

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about script, elements of script, stages of script development, script function, video helps in providing information, definition of dances and kinds of dances.

2.1 Script

A script is a sentence that describes in detail the content of the message to be conveyed, working to guide the reader to take a different attitude, think and act, (Rahayu, 2013). In addition, Daintith (cited in Norbury, 2014) stated that *“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.”* It means that a script is a sheet containing a set program and structure for a movie or a play. Ayu (2013) stated 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 the basis for the ideas needed to produce a video. Without a script, the video production process will be confusing and detrimental to the content and messages in this video. Viewers will not receive the message directly from the script, yet they need to think about that message themselves. In this case, the script is the basic concept required by the video system and contains a draft program in the video program. The script determines the final result of the program. It means that the script is an important factor in producing a good video.

2.1.1 Elements of Script

According to Jakacaping (2018), there are 4 elements in making a video script. First element is “hook”. In this step, the narrator must find interesting words or phrases to attract viewers to stay in the video. Depending on the video

content. Therefore, this video content is about promotional video of Gending Sriwijaya dance as traditional dance of Palembang. The writer needs to think of an interesting sentence to make viewers stay tuned to the video.

Second element is “Introduction”. In this step, you must tell your content. For example about a video to promote Gending Sriwijaya dance. You must provide more details about the video content. Let viewers know why it is appropriate watch video.

Third is “Body”. In this step, you must define the content of your video because it is the main point of the video. This element will make viewers want to know about your video. The writer will not add too many chit conversations to the video to make viewers less annoying. In this case, the writer will give the information about history, costume means, movement means and the meaning of the song used in the dance.

Last element is “Closing”. If the video content is about promotion, give your viewers recommendations because viewers not only want to get details and informations but also want to get recommendation. Therefore, the writer will give a recommendation by promoting the Tanggai dance video. It can be concluded that the elements of the script are hook, introduction, body and closing. Those four things are needed for writing a good script.

2.1.2 Stages of Script Development

According to Friedmann (2014), *“There are seven stages of script development”*. It means there are steps in writing a video script. First, "Background research and investigation" Part of the writing process usually involves background research or case study before explaining the purpose or revealing the content. Research can be done in any of the many proven methods. You can browse encyclopedias, visit a library, or search the Internet. Another example of research is collecting background information about a company's product or program process. To write about a client's product, you may need to read manuals and brochures and talk to people in the company who know about

the product. You may see some need for expert knowledge at this point. For Example, Department of Tourism in certain division or cultural practitioner as the expert of giving information about Gending Sriwijaya dance. Therefore, background research and investigation is an important way to obtain more information on a topic.

Second, "Concept" The first official text you create in the script writing process is called a concept or outline. The task is to write down the key ideas and ideas of the plan. This text is written in the usual prose. There is no special format for it. It is difficult to distinguish the idea because it has no fixed length, no fixed form. In order to make the video script more organized, so the writer will use the element of script writing. The "concept" will be divide into hook, introduction, body, and closing.

Third is "Pitching". Pitching is speaking, not writing. It is part of the transmission and marketing of ideas in the entertainment and communications industries. The narrator should tell the idea of the story in the meeting and write it down. In this case, Pitching is not necessary because applies to movies produced by the entertainment industry.

Fourth, "Treatment" After the concept comes treatment. Both of these terms are used worldwide and are understandable. The writer needs to know what they are and how to write them. Treatment is about the formation and arrangement of scenes. The sequence of the narrative should be clear. In this section, the writer will divide the topic into main points and organize them into a sequence of event. Related to the element of script writing, Treatment will be the "Body" of the script

Fifth, "First Draft" The name of this document is self-explanatory. The first unfinished script is the first attempt to transfer medical content to the screenplay or script format suitable for the content. In this section, the writer will write the entire text based on the concept and treatment performed. In this draft form, the script has been written with the elements of the script, such as Hook,

Introduction, Body, and Closing, but in this section those element still need a correction.

Sixth, “Review” All stages of the writing process include readers and critics. Reviews are the hardest part of a writer’s work because it means self-criticism. It means discarding ideas or changing them after investing time and energy to make them work. There are different levels of review. Updating does not mean correcting spelling or grammar. This should be fixed before delivery. It means getting rid of clutter you do not need.

The last is “Final Draft”. Final Draft is another descriptive word. Writers, like all writers, take their work seriously and seek to make progress. This document should mark the end of the writer's work and the termination of any contract. In this section, the element of the script is already well organized

Therefore, it can be concluded with background research and investigation, concept, pitching, treatment, first draft, review, and final draft. The writer decides to combine the stages of script development with the element of the video script at certain stages in order to make the script structured correctly, which is also this element as a “foundation” in script writing.

2.2 Script Functions

Script is required for video production because by writing the script the video will be more organized. The producer will generate the video based on the video script. Ayu (2019) stated that “*Ada beberapa fungsi utama dari naskah dalam sebuah video*”. It means that there are some main script functions in the video. First, the function is a "Basic concept" script as the basic concept means that the quality of the script will determine the final result of the video making process over time. This is because the script usually contains material that is essential to producing a video like this: ideas, details or messages. Those items will be transmitted through the news line, characters, settings, equipment and used camera types. For this reason, the script serves as the basic concept of the video.

Second, “Direction” is the script that is used as a guide for video production. The video will be more organized with the script because it will prevent the video from being in the content. In this case, the writer needs to create content and sequence based on the script created. The video will be more edited due to the video script.

Thirdly, the “Reference” script will act as a reference which means that the script is being used by the writer as a reference for making a video. All single tasks related to the video production process should be based on the script created.

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

2.3 Video Help in Providing Information

Ritchie (2017) Stated that, *“There are 5 reason why video is more effective than text”*. First of all, "Video Grab People Attention" When you do a digital ad, half the battle makes people look at them. Think about what captures your attention as you browse the web. Your eyes are drawn to the movement, so video-generated movements naturally attract people's attention. People are 27 times more likely to click an online video ad than a static banner ad

Second, the "Videos Engage Viewers" videos are one of the most engaging methods you can use. They strike a deep connection with powerful illegal emotional responses that make people want to share, comment, and love. Videos earning 1,200% more shares than text and images combined. People love to share content on social media and most importantly: people love to share videos. Properly covered, it will withstand a great deal of adverse conditions. It has been said (assuming we think) that a one-minute video is worth 1.8 million words. Your brain can process views much faster than it can compose messages. About 90% of the total information transmitted to your brain is recognizable. In addition, your brain can process these signals 60,000 times faster than text. The human mind uses not only its visual acuity but also its ability to interpret it.

Third, "Videos Drive More Traffic to Your Website" We have said before, and we will say it again: videos that are good for SEO. Video can bring great benefits to your site in terms of SEO like most web pages. Companies that use videos on their websites have 41% of web traffic from search then sites that do not use video at all. The video also increased the population by 157%. You can also use this increased traffic by placing videos on landing pages on your website. Embedding videos on landing pages can increase conversions by 80%. Search engines value videos and rank them higher than ever before. When people share your video or link to your web page, you create an incoming link. Incoming links are an important factor in your SEO status. The more links in your site, the more authoritative your site becomes. Also, videos may be shared and sequentially, producing multiple incoming links. As a result, videos are 45 times more likely to be rated on the Google homepage than in text results.

Fourth, "Videos are Memorable and Improve Brand Recall" Have you ever found yourself reading an entire page of a book and suddenly realized that you had no idea what you were reading? You should then take time to go back and re-read something you have already seen before. This practice is called regression. Going back can be annoying when you read text, but videos almost completely remove it. Studies show that viewers save 95% of the video message compared to 10% when reading text. And, according to Hubspot, 80% of customers remember the video they watched last month. Videos allow you to enter the information you are trying to send into a short story that will engage viewers in a way that the text cannot. This makes them easier to remember because people are more likely to remember a story than a list of facts. Using video also plays into the power of most people. Most people need resources to learn, and 65% of people consider themselves visual students. Videos complement this reading style and help people store information better than a large text wall.

Fifth, "Videos Help Increase Buying Intent" The success of any marketing campaign is based on conversions, or in other words: how many people are buying or expressing interest in your product or service. Videos do a good job of

pressing customers closer to the purchase. A good experience from a customer with a video ad can increase the purchase target by 97%. Also, 64% of customers are more likely to buy a product online after watching a video about it. While you can increase your conversion rate using video marketing, you can't make any video and paste it when you hope to get better results. Your video needs to connect to your client's pain areas, exposing your product as a mandatory pain solution. But when done right, video works better than text in conveying commercial messages.

It can be concluded that the video brings benefits to the details. The benefits are attracting people's attention, engaging viewers, driving more traffic to the website, remembering and improving product memory and helping to increase the purpose of the purchase.

2.4 Dance

2.4.1 Definition of Dance

According to Soedarsono (cited in Enida, 2011) stated that *“Tari adalah ekspresi jiwa manusia yang diungkapkan dengan gerak-gerak yang ritmis dan indah, yang di dalamnya mengandung ritme tertentu.”* In addition, Langer (cited is Correia, 2019) stated that *“The art of dance is the expressive body movements created by humans to be enjoyed.”* It means dance is an expressive movement that is formed by humans and each movement has a very meaningful meaning related to certain customs or traditions.

2.4.2 Kind of Dances

According to Jainuri (2018), dance can be divided into several kinds. If viewed from the type of performance and participation, dance can divided into:

- a. Participative dance, is a dance that rarely tells a story and only for social interaction or sport. The rules for this type of dance are usually related to the prohibition of both genders and a certain age. This type of dance can be in the form of folk dances, groups, social, and in pairs.

- b. Theater dance, is a dance that describes a story and staged and equipped with special properties. The main purpose of this dance is as entertainment. This type of dance includes, ballet, Japanese dance, dance modern, and others

Based on the choreography, dance can be divided into:

- a. Single dance, is a dance performed by a dancer or also known as a solo dance. For example, the Golek dance from Central Java.
- b. Paired dance, in Latin is known as pas de deux or in the cloud language it is called a duet. This dance is performed by two people or in pairs. For example, the Mask dance from West Java.
- c. Group dance, in foreign languages is called group choreography, which is a dance performed by at least two people. For example, the Saman dance from Aceh.

Types of dance when viewed based on the development of civilization in the archipelago can be divided into three, including:

- a. Traditional dance

Traditional dance is a type of dance that has been passed down from generation to generation, passed down from the time of our ancestors. This type of dance emphasizes philosophical, symbolic, and religious values. All the rules of this dance are still rigidly based on ancestral guidelines.

- b. New Creation Dance

This dance is the widening of the wings of traditional dance whose movements are combined with new movements from other types of dances. This type of dance is usually performed during ritual, religious, customary and other ceremonies.

- c. Contemporary Dance

Contemporary dance is a type of modern dance that is no longer influenced by traditional dance elements. This dance features a unique and meaningful choreography. In addition, the musical accompaniment is not a simple song that is commonly used but uses a computer and childhood music program. No wonder, connoisseurs who want to enjoy this type of art must have a broad perspective.