CHAPTER II
LITERATURE REVIEW

In this chapter, the writer discusses about copywriting, elements of copywriting, AIDA formula, the advantage of video in giving information and tourist destination.

2.1. Copywriting

According to Agustrijanto (2006) copywriting must be able to inspire, attract, call, identify, promote togetherness, and also communicate messages with comparative value to society. Moriarty et al (2009) states that copywriting is a process to demonstrate the value and benefits offered by a brand. A copywriter is someone whose role is to create, shape and create word art in advertising (copy). Copywriting is mainly conversational and based on persuading people to take action. Its aim is to hook the prospect and persuade them to act or react to a cause. This may be the purchase of a product or simply by subscribing to something (Act). It may also be used to dissuade people from their beliefs or action (React). It is important to note that advertising is different to copywriting. While advertising creates awareness for a product, copywriting induces people to take action immediately. Creating a compelling advertising message requires creativity, especially in terms of copywriting. In the process of creating an advertisement, the compilation of a copywriting is very important, even absolute because in every line, no matter how many words it uses, the words will always be used to create magic in the product or service offered. The writing must be able to attract attention (interest), desire (desire), trust (conviction), and action (action) as desired, otherwise the sales message or ad copy has failed. Copywriters generally work as people who create script, text or all forms of writing as well as verbal in an advertisement, in an advertising agency a copywriter works side by side with an art director and visualizer, together to create an advertisement that has high appeal.

From the definitions above, the writer concluded that copywriting is a way to sell and promote something and also to attract readers to take action in accordance with the writing.

2.1.1. 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, writes 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.

Therefore, it can be concluded step of writing a copy are prepare, organize, write, edit and review. Those steps are needed in writing a good copy and become the foundation in writing a copy.

2.2. AIDA Formula

AIDA (Attention, Interest, Desire, Action) was the concept first introduced in 1898 by Elias St Elmo Lewis, a marketer and advertising expert from the United States. Lewis developed this concept in the area of consumer behavior in the life insurance industry in the United States. He stated that a marketer will be successful if he follows the four cognitive steps (AIDA) when he meets a customer who will buy a product. AIDA is a simple abbreviation that has been made for a long time as a reminder of the four stages of the marketing process, AIDA stands for *Attention, Interest, Desire,* and *Action*.

This is a model that quite simple and can be used as a guide. In marketing communication; it is necessary to formulate the objectives to be achieved from the marketing communication process that will be carried out. AIDA is a concept in which marketing plays an important role (Rofiq, Arifin, & Wilopo, 2012).

The AIDA formula is the most often used to help plan an advertisement as a whole, and this formula can be applied to an advertisement. Using the AIDA model will clarify the concept of change, attitude, and behavior in relation to an action framework. The theory is a message that must get attention, become interested, become interested, and take action. This theory conveys the quality of a good message (Kotler & Keller, 2009). The AIDA theory states that purchasing decision making is a psychological process that consumers or buyers go through. Its process begins with the stage of paying attention to a product or service which then follows step into the stage of product or service interest. If the interest is strong, then it will continue to the stage of interest for the needs. If the interest is so strong either because of internal or external influences, the consumer will make a decision to buy, consume, or take the product or service offered (Santi, 2012).

According to Kotler and Keller (2012: 503), the indicator of purchase interest is through the AIDA stimuli model, namely attention, interest, desire, and action. The explanation of each indicator of buying interest is as follows:

1. Attention

A person's buying interest begins with the stage of attention to a product, after hearing or seeing the product promoted by the company.

2. Interest

After getting information about products that are promoted by the company, then there is consumer interest in these products. If consumers are impressed by the stimuli provided by the company, then at this stage there will be a sense of interest in the products offered.

3. Desire

After consumers explore the advantages of the product, at this stage consumers will have the desire and desire to buy the product.

4. Action

At this stage, consumers have gone through several stages, starting from seeing and hearing a product being promoted, so that attention, interest and interest in the product arise. If there is a strong desire and desire, then the decision will be made to buy the product.

2.3. Online Video

Online video is an attractive add-on to the core that is still the traditional paper. Even if the cost benefit ratio and return on innovation investments of online video are still very low, it is advisable for newspapers to continue to develop competitive new media strategies that may become profitable in the future (Murschetz, 2014). The video transmits a signal to a screen and process the order in which the screen capture should be shown. Videos usually have audio components that correspond with the picture being shown on the screen. According to Sholechan (2012), Video is technology for capturing, recording, processing, transmitting and rearranging moving images. Usually use celluloid film, electronic signal, or digital media.

2.4. The Advantage of Video in Giving Information

Tourists who come to Palembang will try to find out the information of souvenir places, and video is an attractive media to give the information for the tourists.

According to Ritchie (2017) "There are 5 reasons why video is more effective than text". First, "Video Grab People Attention" People are 27 times more likely to click on an internet video ad than they are on a static banner ad, according to a new study. It found that people were more interested in videos with movement than those with static ads.

Second, "Videos Engage Viewers" Videos get 1,200% more shares than text and images combined. Your brain processes visuals much quicker than it can text. 90% of the total information transmitted to your brain is visual. If made right, videos can take information and make it easy to interpret.

Third, "Videos Drive More Traffic to Your Website" Companies that use videos on their websites have 41% more web traffic from searches. Video drives organic traffic up by 157%. Embedding videos on landing pages can increase conversions by 80%. Videos are 45 times more likely to rank on the first page of Google than text results.

Fourth, "Videos are Memorable and Improve Brand Recall" Video can help people retain information better than they would a large wall of text. Most people need visual aids to learn, and 65% of people consider themselves to be visual learners. 80% of customers remember a video they viewed in the past month, according to Hubspot.

Fifth, "Videos Help Increase Buying Intent" A positive experience from a customer with a video ad can increase purchase intent by 97%. 64% of customers are more likely to buy a product online after watching a video about it. If done well, video is more effective than text in communicating marketing messages. Video needs to plug into your buyer's pain points, presenting your product as the solution to the pain.

It can be inferred that video aids in the dissemination of information. The advantages include grabbing people's attention, engaging viewers, driving more traffic to the website, being memorable and improving brand recall, and assisting in increasing purchasing intent. In order to attract tourists, the video advertising also need copywriting. A competent copywriter will ensure that the words in your video have a logical flow and that the required information is provided as concisely as possible to fulfill the video promotion's goal.

2.5. Tourist Destination

A tourist destination is then simply described as a "geographical location to which a person is travelling" (Metelka, 1990). Lynch and Tinsley (2001) state that most studies tend to look at the tourist destination as a "system containing a number of components such as attractions, accommodation, transport, and other services and infrastructure".

Tourist destination is an integrative of two major periods. Such a view requires attention to pre-tourism considerations, and tourism considerations. This integrative multi-period perspective can contribute to a deeper understanding of the complexity of issues influencing a tourist destination development.

2.5.1. Tourism

"Tourism is a travel activity carried out by a person or group of people that visit a particular place for recreational purposes, personal development, or studying the uniqueness of tourism attractions visited intern period". (Undang – undang kepariwisataan No. 10/2009). According to Marpaung (2002:35), tourism is a recreational activity that is done outside the home that take more than 24 hours. For example, family visits outside the city for 2 days. Anggraini (2010:10) explains that tourism can be translated as a system associating the physical environment, economic, social and culture, and industry as an effort to satisfy the travel needs of someone who carried out the residential area or place of work

From the explanation above, it can be concluded that tourism is a recreational activity that done by individuals or groups, inside their own country or in other countries (outside the home) for more than 24 hours. Tourism is also the system associating to satisfy the travel needs. The tourism has the different purposes and involves many aspects of life.

2.5.2. Tourism destination

Tourism destination is a potential that is the driving factors for the arrival of tourists to the tourism destination. According to Undang - undang Kepariwisataan no.10/2009, "daya tarik wisata adalah segala sesuatu yang memiliki keunikan keindahan, dan nilai yang berupa keanekaragaman kekayaan alam, budaya, dan hasil buatan manusia yang menjadi sasaran atau tujuan kunjungan wisatawan". It means tourism attraction is anything that has a uniqueness, beauty and value in the form of natural, cultural, and man-made diversity which is the target or destination of tourist visits.

According to Khoiron (2015: 13-15), a destination must examine four major aspects of attraction, accessibility, amenities and ancillary.

1. Attraction

Attraction is the things with regard to what to see and what to do in these destinations. Things can be the beauty and uniqueness of nature, local culture, heritage of historic buildings, as well as attractions such artificial means of games and entertainment.

2. Accessibility

Accessibility is means and infrastructure to reach destinations such as access roads, availability of transport etc.

3. Amenities

Amenities is all the support facilities that can fulfill the needs and desires of tourists and business addresses in destinations such as accommodation, public toilets, park, places of worship etc.

4. Ancillary

Ancillary is relating to the availability of an organization or people who take care of these destinations. Organization of a destination will perform his duties as a company to related parties such as governments, local communities and other stakeholders.

In other words, tourism destination is very important to attract more tourist to visit the tourism destination and that tourism destination must have four major aspects of attraction, accessibility, amenities, and ancillary.

2.6. Script

Dainith (as cited in Norbury,2014) "Scripts can be defined as generic ordered sequences of actions or events. They capture or encapsulate the central themes in a narrative and can be "matched" against other scripts or situations." Malinda (2016) states "Naskah adalah selembar rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwara dalam sebuah film atau drama." It means script is a sheet that consists of a draft plan and structural characterization in movie or drama. Ayu (2019) states that

> Dari sejarah teknologi komunikasi video, naskah sendiri merupakan suatu landasan yang berisi ide atau gagasan yang diperlukan dalam pembuatan suatu video. Sebagai suatu landasan maka tanpa adanya naskah, proses pembuatan video akan kacau bahkan juga dapat berpengaruh buruk terhadap isi maupun pesan yang terdapat di dalam video.

It means that script is a foundation that contains ideas that are needed in producing a video. Without a script, the process of producing a video will be messy and also be bad for the contents and messages in the video. The viewers will not get the message directly from the script, meanwhile they need to think the message by themselves. In this case, script is a basic idea needed by a video program and contains a draft plan in a video program. Script determines the final result of program. It means that script is an important element of producing a good video.

2.6.1. Function of Script

Script is needed when we want to producing a video because script will make the video well organized and easily to produce based on the script. Ayu (2019) said "*Terdapat 3 fungsi utama naskah dalam sebuah video.*" It means that there are three main functions of Script in a video." 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 usually consists of important elements in producing a video such as: ideas, information or messages. Those elements will be conveyed through story line, characters, settings, equipment and types of camera used. For this reason, the script serves as the basic concept of a video.

Second, "Direction" script is a document that is used as a direction in producing the video. The video will be more organized by having script because it will avoid the video out of the content. In this case, the writer needs to make the content and story line based on the script that has been made. The video will be more organized because of the video script.

Third, "Reference" Script will be as a reference that means script is used by the writer as the reference of producing the video. Every single activity related on the process of producing video must be based the script that has been made.

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