

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter tells about the literature of presentation, video and Maung Waterfall. This chapter includes the definition of presentation, presentation objectives, process of making an effective persuasive presentation, definition of video, preparation before making a video and making a video promotion.

#### **2.1. Presentation**

##### **2.1.1. Definition of Presentation**

Presentation is a part of Public Speaking. Presentation as a formal conversation is speaking to a group as a natural activity (Baker, 2010). Chan (2009) said presentation is the process of showing and explaining the content of a topic to audience or a group of audience. It is often used for many things, especially promotion purposes. Recently, presentation is no longer just about oral presentation but also visual. According to Zitouni (2013) presentation is an extension of oral communication skills where presenters demonstrate their knowledge on something in a specific subject.

It can be concluded that presentation is an activity to explain various topics or knowledge with aims to convey information or material and make an idea or ideas to convince the audience. Apart from that, presentation is also an activity in the learning process that has many purposes and benefits to the students in speaking practice activities by conveying an opinion or idea that aims to inform and convince the audience, so that the communication between students runs. Therefore, presentation can be considered a communication tool in the learning promotion carried out by the speaker.

### **2.1.2. Presentation Objectives**

According to Djoko Purwanto (2003) in general, presentation has four main objectives, namely:

1. Informing business messages to the audience. Promotion is a way for companies to introduce products to consumers. With this promotion, consumers will get to know the various types of features and benefits contained in these products.
2. Entertaining audience.
3. Touching the audience's emotions (persuading) and motivating the audience to take action. A promotion is usually going to persuade potential customers to want to try the goods or services offered.
4. Reminding. A promotion, consumers will still remember the brand of a company. When they need an item, they will unconsciously remember the brand of an item that will be advertised beforehand.

Presentation has many objectives in promotion. It is considered as a delivery of information and can be used as practice material as a presenter. In addition, in promotion it is considered as a medium to give information about something offered, to persuade customers and as a reminder. As a presenter, there are definitely many things that need attention, such as a good voice be heard and must have personality and intellectuality. Besides, the purpose of presentation is to able to make presenter think and act fast and have the plans compose their own presentation material.

### **2.1.3. Process of Making An Effective Persuasive Presentation**

According to Nicklos (2003) there are several steps to make an effective presentation:

1. The first step to make an effective presentation is a plan. Planning means thinking ahead about important aspects. Several important aspects such as objectives, audience, content, organization, visuals, organization and delivery.
2. The second step is preparation. The point of this section is to examine materials and also prepare the slides or anything that will be used to present.

3. Step third is practice. There are several reasons for having a previous section of the exercise presentation. This trains the presenter to become familiar with the visual slides and content of the presentation. Furthermore, it helps the presenter to ascertain body movements. This too helps the presenter to identify the types of questions and problems that are may appear during the presentation.
4. The final step is present. Apart from that, according to Shigemitsu et al (2016) to make a presentation, it is necessary to read the material as the preparatory stage, building a suitable discourse for grammar, presentation procedures correct and pronounce the appropriate spelling for a spoken presentation.

The manufacture of presentation must be well-planned and must pay attention to what is coming presented well. A presentation is a communication tool that is a message which is conveyed and received as best as possible by the audience. Therefore, the presenter has to prepare before making the presentation and the last one has to do practice. Doing the exercise is an activity to get used to presentation. By practicing, the presenter can get used to it and can provide improvement to deliver a presentation. Chivers and Shoolbred (2007) stated that in order preparing and delivering presentations, there are 5 characteristics that is important to make it effective:

1. Careful planning and preparation. The presenter must have a plan on what will be done during the presentation. After planning the activities, the presenter can create an effective presentation. After that, the presenter prepares things that support planning to be presented.
2. Good time management. In an oral presentation, there are several important points to be conveyed by presenter. Manage important things to say and organize time right to make it all happen.
3. Relevant and interesting content. The presenter must choose content that is attractive to the audience's interest. The content must be relevant to the topic and informative.
4. Good communication skills. The skills most explored in oral presentations are speaking skills. The presenter's way of communicating with the audience is

important. Good communication skills create messages conveyed to the attention of the audience.

5. Use of the right technology. Good technology will support presentations. Therefore, not all technology for presentations can support presentations. With that being said, the presenter must choose the most appropriate technology for the presentation. The use of technology such as power point, prezi and video visualization. The technology allows the audience to grasp important points about the topic that is being presented.

## **2.2. Video**

### **2.2.1. Definition of Video**

Video is something that can be a visualization. Video also has a resolution in the quality of the video according to what was reported by (Kheydi, 2015). The video resolutions are:

1. QVGA (320 X 240). This resolution is often used on cellphone screens
2. VGA (640 X 480). This resolution is the lowest resolution produced in the setting a video.
3. SVGA (1366 X 768). The resulting resolution in this section is the resulting resolution pause.
4. XGA (1024 X 768). This resolution is very good and many use it for video results.
5. WXGA (1366 X 768). The resulting resolution at this resolution quality is those that are found on laptop and computer camera screens.
6. HD (1280 X 720). The resolution displayed in the result of this resolution is usually used in showing movies.
7. Full HD (1920 X 1080). The video quality produced by this resolution is very sharp and good.

### **2.2.2. Preparation In Making a Video**

In making videos, there are several things that must be done and be noticed. That is, before taking the video we need to find out the content which will be shown in the video, which will continue at the stage of video making. In choosing good video content, there are 5 options in selecting video content according to (Triastuti, 2016) as following:

#### **1. The right type of video content**

This type of video content has several choices in the making videos, such as videos that promote with a monologue, interviews and tutorials. Video monologue is where the tourism promotions video are presented directly only to introduce the place, tours, products and funny video. For the interview is a promotional video with testimonials visitors/ consumers who have tried visiting tourist attractions. This tutorial is a promotional video with a how to products that are usually used by people and finally funny videos with a funny impression of promotional ads displayed will be more entertaining and not easily boring.

The writer also chose the type of monologue video content because the writer wants to introduce a tour of Maung Waterfall with all its natural beauties, so that the audience of this promotional video knows how the natural beauties are and as a means of knowledge for the tourists looking for a different natural location.

#### **2. Create a Video Scenario**

This video scenario is the most important thing where this video is structured in introducing/ promoting promotional videos. The writer is making promotional videos to create curug scenarios with how the direction to the waterfall and of course how the Maung Waterfall is.

### 3. Practice

It is necessary to promote a seller's product to practice first, but may not be fixated on the script make spontaneity and natural. In making a travel promotion video, the writer prepares a tourist background spot to be taken with a few times visited Maung Waterfall.

### 4. Start Video Recording

After everything has been prepared, recording section of a promotional video can be held. In the promotional video recording of Maung Waterfall, the writer chose to record the video from several directions of the waterfall so that the beauty of Maung Waterfall can be seen and enjoyed.

### 5. Share Video

This promotional video when it has gone through the editing stage can be shared through some platforms such as Instagram, Youtube, etc., to introduce products/ services.

### **2.2.3. Making a Promotional Video**

There are also several things that need to be considered in making videos, which was said by (Irawan, 2015). Those are:

1. Pictures and writing in the video must be clear
2. The composition of the image or writing must be proportional. This means that pictures or writing should not cover a video promotion.
3. Pay attention to the composition of the colors in the video. Light colors are usually used in the first part of the video. This also can be used as an attractive power for consumers to watch the video.
4. Adjust the content of the promotional video as needed. Make this promotional video to introduce a business, products, services or tourism attractions, so that the audience will be able to find the purpose of the video.
5. Make sure a promotional video highly arouses curiosity.
6. Video identity must be clear. The promotional video must convey a clear video identity. This can make it easier for potential tourists or consumers to contact

video maker who is likely to visit or buy a product that is promoted in the video.

### **2.3. Maung Waterfall**



Figure 2.1.

Maung Waterfall

Source: Google Photos

#### **2.3.1. Location**

It is located in Atung Bungsu, Dempo Selatan, Trans SP II Padang Muara Dua, Gumay Ulu, Trans SP II Padang Muara Dua, Gumay Ulu, Lahat Regency, South Sumatra.

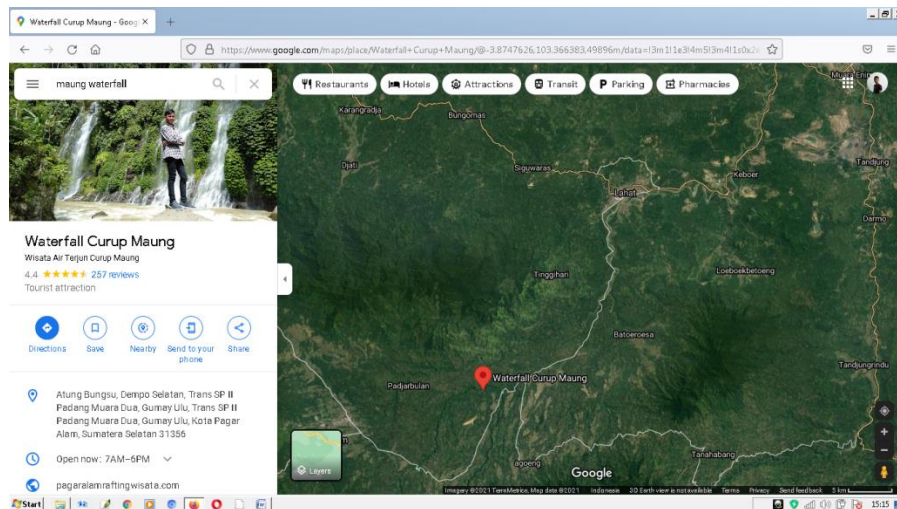


Figure 2.2.  
The Map of Maung Waterfall  
Source: Google Map

The distance between Maung Waterfall from the city center is about 25 km. It takes about 45–70 minutes from the city center to the attraction.

### 2.3.2. Tourism Potential

Maung Waterfall has a uniqueness that is rarely found from other Waterfalls. This waterfall has a height of close to 80 meters. Maung Waterfall is still very exotic even though it has been visited by many tourists. Throughout the 80 meters, the flow of Maung Waterfall's water is divided by ravines and green grass. This is what makes it look stunningly beautiful and different from most Waterfalls. On the right side of the waterfall, there are two twin Waterfalls that flow swiftly. By having these uniquenesses, Maung Waterfall has a great potential to be a good tourism destination.

### 2.3.3. People Around the Waterfall

People in Gumay Ulu village have a great hospitality. Not only do they have a great hospitality, but they also know the waterfall location very well, so whenever tourists get confused about the location of the waterfall, the people will help the tourists show the path to the waterfall very clearly and kindly.



#### **2.3.4. The Benefits To Promote It**

Having a lot of uniqueness, Maung Waterfall needs to be promoted. By promoting, it will:

1. Add more choice to the list of tourism destination in Lahat.
2. Help increase the income of the local people around the waterfall.
3. Develop South Sumatra tourism industry, especially for Lahat Regency.