

CHAPTER II

LITERATURE REVIEW

2.1 Design

Creating a product is inseparable from the process of designing. In this part, designing considered as a process and a plan. Walker (2016) defines design as the process of creating the products and the services that people use. Similarly, Netto and Paulo (2004) explain design as a set of process that transforms requirements into specific characteristics in order to realizing a product. “*Desain tidak semata-mata rancangan di atas kertas, tapi juga proses secara keseluruhan sampai karya tersebut terwujud dan memiliki nilai*” (Muhajirin, 2010). Designing process is finished when the product has realized. Besides, Witarsa (2015) states that “*desain adalah sebuah rancangan, rencana, atau gagasan*”. Design is considered as a plan, layout, or an idea in creating a product. Based on the definitions, the writer concludes that design is a series of process to create a product.

2.2 Video

A video is one of the media to spread messages. Arifin (2018) defines that “*video adalah media yang mempunyai unsur visual dan audio, di mana media ini dapat dilihat gerakan visualnya dan dapat didengarkan suaranya sehingga tampilannya menarik*”. A video as a media that has audio and visual aspect, and it can be played visually with its sound which produce an interesting scenery. Fauziyyah (2019: 18) supports the definition, which she states that “*video merupakan media penyampai pesan termasuk media audio-visual atau media pandang-dengar*”. A video is an audio-visual media to deliver message. Furthermore, Ardianto and Martin (2016) state that “*promosi menggunakan video lebih efektif dan mudah dipahami karena video memiliki konten audio dan visual*”. A video is an effective media to inform something because it has both visual and audio in its content. Briefly, a video consists of audio and visual to be shown in order to deliver a message to other people.

A video contains some pictures that being shown in a realistic way using media. Arsyad (2011) explains that “*video merupakan gambar-gambar dalam frame, di mana frame demi frame diproyeksikan melalui lensa proyektor secara mekanis sehingga pada layar terlihat gambar hidup*”. A video is a group of pictures in a frame that being projected through projector in mechanic way, and the screen looks like real image. In addition, Gelael (2018) states that “*video adalah teknologi pemrosesan sinyal elektronik mewakilkan gambar bergerak*”. It means a video represents the movement of pictures. In conclusion, a video is set of pictures that played in one frame creating vivid scenery.

2.3 Video Script

A video script is one of the basic parts of a video. “*Naskah merupakan sebuah landasan yang diperlukan untuk membuat sebuah program video dan televisi apapun bentuknya*” (Widianita, 2009). A script is foundation to direct the flow in a video and television program. In more complete way, Rosianta and Sabri (2018) add that a video script is a written text explains about the information that will be added on a video. Similar to Rosianta and Sabri (2018), Common Craft LCC (2021) defines a video script as all spoken words on the video. In brief, a video script is an important element for creating a good flow of a video contains all of the words will be spoken on the video.

2.3.1 Stages of Writing Video Script

Writing video script consists of some stages in order to make it well organized. Sharma (2015) elaborates 2 stages of scriptwriting, pre-shooting script and post-shooting script.

1. Pre-Shooting Script

In this stage, the shooting script is elaborated and overwritten. The screenwriter and the team of video production need to discuss and plan desired of the video. On the other word, this stage is where the screenwriter sets conceptual map for the shooting trip.

2. Post-Shooting Script

Post-shooting script involves theoretical elements and audio visual information from the production. New ideas are open to be added along the way.

Hepburn (2021) elaborates more about the stages of writing script. They are finding idea, exploring structure, defining (character, world, and problem), working on storyline, writing draft and draft-checking.

1. Finding Idea

In this stage, a script writer needs to find idea. The idea may from a simple sentence, a picture, a metaphor, poetry, and others.

2. Exploring Structure

Most of the time, the structure of script contains at least 3 part. They are beginning (opening) part, middle (body) part, and closing part.

3. Defining Character, World, and Problem

These elements are the main parts to build the storyline of the video. Das (2021) explains about the elements.

- a. Character is the people in a video. Moreover, character also can be human, animal, even an object or location.
- b. World refers to the location or place of the story written in the script.
- c. Problem is the core idea that will be delivered on the video.

4. Working on Storyline

In this stage, the script writer needs to create the plot of the video. In other words, this stage is related in making the “whole story” of the video in the form of outline.

5. Writing Draft

After the script writer creates storyboard, the next step is to write the draft.

6. Draft-Checking

In this stage, the draft of scriptwriting should be checked. The checker can be from expert especially the one who understands scriptwriting. Then, the stage is repeated (from writing second draft and getting second draft-checking).

The previous stages of scriptwriting also supported by Ranga and Koul (2017), but they also add other points of writing script. They explain that there are 9 stages of writing video script, which are finding idea, creating outline of video, researching, selecting material, planning message, arranging structure, making storyboard, drafting script, and testing the script.

1. Finding Idea

In this stage, the script writer needs to discuss the idea and evaluate the idea for video production.

2. Creating Outline

From the ideas that have been discussed, the script writer should select the ideas, and test the ideas into brief or outline. That includes title, target audience, duration, program objectives, and synopsis.

3. Researching

During researching stage, the script writer may find any materials regarding the topic that will be written. The sources are from books, journals, experts, and knowledgeable people.

4. Selecting Material

After finding the materials, the script writer might need to select the most relevant material with the topic that will be presented on the video.

5. Planning Message

It is important to design the presentation strategy. On the other words, in this stage, the script writer needs to pay attention for providing creative way to deliver the materials.

6. Arranging Structure

In this stage, the script writer needs to arrange the opening, the body, and also the closing that will be delivered on the video.

7. Making Storyboard

Storyboard related with the visual and spoken words on the video. This stage can help the script writer to think visually and develop the script.

8. Drafting Script

At this stage, the script writer can write the whole script.

9. Testing Script

The last stage is to test the effectiveness of the script. This stage is to assess the presentation, comprehensibility of the content, difficulty of language, and relevance of material.

To sum up, scriptwriting involves complex steps, started from finding idea of what to write until writing the final script. For the product in this final report, the writer would apply the steps proposed by Ranga and Koul (2017). The steps are finding idea, creating brief plan or outline, researching, selecting material, planning, arranging structure, making storyboard, drafting, and testing.

2.3.2 Functions of Video Script

A video script has multiple functions. Mikroskil (2010) states three main functions of script. The functions are as *konsep dasar* (basic concept), *arah* (direction), and *acuan* (reference).

1. Basic Concept

As a basic concept, a script is an idea for producing a video program. A script usually contains a description about the message or information of the video.

2. Direction

A script has functions as a direction of the video, which refers to the flow or plot of the whole video.

3. Reference

A script can be used as a reference to realize the idea into communicative video program.

Similarly, Ayu (2019) states that the function of video script on a video as basic concept, direction, and reference. Yet, she adds 3 other functions of a video script. They are as *dasar penentuan peran* (basic of determining character), *dasar perhitungan anggaran* (budget calculation), and *penentu hasil akhir* (final result).

1. Basic of Determining Character

The script writer should have character in the script in order to create the whole story. Therefore, script will be the basic of deciding the character.

2. Budget Calculation

A script is the foundation of the video, and through the script, there are some elements of video written. Hence, the script writer will be able to see and calculate the budget of the elements during video designing process.

3. Final Result

A script can be used as determinants related to the interests and responses of audiences or message receiver of the video.

Based on the explanation, the writer concludes that the main functions of a script are to be the basic, direction, and reference.

2.3.3 Writing Good Video Script

In writing good video script, a script writer needs to pay attention to some aspects. Cockerham (2016) states 7 ways to write effective script for video. They are writing video brief, creating the message into a story, using comprehensible language, writing short script, using more than words, reading the script, and revising the script.

1. Writing Video Brief

A video brief is a planning regarding to the video. In addition, a video brief also help the script writer to set the objectives, audiences, and messages.

2. Creating Message into a Story

A video is the media to communicate message. Therefore, in the script, the message should be translated into a story.

3. Using Comprehensible Language

A scriptwriter needs to use language that is easier to be understood by the audiences.

4. Writing Short Script

Writing short script is better since commonly, a video duration is about 2-3 minutes. Yet, this is also related with the duration of the video.

5. Using More Than Words

In this part, using more than words refers to the other aspects regardless the script, for instance, music, sound effects, and voiceover.

6. Re-reading the Script

Re-reading the script is important as it help the script writer to feel whether the script sounds natural or not.

7. Checking the Script

This step is to check the suitability between the final script and the video brief that has decided before.

In addition, Muir (2017) states 6 tips for writing effective video script. The tips are as follows.

1. Separating the Audio and the Visual Script

In a video, the message delivers in two medium. The first medium is audio, and the second medium is the visual. Therefore, there will be two columns, for instance column A is for visual script and column B for audio script. The script will be written as follows.

a. Column A (Visual Script)

Detailed visual description goes here.

b. Column B (Audio Script)

Hi, welcome to this audio-visual script!

2. Using Script for Editing

During editing process, script is needed as the reference, for example the part will be cut on the video.

3. Avoiding using Abstract Language

The script writer needs to pay attention in language using. Instead of using abstract words, it would be better to use concrete words because the audience will be easier to get the point of the video. Writing with concrete language also helps to reduce ambiguity among the people in the project of designing video.

4. Reading Dialogue

In reading the dialogue of the script, the script writer will be able to feel whether the script has already effective or not.

5. Using Story Telling

In this part, the script writer needs to write the script in narrative logic. Even if there is no story, but the script writer can write the information in logical order. Each of information are written in the last, and bounded together in a form of cause and effect.

6. Considering the Objective

Objective is the target of the video. Therefore, the script writer needs to imagine how, where, and why the audiences watch the video.

In summary, a good script writing needs to pay attention especially in how the writing is and also its target.

2.3.4 Software for Writing Video Script

There are various softwares used for writing video script. Brown (2021) states the five softwares for writing a video script, Causality, Celtx, Story Touch, Kit Scenarist, and Highland 2. Moreover, Hellerman (2018) recommends for using Final Draft for writing a video script for industry standard. Therefore, for this final report product, the writer chose to use Final Draft as the software for writing the video script.

2.4 Genre in Writing Promotional Script

In writing promotional script, it is important to follow certain way. For developing the product in this final report, the writer applied writing in persuasive way, which combining the three pillars or elements of persuasive writing.

2.4.1 Writing in Persuasive Way

In promoting, there is a way namely AIDA Model. Rawal (2013) states persuading is important in AIDA Model, especially to do action regarding to the product or service being promoted. Therefore, persuasive way in writing is needed. According to Beyreli and Sumeyye (2018), persuasive writing refers to non-fictional texts written in order to convince reader to accept particular idea. Peter

(2012) supports that a persuasive writing should be in the form of non-fiction writing. He also adds that logical order is important for persuasive writing, so it is a must to pay attention of the words and phrases chosen. Briefly, persuasive writing is a way of writing to persuade people with logical order.

The intention of writing in persuasive way is to convince readers to believe in an idea or opinion and to do an action (Charlotte, 2016). Kansu (2015) supports the definition that persuasive writing is a process to write for convincing and persuading people. To sum up, persuasive writing is a way to persuade and convince people to do an action.

2.4.2 Pillars of Persuasive Writing

In order to be persuasive, a writer needs to pay attention with some elements in writing. Patterson (2013) states the pillars of persuasive writing according to the Greek philosopher namely Aristotle. The pillars are *ethos*, *logos*, and *pathos*. *Ethos* refers to be credible, which means writing with clarity. It will be more credible if there are no error both in the writing and the content. The next pillar is *logos*, which means be logical. Writing in logic and showing evidence or quotation from reliable source is important to realize the pillar. The last pillar is *pathos*, that related with using reader's emotion by addressing his feeling about a subject. Krishnan et al (2020) also states about three pillars of persuasive writing adapted from Aristotle. They are *ethos* as credibility or ethical appeal, *logos* which refers to a reasoning-based persuading, and *pathos* which is the art of persuading through emotion. In brief, a persuasive writing has these pillars or elements to create credible and logical result.

2.5 Promotion

Promotion is needed to spread and inform the existence of product or service. Rahman and Suryono (2015) state that "*promosi adalah arus informasi atau persuasi satu arah yang dibuat untuk mengarahkan seseorang atau organisasi kepada tindakan yang menciptakan pertukaran dalam pemasaran*". Promotion is a one way information persuasively to make people do what being

asked, such as buying, exchanging, etc. The definition is supported by Kotler and Armstrong (2012) that promotion is an element to spread information and persuade people about product or service through publication. Moreover, promotion involves promotion mix consists of advertising, sales promotion, event, publicity, personal selling, direct marketing, and online interactive marketing. Based on the definitions, it can be concluded that promotion is the way to make people interested and do an action related to the product or service offers.

2.5.1 AIDA Model for Promotion

There is a method that can be used in promotion, which is AIDA Model. This method is considered effective to promote products (Gharibi et al, 2012). According to Rofiq et al (2012), AIDA Model stands for Attention, Interest, Desire, and Action.

1. Attention

In this part, the promotion should be able to create interesting information that can attract people. It can include using uniqueness and facts that may lead people to curious and they would like to see more.

2. Interest

In this part, promotion should point out more the good point of product or service being offered. For instance, explain about advantages of the product or service.

3. Desire

A promotion should be able to give motivation to people to use or buy the product or service.

4. Action

This is the last part of AIDA Model, which promotion needs to give the next step to the people.

Bisoyi et al (2013) supports the idea of using AIDA Model, but they add credibility as one of the part. Hence, they divided it into Attention, Interest, Credibility, Desire, and Action. Attention is the part which grabs the attention of

targeted people. Interest is the part which generates people to see the product or service offers as important thing. Then, credibility is the part which shows facts regarding to the product or service. The next part is desire, which people start to want the product or service. The last part is action, which refers to execution (to buy or do another action) of product or service offers.

2.6 The Role of Using Video in Tourism Industry

In promoting a tourism destination, there are many kinds of medium can be used. One of them is by using a digital media, a video. Kiralova and Antonin (2015) state that a video as one of the media to promote a tourism destination through making the potential tourists getting closer with the tourism destination. Similarly, Hou (2017) supports that a video play important role in creating good perception about a destination. Therefore it is an effective media to promote a tourism destination.

A video is able attract tourists and engage their interest to visit a tourism destination. In a research conducted by Teixeira (2017), it discovered that a video is a good strategy to be used, since it is more reliable than pictures. It increases the intention of people to visit a tourism destination. Moreover, Santoso et al (2021) who conducted a research on making a promotional video to promote Wakatobi states that the video got positive responds from its viewers and increased the interest of people to visit it.

Briefly, a video has good impact to promote a tourism destination. It can make people become interested in the destination, and lead people to visit it. It is because of the ability of video to show the real view of the tourism destination which being promoted.

