rusman (2012) video is one type of audio visual media that can describe a moving object together with natural sound or appropriate sounds. The benefits of video by Ritchie (2017), Rusman (2012), and Andi Prastowo (2012). The definition of script by Ayu (2019) and Angelo (2010) script is consists of a description about the conclusion of the message or information, to convey the message in the video and also convey the information contained in the video. The elements of script writing by Jakacaping (2018) there are hook, introduction, body, and closing. How to write a good video script by Cockerham (2010). The stages of script development by Friedman (2006) there are background research and investigation, concept, pitching, treatment, first draft, revision, and final draft. The definition of souvenir by Damrongpipat (2009) and Wicks (2004). And the last is classification of souvenir by Upadhya (2016).

