

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Script**

##### **2.1.1 Script Definition**

A script is an original written instrument or document which contains the dialogue and action for a drama, a movie, or other performance. Millard (2010: 14) emphasizes, "A script is a blueprint for the film to come." In other words, a script means a record of an idea for a screen-work. Then the definition is supported by Cattrysse and Gambier (2008) which state that a script is a form of written document that presents oral narration, prose, drama, film, TV, and multimedia. From those definitions, it can be concluded that a script is a written version of a play or movie. It is a sequence of events, so it needs to be clear and concise.

##### **2.1.2 Script Function**

According to Ayu (2019), there are six main functions of a script that the scriptwriter should know. First, a script is a basic concept. In this case, the quality of the script that is made will greatly determine the final result of the video making process later. It is because a script will usually contain important elements in making a video. Some of them contain ideas, thoughts, or messages and information to be conveyed through a story line. Second, a script is a direction. The script becomes a document that is used by directors, crews, and other staffs in carrying out their work in making a video or a project. Here, they must comply with the content and the story line that has been stated in the script. Third, a script is a reference. The script is used by directors, staff, actors or characters, and others to make ideas, thoughts, and stories into a communicative video. From this function it can also be understood that all activities related to the video making process must refer to or be in accordance with the script that has been made. Forth, a script is a cast determinant. To realize the contents of the story from the script, actors who are in accordance with the characters that have been stated in a script are certainly needed, and the script will be used as the main basis. Fifth, a script is a budget calculation. This is certainly inseparable from the function of the

script as a basic concept which contains various elements of a video. The budget for making a video can also be seen or calculated through a script. Sixth, a script is a result determinant. The script as the basic concept will determine the final result of a video. It plays a role as a determinant of the final result which is also related to the interests and responses of the audience or message recipients to a video that will be displayed. To sum up, those are the 6 script functions in a video, both the main function and the function in the role, where from the script functions above it can be seen that the role of the scriptwriter in a film or video is very significant.

## **2.2 Copy Writing**

### **2.2.1 Definition of Copy Writing**

Copy writing is the optimum use of language to promote or persuade. First, copy writing is all about finding the optimum way to communicate. Bisoyi et al (2015) state that a professional copywriter is always looking for the right length of copy, the right structure, and the right choice of words. Next, language is the raw material of a copywriter. Akhter et al (2016: 297) indicate, “The use of right words can attract attention of consumers by appealing to their emotional needs as well as rational aspirations.” Hence it is important to turn a standard marketing message into a must read piece to get the desired market effect. Albrighton (2010) also adds that most copywriting exists in order to promote a product or service and to persuade people to think, feel or act in a certain way. The copywriter’s goal is to communicate the strengths, advantages or benefits of whatever they are promoting so their audience buys into them. Effective copywriting leads the audience by the hand across the stepping-stones of reading, thinking, feeling, and acting – in that order. It’s all about using intangible tools – words and thoughts. In summary, copywriting is all about communication and language to persuade the target audience.

### **2.2.2 Basic Elements of Copy Writing**

According to Erwanda (2012), there are four basic elements of copy writing; (1) Headline. Headline should be catchy. It should grab the readers’ attention and tell them what the advertisement in the copy writing is about. Ideally, the function

of a headline is to get the reader's concentration, target the viewers, list an advantage, and make an assurance; (2) Greeting and lead paragraph. Any copy writing which influence the reader has a possibility of being opened and read; (3) Body. The body of a copy writing should use the same tone and endure with the theme of the headline. It also should persist the benefits of a product or service, offer proof of the claim which has been made, provide details of the benefits and the features, and build credibility; (4) Closing. It is also known as call to action. The closing should include telephone number, any social medias, an email link, and/or URL.

Bisoyi et al (2013) also adds that there are seven basic elements of a copy writing; (1) Headline. The headline is considered to be the most important element in an advertisement. It aims to create attention and attractiveness from the customers through the promise from the brand; (2) Sub headline. Sub headlines carry facts that can be an evidence for the claims of the headline. They can also be used to highlight a specific feature which deserves special attention. In short, sub headlines are used to complete the main messaging of the advertisement; (3) Body. This step is where the advertiser tells the complete communication story. It covers the features, benefits and utility of the product or service. In the body copy the writer must speak to the readers self interest, explaining how the product or service satisfies the customers need; (4) Slogan. Slogan is short and pointedly focused. It should be simple and straight-forward. It also should emphasize the communication idea and convey more in a compact form. Good slogan is around 7-8 words; (5) Tagline. The tagline is a variant of a slogan typically used in marketing materials and advertising. A tag line is also known as a base line, catch line or a punch line. The idea behind the tag line is to create a memorable phrase that will sum up the tone and premise of a brand or a product; (6) Jingle. These are catchy little tunes which a copy writer pick up and hum quite unconsciously most of the times like a refrain registered in our brain which refuses to go away. Jingles make possible the association of memorable phrases with the product or with the company; (7) Direct mail. Direct mail is medium to contact a prospect directly and elicit a response without the intervention of a retailer or sales person.

Direct mail is a valuable way to tell the customer who the business are and what the business offers.

From both experts in determining the basic elements of copy writing, it can be concluded that Erwanda (2012) and Bisoyi et al (2013) has different number of the basic elements. Erwanda (2012) states that there are four basic elements of copy writing namely headline, greeting and lead paragraph, body, and closing. Meanwhile, Bisoyi et al (2013) explain that there are seven basic elements of copy writing namely headline, sub headline, body, slogan, tag line, jingle, and direct mail. The basic elements of copy writing by Bisoyi et al (2013) is more detail than Erwanda's (2012). However, what Erwanda (2012) has is more compact, solid, and clear. It is easy to be understood and implemented. Finally, the writer chooses to use the basic elements from Erwanda (2012).

### **2.2.3 Step of Writing a Copy**

Rieck (2008) explains that there are five steps of writing a copy; (1) Prepare. This step includes information which will got through a question and answer section with the client, business, or company. The information is about the description of a product or service, the purpose of a product or service for the customer, the price of a product or service, important facts and specification about a product or service, the history or awards from the owner, who the target customer is, and testimonials from the previous customers. The information which has been collected is for the background only; (2) Organize. This step will be run after getting the answers from the questions in the previous step. Here, the information is organized. The copy writing is starting to take shape. Writing and rewriting notes are the great ways to focus the mind and shape ideas in this step. The detail items in this step are those most likely to be used directly in the copy; (3) Write. This step is the start of copy writing. How to run this step is by noticing and fulfilling some of certain basic elements of copy writing. The first is headline. Review the prime information, choose the information to be emphasized, write several headlines, and choose the best one. The second is subheads. Review the prime information, choose the information that best expands on the headline, and write the subheads by using active voice and making every subheads a benefit

statement. The third is body. It may seem as the hardest part since the body copy will probably require the most number of words. However, body copy is relatively easy to write once headlines and subheads are ready. The last is closing. Review the prime information, write the closing part including all the information that applies by using active voice and being straightforward and clear, and look at similar advertisement to see how other writers have structured the closing section; (4) Edit. This step is essential for the copy writing to get the clean and crisp result as it should be. Every word must add to the message. If anything is unclear or wordy, cut it out. Long copy is fine. Just make sure that every word is pulling its own weight; (5) Review. This step is done by setting aside the copy for a few days, and let these steps work by showing the copy to a few objective people, making a list of all negatives, and considering one other way to write the advertisement.

Bly (2005) also adds that there are five steps of writing a copy; (1) Intensive research. This step can be done by getting all previously published material on the product, asking questions about the product – such as what are its features and benefits?, how is the product different from the competition's?, what technologies does the product compete against?, what problems does the product solve in the marketplace?, and many else – to the seller or owner, determining the objective of the copy – such as to generate store traffic, to introduce a new product or an improvement of an old product, to keep in touch with prospects and customers, and so forth; (2) Interview. Collecting background material is not always enough to fulfill the incomplete data and information. For that reason, a copy writer should get additional facts from the product experts employed by the client: engineers, designers, salespeople, product managers, or brand managers. In this case, new information will be given at a frantic rate. It is best to use a tape recorder or note taking; (3) Organizing the information. The next step to get ready to write a copy is to type up the notes on a PC and print them out for quick and easy reference. By filtering the information when typing up the data, there will gain more familiarity with the facts of the products. Once a copy writer has gone through the process of typing, the material will be fresh and the copy writer will probably be able to write a copy with only an occasional glance at the pages to

confirm a fact or search for a missing bit of data; (4) Writing process. Each writer has his or her own way of putting the words on paper. Some writers start with a headline and rough drawing of the visual, then fill in the body copy. Others write the body copy first. Then they extract the headline from the body copy or from their rough notes. Some writers like to start with the longest or most difficult section of a brochure or annual report. Others prefer to “warm up” by typing up the easy sections first: the list of the board of directors; the company branch offices; the cover note. After all, the key to writing great copy is rewriting two, three, four, five, six, seven drafts, or as many as it takes to get it right; (5) Documenting the sources. A copy writer is responsible for documenting the sources for all of the information being used in the copy. For instance, when writing a brochure for a fertility clinic and say, “one out of six couples in the U.S. is infertile,” a copy writer need to document the source. Some copywriters document references only for facts taken from outside sources, such as articles or Web sites. Others document everything, including facts taken from the client’s own materials (brochures, ads, Web site) and even phone calls and e-mail correspondence with the client.

From both experts in determining the steps of writing a copy, it can be concluded that they have the same number, five steps. Bly (2005) state that the steps are intensive research, interview, organizing, writing, and documenting. Meanwhile, Rieck (2008) explain that the steps are preparing, organizing, writing, editing, and reviewing. Finally, the writer chooses to use the steps of writing a copy by Rieck (2008) because they are simple yet complete and solid.

## **2.3 Native Advertisement**

### **2.3.1 Definition of Native Advertisement**

Native advertisement has the ability to connect consumers and companies in an unprecedented manner. Wojdyski (2016: 5) explains, “Native advertisement is a means of presenting consumers with a commercial persuasive message that resembles the non-third-party content provided by the same publisher.” This strategy of presenting editorial content that is paid for by a third-party goes by

many other names: sponsored content, partner content, advertorials, and branded journalism, to name a few. Then Wojdyski continues,

The term “native advertisement” is used to comprise a wide variety of advertising formats – including one-off videos, series of articles, blocks of hyperlinks, or social media posts – as long as the advertisement was created in a way that mirrors the appearance of, and (often) uses the same publishing platform as, the non-commercial content published on the same Web site.

Additionally, Talapaga and Sudha (2020: 852) state, “Native advertisement is a paid advertising where the advertisement matches the form, feel and function of the content of the media on which it appears.” It means that native advertising can give potential impetus to businesses by giving a competitive advantage as it has emerged into a well-suited marketing instrument in the digital and conventional media.

After all, native advertisement involves presenting online content consumers with a unique style. It covers an advertisement to that resemble, in format and content, the non-advertising content that is published on the same platform. By delivering the consumer a content which is similar to the rest of the site, this advertisement seek to decrease the traditional competition between the content a consumer is seeking and the annoying-but-necessary advertising.

### **2.3.2 Types of Native Advertisement**

According to Interactive Advertising Bureau (I.A.B. 2013 - as cited in Marius Manic, 2015), native advertisement is divided into six major types.

1. In-Feed Units, means promoted articles in the normal feed space of the publication. The fixed terms are: “Advertisement/AD”, “Promoted (by)”, “Sponsored (Content)”, “Presented by”, “Suggested Post.”

2. Paid Search Units, means special search results on the right column or in a different writing style (at the beginning of the result or inserted in the list). The fixed term is: “Ads related to...”

3. Recommendation Widgets, means sponsored advertisement in the column or cassette with the recommended articles. The fixed terms are: “You might like...”, “Recommended by...”, “Sponsored Content by...”

4. Promoted Listings, means special products in the list of results designed by the client specifications. The fixed terms are: “Ads”, “Sponsored Products”, “What’s this?”

5. In-Ad with Native Element Units, means advertisement placed outside the editorial articles. The fixed terms is a clearly distinguishable style from the rest of the page (different borders, other elements that set the article apart).

6. Custom elements, which are not contained in the previous types or are too platform-specific to form a separate category.

Based on the explanation above, there are six types of native advertisement namely in-feed units, paid search units, recommendation widgets, promoted listings, in-ad with native element units, and custom elements. Those types have their own disclosure language when indicating the advertisement.

### **2.3.3 Steps of Writing Native Advertisement Content**

Bonelli (2015) emphasizes that there are five steps on how to write native advertisement content; (1) Writing backwards. Starting a native advertisement is by starting to think about the call to action (closing). In this step, the writer should determine what is the next step for the readers to get closer to the advertisement, whether they should make a purchase, take part in the advertisement, or download a link; (2) Being useful but incomplete. When people click on a native advertisement, they expect to see a content. For that reason, the writer should give them a useful but incomplete content. Incomplete content means there is something left that make the readers want more. For example is a writer provides information about five steps to write a copy, and the writer only provides them with information on that first step, but in order to get the other four steps, they must provide their email address; (3) Writing a headline. Present a headline which looks like a news article or story that matches the context of the platform in use, because native advertisement is a content distribution energy. The writer should build trust. If the writer gives the readers what they want, they will give the writer what the writer wants; (4) Writing a copy. The writer should make sure that the copy offers valuable information and aligns with the headline; (5) Distributing the content. Deliver the advertisement which has been made to a lot of people, and let



them see the content. After all, the five steps of writing a native advertisement content are writing backwards, being useful but incomplete, writing a headline, writing a copy, and distributing the content.

#### **2.4 A Promotional Video**

A promotional video is not only about a video content to promote a brand, but it also about sharing valuable information through the content. Pulizzi 2012 (as cited in Boman & Raijonkari, 2017) emphasizes that a promotional video is a content marketing which involves the process of creating and distributing relevant and valuable content to support and promote a brand, as well as to attract and engage a clearly defined target audience – with the objective of driving profitable customer action. In other words, a promotional video is not an interrupt advertisement that comes directly from the product, but relevant information or content which is shared with potential customers. Therefore, the purpose of a promotional video is to deliver valuable information which educates potential customers, which should result in customers seeking for the product of a business.

#### **2.5 AIDA Model**

In copy writing, a copy writer should pay attention to the basic concept of the advertising language called AIDA model. Gharibi et al (2012: 926) state, “AIDA model is a model which is presented for measuring the effectiveness of advertising.” Hadiyati (2016) also says, “It describes general list of incidents, which is possible to happen when a customer involves in a certain advertisement.” Then Jiangyu Li & Haibo Yu (2013) explain what elements inside AIDA model. First, A stands for attention, means attracting the attention of the customer. Second, I stands for interest, means raising customer interest by focusing on and demonstrating advantages and benefits. Third, D stands for desire, means convincing customers that they want and desire the product or service and that it will satisfy their needs. Forth, A stands for action, means leading customers towards taking action and/or purchasing. After all, by using the AIDA model, a copy writer can communicate by turning a blank page into something commercial in a convincing language that attracts attention so that it can move the customers and the target audience to take certain actions.

After all, the theory about copy writing, native advertisement, a promotional video, AIDA model, and a script will be used as the foundation to guide the writer to write a copy of online native advertisements for Pempek Cek Eha and Mie Celor Ujuk Imam 26 as the owner and seller of Palembang cuisines.