CHAPTER II
LITERATURE REVIEW

2.1. Design

According to Ulrich & Eppinger (2008) design is a professional service in creating and developing concepts and specifications to optimize the functionality, value, and appearance of products and systems for each other between users and producers. According to Wiyancoko (2010) design is everything related to concept making, data analysis, projet planning, drawing or rendering, prototyping, frame testing and riding test.

From the definition above, the writer concluded that the design is a service related to the creation of concepts, specifications and data analysis that optimizes product value and function for a project mutually beneficial between producers and audience.

2.2. Video

Azhar Arsyad (2011) states that videos are pictures in frame, where frame by frame is projected through the lens the projector mechanically so that the screen shows a vivid image. Based on KBBI video is a recording of life or television program to broadcast via television set, so video is is a display of moving images accompanied by sound.

Based on the opinion above, the writer concluded that video is one type of audio-visual media and can depicts an object that moves together with sound natural or appropriate sound. Video presents information, describes processes, explains complex concepts, teaches skills, shorten or lengthen time, and influence attitudes.

2.3. Script

According Hanifah (2013) the script is the basis needed in a video production program. The quality of the script really determines the final result of a video. A manuscript generally contains a message for the information to be conveyed. This

means that the script is the main idea needed in making videos. The better the video script, the better the resulting video will be. Usually the video script contains a description of the message or information conveyed to the audience. According to Sudardi (2001), the term manuscript is a loan word from Arabic. In philology, this word is the equivalent of the English word manuscript 'human writing' or the Dutch word handschrift 'handwritten'. So, the manuscript is where the texts were written. This manuscript is concrete, tangible, can be held and felt.

From the above understanding, the writer conclude that the script is one component of media development or part of media activities in the planning, design development and evaluation stages. A script is the main idea needed in making a video. a good video if the script used is also good. usually the script contains the description and message of the object that is staying.

2.4. Steps of writing script

According Sutrisno (1996) cited Widianita (2009) The steps for writing a script can be described as follows:

1. The idea of a story that will be made into a video and television program can be taken from a true story (true story) or non-fiction and fiction or fiction. Many sources of ideas that can be used as inspiration for writing a video and television scripts are taken from novels, true stories, and others. Ideas can obtained from a director and then the Script Writer assignm to develop the idea.

2. Based on these ideas/ ideas the producer appoints a Script Writer for develop his work into a story. This idea, which is still general in nature, is then concretized into a chosen theme. The purpose of making a theme is to limit the topic and to define the target group. That theme itself means something that is free to discuss and review. Theme is something that is still open and not a ready formulation wear.

3. Research is needed after finding an idea that will be made into an audio visual program. Research in this context is an endeavor study and collect information related to the script to be written. Sources of information can be books,

literature, newspapers or publication materials others and people or sources who can provide accurate information about content or substance to be written.

4. After understanding the research results or information collected, you can make outline or outline of the information that will be translated into a script. The outline generally contains an outline of the information that will be written into a script.

5. The next step is to make a synopsis or brief description of feature program. Synopsis and outline will help focus attention on developing pre-selected ideas. Synopsis writing is a must clear so as to provide an overview of the content of a video or television program will be created.

6. Script writer must have creativity in developing synopsis to be a script. Well-written synopsis are a solid foundation needed to write a script. A synopsis contains a description clear about the location, time, players, scenes, important shots and property which will be recorded into the video program.

7. synopsis is a reference for writing a script. Manuscript is a story line which is complete with descriptions and dialogues, both dialogues for Host and for the Narrator (on the feature program) in an audio-visual presentation, has ripe, and ready to be worked on in a visual form.

8. Manuscript Review is a step in which the writing of the manuscript is reviewed by Script Writer himself with the producer and director. I suppose things imperfect, the manuscript can be revised again at this stage.

9. Finalizing the script is the final step before the script is visualized by director with the production team. The final manuscript is the result of revision of input given by the director and producer. So deep the finalization of this manuscript, the manuscript has really matured, got it approval from the production team and it's ready to be visualized. A necessary thing paid attention to in the making of the manuscript, namely so that the script does not become on which all production activities depend. Also pay attention to field conditions during production. So the script will kill the creativity of the director and co-workers production.

2.5. Tourism

According to Pitana and Gayatri (2005), that tourism is the activity of people temporarily to a destination outside the place of residence and place of work and carry out activities while in destination and also facility arrangements to meet needs they. Tourism are people moving temporarily and in the short term to goals beyond where they used to live and work as well their activities while staying at a destination (Damanik, 2006).

From the definition above the authors conclude that tourism is an activity of moving from one place to another with the aim of having fun and not for work.

2.5.1. Tourism Destination

According Ritchie and Geoffrey (1993) cited Sudiarta et al (2014) that the tourism destinations are multidimensional with an emphasis on the diversity of tourism facilities and services within a unified territory, marked by the many attributes attached to the destination. Undang-Undang No.10 tahun 2009 about Tourism mentions that tourism destination is a different geographical area in one or more administrative regions containing tourist attraction, tourism facilities, accessibility, community and tourism that are interconnected and complementary to the realization of tourism activities.

The characteristics of tourism destinations according to the WTO (2011) cited Sudiarta et al (2014) are described by 8 elements, namely

1. A tourism destination consists of many products, this is reinforced by the statement by Cooper (1993) that tourism destinations are "amalgam" which means "combination". A tourism destination is a combination of various products produced by various "companies". For example, a hotel company will produce an overnight service product.

2. A tourism destination consists of various companies that produce different products, but have the same purpose of serving tourists.

3. A tourism destination consists of physical and non-physical entities (tangible and intangible).

4. A tourism destination is a "mental concept", something that is placed in the minds of tourists, for example Bali tourism destinations in the minds of tourists are "warm-hearted" destinations. Because society with its "hospitality" is able to influence the minds of tourists. In other words tourism destinationis an "image" that is in the minds of consumers or tourists.

5. Tourism destinations will be affected by various unpredictable factors, such as natural disasters, terrorist acts, health problems and so on. This is evidenced by the various natural disasters that occur (such as volcanic eruptions) which can hinder tourists' desire to visit a tourism destination.

6. Tourism destinations are related to history, and various real and unreal entities. Monuments are one of the real or tangible tourist attractions, while the information provided is not real or intangible.

7. The evaluation of tourism destinations is subjective, because the expectations and perceptions of tourists vary. One tourist will feel satisfied, but other tourists are not necessarily satisfied when visiting the same place.

8. a tourism destination has its own uniqueness and authentic value in the eyes of tourists. Because each tourism destination will have similarities or differences according to what tourists perceive.

2.5.2. Type of Tourism Destination

According to Ismayanti (2010), based on the types of tourist objects, tourism is divided into several types, namely:

1. Coastal tourism (Marine tourism). Is a tourist activity supported by facilities and infrastructure for swimming, fishing, diving and other water sports, including accommodation, eating and drinking facilities and infrastructure.

2. Ethnic tourism. It is a journey to observe the manifestation of culture and lifestyle of the people that are considered attractive.

3. Nature Reserve Tourism (Ecotourism). It is a tour that is widely associated with a penchant for natural beauty, the freshness of the air in the mountains, the wonders of rare animal life (wildlife), and plants that are rarely found in other places.

4. Buru Tourism. Is a tour that is carried out in countries that do have hunting areas or forests that are justified by the government and are encouraged by various travel agents or agencies.

5. Sports Tourism. This tour combines sports activities with tourism activities. Activities in this tour can be in the form of active sports activities that require tourists to do physical exercise directly. Other activities can be in the form of passive sports activities. Where tourists do not exercise, but only become sports connoisseurs and lovers.

6. Culinary tour. Motivation in this type of tourism is not only to fill and pamper the stomach with a variety of specialties from tourist destinations, but interesting experiences are also the motivation. The experience of eating and cooking from a variety of specialties from each region makes the experience even more special.

7. Religious Tourism. This tour is carried out for activities that are religious, religious, and divine in nature.

8. Agro Tourism. This tourism takes advantage of agro-business as a tourist attraction with the aim of expanding knowledge, experience and recreation. Where the agro business that is usually used can be in the form of businesses in the fields of agriculture, animal husbandry, plantation, forestry and fisheries.

9. Cave Tours. Cave tourism is an activity to explore into the cave and enjoy the scenery in the cave.

10. Shopping tour. This tour makes shopping its main attraction.

11. Ecological Tourism. This type of tourism is a form of tourism that attracts tourists to care about natural and social ecology.

12. Culture tour. Archaeological heritage and monuments, this tour includes cultural groups, national monuments, historical buildings, cities, villages, religious buildings, and other historical places.

2.5.3. Elements of Tourism Destination

. Tourism destinations include at least the main components (Sunaryo, 2013), namely:

1. Attractiveness which includes attractions that are primarily based on natural, cultural, and artificial wealth (artificial).
2. Accessibility, which includes support for the transportation system which includes transportation routes or routes, terminal facilities, airports, ports and other modes of transportation.
3. Amenities which include supporting facilities and tourism support which include accommodation, food and baverage, souvenir shops, retail, travel agents, tourist information centers, money changers, and other security support facilities.
4. Supporting Facilities (Ancillary Services), which includes various supporting facilities used by tourists, such as banks, telecommunications, post, hospitals, and so on.
5. Institutions relating to the existence or role of each element in supporting the implementation of tourism activities, including the local community as hosts.

2.6. Rumah Ong Boentjit

According (www.palembang.tribunnews.com) Rumah Oeng Boentjit is located in Lorong Saudagar Yucing, Kelurahan 3-4 Ulu, Seberang Ulu I, Palembang. This house has its own charm, which is its location right on the banks of the Musi River. Rumah Ong Boentjit was introduced by the Indonesian Enchantment Generation (GenPI) South Sumatra in October 2017. This house has an area of more than 3000 square meters, visitors who want to go to the location can use a small boat owned by fishermen or what is known as 'Ketek', from the Benteng Kuto Besak (BKB) pier. This house was owned by Baba Ong Boentjit. Rumah Ong Boentjit was made in the 1700s, while the owner himself died in the 1800s. Now the house of Baba Ong Boentjit is cared for by the 6th generation, a married couple Budiman and Ani.

Ong Boentjit's house is a house that has a design like a typical Palembang house, but this house has Chinese ornaments. Every wall of this house is affixed with various kinds of Chinese writing. This house is 300 years old, but still standing strong until now. Now this house is equipped with a variety of interesting and

instagramable photo spots so that it is worthy of being visited by millennial teenagers.