

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer describes the definition of designing, the definition of video script, the definition of Tourism and the information of Taman Wisata Alam Punti Kayu.

2.1. Design

A design is a plan or specification for the construction of an object or system or for the implementation of an activity or process. According to Kotler and Keller, (2012:332). "Design is the totality of features that affect how a product look feels, and functions to a consumer". It means design is a form plan of appearance that shows the characteristic of a product and function to consumers.

In addition, Beta (2008) says differently that is a creative process in solving problems in matters concerning the design of an object that is functional or aesthetic. Which in principle looks at the technical aspect, function, materials, without realizing elements of color, lines, texture, composition balance, and shape.

From the definition above, it can be concluded that the design is a planning creative activity to create an object, both in terms of appearance and function and design can also mean objects or images / graphics that are produced from the design activity itself.

2.2. Video

Video is a technology for capturing, recording, processing, transmitting and rearranging moving images or a combination of images that are read sequentially at one time at a certain speed. Arsyad (2011: 49) stated that "*Video merupakan gambar- gambar dalam frame, di mana frame demi frame diproyeksikan melalui lensa proyektor secara mekanis sehingga pada layar terlihat gambar hidup.*" It means that video are images that are in the frame. It is mechanically projected through lens and projector. The projection creates vivid image

In addition, Rusman (2012) state that “ video is a visible and audible learning material (audio visual) which can be used to convey messages / materials lesson.”

From the definition above, it can be concluded that, video is one type of audio-visual media and it can be depicted an object moves that has a purpose at a certain speed.

2.2.1 Tourism Promotion Video

According to Gromang (2003), Tourism promotion is an attempt to trigger potential tourism sales, and it encompasses all planned activities, including information dissemination, so it can be said that tourism promotion is a key variable in the planned tourism marketing strategy.

So, it means that a tourism promoting video is one that promotes a tourism destination in a specific region for a specific purpose in the field of tourism. This statement is supported by the statement of Alfistika (2018). She stated that “Video is a good medium to promote a tourism destination. It is an audio-visual medium that the contents are about the destination include tourism aspects such as attraction, facilities, infrastructure, transportation, culinary, culture, and hand-gift”

So, it can be concluded that tourism promotion video is a good medium to promote tourism destinations that combined two elements of audio and visual.

2.2.2 Wondershare Filmora X

Wondershare Filmora Video Editor is an application or program released by Wondershare which is designed to process/edit videos. Filmora video editing available for Windows, Mac and mobile devices.



Figure 2. 1 Wondershare Filmora ver.X 1

2.3. Script

According to Muslim (2018), that script is a scenario of a film that is explained in the sequence of the scenes, place condition, and dialogue which are structured in the context of dramatic structure and serve as guidelines for film-making.

In the big Indonesia Dictionary, Edition III 2005 the script is:

- Essays that are still written by hand
- Essay of someone who hasn't published.
- News materials that are ready to be set.
- And draft

Hanifa (2013) states that;

Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah video. Sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan

It means a script is the basic idea that is required in making video. The quality of script determines the outcome of the video. A script generally contains explanation or descriptions of messages or information. However, script is the basic idea for making video. It contains of explanation about information or message that informed in the video. It will affect to the video as the final product.

2.3.1 Elements of Script Writing

According to Jakacaping (2018) "there are elements when making a good script".

1. Hook

In this step, the narrator has to find the interesting words or sentences to attract viewers stay in watching video. It depends on your content of video. So, this content of video is about promotion tourism attraction.

2. Introduction

Introducing yourself first, because viewers do not know you before. In this step, you have to tell about your content. For example, about promotion

video of sport tourism attraction. You have to give some information about your content of video. Let the viewers know why you should watch the video.

3. Body

In this step, you have to explain about your video content because it is the main point that have supporting details about the content. This element makes the viewers want to know about your video.

4. Closing

If your video content is about promotion, give your viewers recommendation. And also, in this video will give the viewers recommendation about what are the best way to maintain their health. So, the narrator will give recommendation with promoting the video of martial arts as sport tourism attraction.

2. 4 Designing Video Script

Sutrisno (1996) stated that, when you design a script, a script writer must pay attention to important points that must be considered to create a perfect final script, including:

1. Language: When someone wants to communicate something, language is needed in cinematography, the language used is cinema/moving images which consist of audio, audio and, visual, whose characteristics are different from written language. Verbal language consists of sounds and words that are caught by the ear (auditive). While the language of television is in the form of images that are captured by the eye (visual).
2. Picture: A documentation can be in the form of a written file (diploma, training). It can also be in the form of pictures, photos of events, films, etc. The elements of the picture consist of various materials, including
 - a. A series of events: an event/activity
 - b. Bibliography: archive/magazine snippet
 - c. Statement: an individual who speaks consciously in front of the camera
 - d. Interview: interviewer can be seen/invisible
 - e. Documents: can be pictures, graphics, cartons

- f. Still photos: usually historical photos
 - g. Conversation: A discussion of a group of people
 - h. Blank Screen: to pay attention to the sound because the person speaking is endangered
3. Audio
- It is something that provides information about the image displayed in the image by the atmosphere. Images will provide information to the audience through sound.
- Here are some examples of sound elements:
- a. Narration: Featuring a narrator/Voice Over
 - b. Synchronous sound: A sound in an image that is relayed separately and then combined.
 - c. Sound Effects: Ambient and background noise
 - d. Music/song: Music must be created.
 - e. Empty: To allow the audience to see the picture's details.
4. Duration: A scriptwriter must be able to recall the previously planned duration. As a result, when writing a script, make sure that it does not exceed the time limit. A strong script

2.4.1 Designing Video Script for Promoting Tourism Destination

According to Ismayati (2010), The tourism promotion video script has the advantage of being able to provide a more overview and information to potential tourists so, it can delivered and displayed can be more easily accepted and video promotions are made with appealing cinematography, appropriate background sound, and narrative that has been designed and sounds clear.

2.5. Tourism

Tourism is defined by some scholars in the following explanation According to the law of Republic Indonesia number 10 of 2009, tourism is variety of tourism activities and supported by various facilities and services provided by the community and the government. Meanwhile, according to Marpaung and Bahar

(2000), tourism is a journey, that is done for a while, which was held from one place to another, leaving their own home, with a plan and with a view not to try to make a living in or look for places visited, but solely for enjoy a picnic activities and recreation to meet the diverse desires

From the statements above, the writer can conclude that tourism is a journey from one place to another place, done individually or in groups with the plan and with the view not to try making a living in or looking for place visited

2.5.1 Kinds of Tourism

According to Spillane in Kusuma (2012), there are 6 kinds of tourism based on the motive of travel destination. They are pleasure tourism, recreational tourism, cultural tourism, sports tourism, business tourism and convention tourism. The definitions are as follows:

1. Pleasure Tourism

These types of tourism conducted by people who leave their home for a vocation, refresh the mind, insert the curiosity, relaxes the nervous tension, find something new, enjoy the nature, knowing the life of the local people, and get a piece

2. Recreation Tourism

This type of tourism conducted for the use of the days off to rest, recover the physical and spiritual health, and recuperate from fatigue and exhaustion. It can be done in a place that ensure that these goals offer recreational enjoyment. For example, the beach, mountain, resort and healthy center.

3. Cultural Tourism

These types of tourism characterized by a series of motivation. Such a desire to learn in teaching and research center. Learn about the custom, institution and way of life in different societies, visiting historical

monument relics, art and religious center, arts and festival or music, theater, traditional dance other.

4. Sport tourism

This type of tourism can be divided into 2 types of tourism:

- a. Big sport event, such as the Olympic Games, the world ski Championship world boxing championship, and others that interest the audience of fans.
- b. Sport tourism of the practitioner for those who want to practice and by them sell such mountain climbing, and horse-riding sport, hunting, fishing and others

5. Business Tourism

This type of tourism is a form of professional travel or a tour that conducted because of the job or position that does not give a person to choose the destination and time for travelling

6. Convention Tourism

This type of tourism is in great demand by the countries because when it held a convention or meeting it will be a lot of attendees who stay within a certain period in the countries that hold a convention the country that held this convention will correct the buildings that support the holding of convention tourism.

2.6. Taman Wisata Alam Punti Kayu

2.6.1 The History of Taman Wisata Alam Punti Kayu

Punti Kayu is one of nature conservations that offers views of the pine forest which is located in the middle of Palembang city. This forest is managed and used as a tourism destination called the Taman Wisata Alam Punti Kayu in 2015.

Taman Wisata Alam Punti Kayu is the only one in Palembang City that has a beautiful panoramic view of a pine wood. This destination is ideal for a family walk on the weekend. Visitors are guaranteed to experience the fresh air of the pine

forest, as well as awe at some of the animals in captivity. In Taman Wisata Alam Punti Kayu, you can enjoy the green trees and the variety of animals.

2.6.2 The Location of Taman Wisata Alam Punti Kayu

Taman Wisata Punti Kayu is located on Jalan Kol. Burlian Km. 6,5, Karya Baru, Alang-Alang Lebar, Palembang, Sumatera Selatan, Indonesia, 30961.



Figure 2. 2 Map of the location of Taman Wisata Punti Kayu Palembang.

(Source; Google Maps)

2.6.3 The Attractions in Taman Wisata Alam Punti Kayu

In addition to enjoying the coolness of the conservation forest, visitors can enjoy various facilities and games at TWA Punti Kayu, including:

- a. Suspension bridge,
- b. Water park
- c. Play ground
- d. Horse and elephant rides (Sundays only)
- e. Outbound
- f. Camping
- g. Mini zoo
- h. Replica of the wonders of the world landmark

2.6.4 The entrance ticket of Taman Wisata Alam Punti Kayu

The entrance ticket for children is Rp. 25.000, - and for adults Rp. 20,000.
A two-wheeled or four-wheeled vehicle pay more around Rp.5000- Rp.10.000
rupiah.