

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about copywriting tour and travel, promotion, video and script.

2.1. Tour and Travel

2.1.1. Definition of Tour and Travel

There are several opinions of Tour and Travel definition. Solaiman (2018) states that tour and travel manages and conducts a travel or trip including the attributes of the tourist, from one place to another place, both inside the country and abroad. The definition of tour and travel also can be found in Magana (2020), in his book entitled *Travel Agency and Tour Operator* explains “Tour and travel is a private company that acts as an intermediary between its clients and certain providers of travel, such as airlines, hotels, cruises among others, offering them the first best contracting condition for the trips they wish to undertake.” Moreover, Holloway and Humphreys (2016) also explain that tour and travel is a person or organization which sells and reserves the service of suppliers, carriers, other travel trade intermediaries, and Destination Marketing Organization to individual and group customers, and receives commissions for these efforts. These ideas are also supported by Yoeti (2012), in her book entitled *Perencanaan Strategis Pemasaran Daerah Tujuan Wisata* explain that tour and travel is a company that conducts business and its wish to plan and organize trips for tourism purpose with its initiative and risk, and also get profits. Based on the definitions above, the writers conclude that tour and travel is an organization or a company that runs a trip and prepares such as airlines, hotels, and all the things that the tourist needs during the trip for the purpose of getting profit.

2.1.2. Function of Tour and Travel

The existence of tour and travel is important in conducting a trip. According to Siahaan (2015), the function of tour and travel agency are:

- a. Completing information to prospective tourists who are going to a tourism destination like tourist object, attraction and also the documents and other aspects.
- b. Giving advice about the financial, time limit of the tour, the best destination to be visited, itinerary, transportation and accommodation.
- c. Providing tickets for the transportation and managing luggage.
- d. Choosing the accommodation.
- e. Giving information to the customers about location, room cost and food and beverage.
- f. Helping the customers for booking the accommodation.
- g. Providing transportation to the main tourism destination.
- h. Managing the itinerary that will be used.
- i. Selling tickets and entering signs in each attraction, such as concerts, art exhibitions and so on.
- j. Sending the customers' souvenirs to their origin.

Meanwhile, Jalal (2019) divides tour and travel into two functions as follows:

1. General Functions

In this case a travel agency is a business entity that can provide information or information about everything related to the world of travel in general.

2. Special Functions:

- a. Travel agent as an intermediary. In its activities the Travel Agent acts on behalf of another company and sells the services of the company it represents. Therefore, as an intermediary the Travel Agent is between tourists and tourism industry companies.
- b. Travel agent as a business entity that plans and organizes tours at its own responsibility and risk.
- c. A travel agency as an organizer, namely in activating business, travel agent actively cooperates with other companies both domestic and foreign. The facilities that are owned are used as merchandise.

Based on the opinion, Siahaan (2015) states the detailed function of tour and travel, while Jalal (2019) explains the general function of tour and travel. In short, the function of tour and travel is to manage and organize a trip well. The activity is complex, starting from preparing the trip until finishing the trip.

2.2. Promotion

2.2.1. Definition of Promotion

There are several opinions of promotion definition. According to Umami (2015) promotion is a form of communication used by companies to inform, persuade, or remind people about products, services, images, ideas or involvement of companies and communities with the intention that people can accept and do the actions that the company wants. Moreover, Alma (2016) states that promotion is a type of communication that provides explanations and convinces potential consumers about goods and services with the aim of getting attention, educating, reminding and convincing potential consumers. In addition, Suharman et.,al (2020) mention that promotion is a communication technique which is used or delivered by using media such as press, television, radio, signboards, posters and others, with the aim of attracting consumer interest in production results. a company. Based on definitions above, the writer concludes that promotion is a communication that companies use with various media with the aim of informing, reminding, convincing, and attracting public attention about a company's products and services.

2.2.2. Objectives of Promotion

There are several opinions about promotion objectives. According to Tasruddin (2015) promotion can be done based on the following objectives:

- a. Behavior modification. Promotion tries to change behavior and opinions. The seller always creates a good impression about himself or encourages the purchase of company goods and services to change the behavior and opinions of an individual, from not initially accepting a product to being loyal to the product.

- b. Provide information. Promotional activities are intended to inform intended consumers about a product. This information includes price, quality, buyer terms, product usability, features, and so on.
- c. Persuade. Persuasive promotions are widely used today, this is done to encourage purchases.
- d. Remind. Promotions that are reminders are carried out primarily to maintain the product brand in the hearts of the public and need to be carried out during the maturity stage in the product life cycle. This means the company is trying to retain existing buyers.

In addition, Suharman et.,al (2020) stated that the objectives of promotion are:

- a. To disseminate information on company goods or services to the market
- b. To get new customers and maintain consumer loyalty to buy and use the company's products or services.
- c. To increase sales so that the company's revenue will increase.
- d. To differentiate and favor the company's products compared to competitors' products.
- e. To form an image of a product or service and also the name of the company in the eyes of consumers.
- f. To change consumer behavior and opinions.

From those explanation, the writer concludes that the objectives of the promotion are to provide information, persuade, get the customers, change consumer behavior, and form the image of a company.

2.3. Video

2.3.1. Definition of Video

There are several opinions of video definition. According to Januarius (2013) "*Video adalah gambar yang bergerak yang menuturkan cerita.*" It means that Video is moving pictures that tell something or provide information. Meanwhile, Sholechan (2012) stated that video is a technology for capturing, recording, processing, transmitting and rearranging moving images, usually using

celluloid film, electronic signals, or digital media. Moreover, *“Video merupakan salah satu jenis media audio-visual dan dapat menggambarkan suatu objek yang bergerak bersama-sama dengan suara alamiah atau suara yang sesuai”*. (Melinda et.,al 2017). It means that video is one type of audio-visual media and can describe an object moving together with natural sounds or appropriate sounds. In addition, Yuanta (2019) stated that video is an electronic media that is able to combine audio and visual technology together to produce a dynamic and attractive presentation. It can be concluded that video is an electronic media that conveys something or information with moving images combined with audio and visual technology.

2.3.2. The Advantages of Video

Video is a good media to promote a travel agency. According to Maulani et al (2018) the advantages of video are video an effective and efficient promotional media in terms of delivery time and the information in the video is easily accepted by the public.

There are several advantages of using video for promotion (Day, 2020). They are :

1. Customers are watching more video. The statistics prove that audience is watching video, 92% of prospects consume online video, 4 billion videos are watched on YouTube every day, and about one-third of shoppers will purchase a product after viewing a video promotion.
2. Video ads convert sales. The biggest names in online marketplaces, including Amazon and eBay, report that adding a video to a product description increases the chances of a shopper buying that item by up to 35%.
3. People share video. Those who view a video and find it interesting or valuable will share it with their followers on social media. In fact, more than 700 videos are shared by Twitter users every minute. This phenomenon can increase video’s exposure exponentially.
4. Video do well among mobile users because the number of people watching videos on mobile devices continues its upward climb.

5. Video is an excellent format for informing and educating. Because it incorporates audio and visual elements that appeal to multiple senses, video perform as well as educational tools. They are especially effective when used for product demonstrations or in as How-To guides, as viewers can actually see how certain things work or learn a new skill.
6. Distributing videos via social media, posting them on blogs and embedding them on your website increases the likelihood that your audience will find you when searching for relevant information.
7. A video conveys huge amounts of information in a short time. You can say more in a shorter amount of time on video as compared to text. Video is more engaging to the senses, so it can convey more information by showing and telling at the same time.
8. Video tells your story better than other formats. The emotional impact of video is significant. You make a more solid personal relationship when you're storytelling through sight and sound, connecting a viewer's emotions to your product or service.
9. Analytics are telling. The primary video sites, including Facebook and YouTube, include features that enable you to see how your content performs. Knowing the views, shares, likes and social interactions can help you plan future campaigns, which makes your content more effective at reaching your target audience.

From those explanation, Day (2020) explain the detailed advantages of video, while Maulani et al (2018) states the general advantages of video. In short, the writer concludes that the advantages of video are more accessible to many people, more effective and efficient, and excellent format for informing and educating because easily accepted by the people.

2.4. Copywriting

2.4.1. Definition of Copywriting

American Writers & Artistic Institute (2020) stated that "Copywriting is the process of writing persuasive marketing and promotional materials that

motivate people to take some form of action, such as make a purchase, click on a link, donate to a cause, or schedule a consultation”. Meanwhile, Riadi (2020) mention that copywriting is an activity and process of writing an advertisement or promotion of a product in the form of goods or services by showing its value and benefits as attractively as possible. Moreover, Nayoan (2021) also mention that Copywriting is a technique of persuading readers to generate conversions such as subscribing, signing up, and buying a product. It can be concluded that the definition of copywriting is the process of writing a marketing or promotion of a product by showing the value and benefits of the product as attractively as possible in order to persuade people to buy, register, and subscribe.

2.4.2. Copywriting Style

According to Agustrijanto (2001), in compiling a copywriting, a copywriter needs to understand the type of words and language style of an advertisement to be conveyed. They are:

1. Exploratory.

Explore or review sharply the nature of products and services in accurate words. The exploration of the words in question strengthens the image and shows the actual facts.

2. Narrative.

In the form of a story (narrative), describes the advertised product in a storytelling setting. The choice of words contains an element of imagination and makes consumers continue to prioritize facts.

3. Argumentative.

Opinions whose contents affect consumers clearly and significantly. The form of argumentative writing underlines the idea or thought of the writing by relying on logical and objective opinions or arguments based on evidence. The style and type of words used puts forward the advantages of their own products so that potential consumers are influenced by the information conveyed.

4. Rhetoric.

Expressing the truth honestly, the style and type of the words are simple, but the impression it creates must be able to be accepted by everyone who sees it.

5. Informative.

Inform in detail about the products offered. A number of supporting data are conveyed communicatively and avoid new styles even though in essence they are also information.

According to Romeltea (2016) the following is the style of language that is commonly used in writing ad copy. They are:

1. Explorative.

The advertisement script explores the advantages of the product as deeply as possible, with accurate words and not too much, so as to convince the public of the advantages and benefits of the product for them.

2. Denotative.

The words used are not ambiguous so the message is clear and firm.

3. Narrative.

Describe the product in the form of a story with the choice of words and language style as attractive as possible.

4. Imaginative.

The choice of words contains imagination and "cradles" while still prioritizing the truth of the product facts and not containing lies.

5. Argumentative.

Influence the audience clearly and significantly with justifiable arguments.

6. Informative.

Provide detailed information about the product. A number of supporting data are conveyed communicatively and avoid News Style, even though the fact is that it contains information.

7. Persuasive.

Persuading the audience to immediately use the product introduced or offered.

From those explanation, Agustrijanto (2001) explain there are five of Copywriting styles. While Romeltea (2016) states there are seven of Copywriting styles. In short, the writer concludes there are some points they have the same

opinion about copywriting styles, they are narrative, argumentative, and informative.

2.4.3. Formula of Copywriting

Advertising or promotion aims to provide information, persuade or remind target customers, advertisement are designed for creating attention or awareness, interest, desire, and action. According to Michaelson & Stacks (2011) a basic framework in structuring an advertisement based on perception the four stages of AIDA:

1. Attention

The advertiser has to raise customers awareness of a brand, product, or specific service involved. This first step focuses on ways to attract attention.

2. Interest

The advertiser draws the attention to convey the benefits of the product by providing a solution or a certain problem. Explaining the feature and benefits to better their interest is the best way.

3. Desire

This stage suggests that a marketer seduces the customers to purchase a product by providing a breakthrough to their consumers. Some consumers may doubt the product so an outcome should be offered.

4. Action

Action is the final step of the process which is eventually driving the purchase of the product or service involved.

Meanwhile, Romeltea (2016) mention that theoretically, the basic elements that must be contained in an advertisement are known as AIDCA summaries, namely:

1. Attention – attract attention.

2. Interest – create interest.

3. Desire – generate a desire to use the product.

4. Conviction – provide confidence that the product is suitable for consumers.

5. Action – hastening the action, the consumer buys or uses the product.

From those explanation, the writer concludes that formula of copywriting, among others, must attract attention, build a positive image or image about the product and producer (company), and be effective and efficient or on target.

2.5. Script

2.5.1. Definition of Script

There are several opinions about script definition. According to Norbury (2017) states that “scripts can be defined as generic ordered sequences of actions or events. They capture the central themes in a narrative and can be matched against other scripts or situations.” 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 that a script is a main required idea in video making. The better video script, the better video will be produced. Usually, the video script contains description of message or information delivered to the viewers. In addition, Sukonco (as cited in Febriani, 2018) also mention that script writing is a component from media development or a part of the media production activities sequences through planning steps, development design and evaluation.

It can be concluded that theoretically script is components or basic ideas required in the production of a video that contains a description of the information and the sequence of events to be delivered.

2.5.2. Function of Script

Script is needed in producing a video because by writing a script the video will be more organized. According to Mikroskil (2010) stated that the functions of script are as basic concept, direction, and reference. First, the function is Basic concept. Script as basic concept means the quality of script will determine the final outcome of the video making process later. It is because a script writing usually consists of important elements in producing a video such as, information

or messages. Those elements will be conveyed through story line, characters, settings equipment and types of cameras used. For this reason, the script serves as the basic concept of a video. Second, the function is direction. Script that function as a direction in this case the script must be followed by the content and storyline that has been outlined in the script, with the aim of organizing a video. Third, the function is reference. This function can be understood that all activities related to the process of making videos must refer to or in accordance with the script that has been made. Similarly, Ayu (2019) states that “*Terdapat 3 fungsi utama naskah dalam sebuah video*”. It means that there are three main functions of script in a video. They are as basic concept, direction and reference. Yet, she adds three other functions of video script. They are as follows :

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. Script is the foundation of the video, and through the script, there are some elements of video written. Hence, the script will able to see and calculate the budget of the elements during video designing process.
3. Final Result. Script can be used as determinants related to the interests and responses of the audiences or message receiver of the video.

It can be concluded that the function of script are basic concept, direction and reference. Therefore, the writer needs to make the video based on the script that has been made.

2.5.3. Writing a Good Script

A good script can support the quality of a video. According to Friedman (2006) there are 7 stages of script development:

1. Background research and investigation

Part of the process of can consult encyclopedias, visit a library or research the internet. Another example of research is collecting background information about a product or a process for a corporate program need to read manuals and brochures and interview people in the company who are knowledgeable about

the product, or finding pictures and getting visual information from which, it can construct a script.

2. Concept

The function of concept is to set down in writing the key ideas and vision the program. The concept is written in conventional prose, there is no special format for it and has no fixed length, no fixed form.

3. Pitching

Pitching is talking, not writing. This is part of the communicating and selling of ideas in the entertainment and communication industries. It is talk about ideas as well as write them down.

4. Treatment

A writer must know what they are and how to write them. A treatment is about structure and arrangement of scenes. The narrative order must be clear.

5. First Draft

The first draft script is the initial attempt to transpose the control of the treatment into a screenplay or script format appropriate to medium.

6. Revision

Revision is hardest part of a writer's job because it means being self-critical. 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 self-explanatory term. This document should mark the end of the writer's task and the completion of any contractual arrangement.

Meanwhile, Bond (2020) says that tips for writing scripts in video are:

1. Identify the target viewer. When it first gets the green light to create video marketing content, it might be tempted to start scripts immediately. This is why this a mistake. Without a clear picture of the person targeting with the video, the content will be less focused. So, the first step towards writing effective video scripts is identifying the target viewer.
2. Write as it speaks. Write first video script with enough reasonable thoughts.

3. Keep the paragraphs short. By dividing the script into a series of short paragraphs, the size of one bite (we say a maximum of four or five sentences)
4. Structure the information logically. Previously, it needed to write while talking clarify the information being shared and increased viewer understanding. After all, if the prospect leaves the video without learning anything, what is the point of investing the time and money in creating that content.
5. Maintain visual aids. When talking about video content, most people want to see more than just a static head. However, a video that shows nothing but someone who talks for a few minutes immediately becomes very boring. Plus, it should not ignore the fact that many people are visual learners. Without some form of picture or graphic to accompany the speakers, the video content will not be as effective as it should leave a lasting impression on the prospects.
6. Create opportunities for clips to be shared. After making a video, the video is ready to be published.

Based on the explanation of some expert above, they have different opinions about how to write a script. Friedman (2006) stated there are seven steps to write a video script are background research and investigation, concept, pitching, treatment, first draft, revision, and final draft. While Bond (2020) stated there are six steps to write a video script. In this final report, the writer applied the steps of writing video script by Friedman (2006). The writer chose Friedman's steps because the step can be understood easily by writer among these two expert's ideas.