

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about script, elements of scripts writing, stages of script writing, documentary video, types of documentary video, Application of social media in tourism digital marketing, religious tourism, and types of religious tourism.

2.1 Script

Dainith (as cited in Norbury, 2014) defines script 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) claims “*Naskah adalah selembarnya rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwara dalam sebuah film atau drama.*” It means script is a sheet that contains a draft and structural characterization of play in movie or drama.

While Arni (2018) states “*Naskah adalah teks yang berisi gambaran yang akan dibuat atau tampil di layar.*” It means script is text that contains an image that will be created or displayed on the screen. Script is a series or initial description of a story that is usually used for making videos. Script is an important part of a video because in the video production process ideas are needed in it, where these ideas will be expressed in a script.

2.1.1 The Elements of Script Writing

The Script will make it easier in the process of making and producing video. Satoeasa (2020) claims there are five elements when writing a good script:

1. Hook. This element is the initial part of the video where the narrator must find interesting words to convey information or a description of the purpose of the video. In this case, the video content is about promotional videos by providing historical information of Bagus Kuning. The writer needs to think the interesting words to make the viewers stay in watching the video.

2. Prologue. This element is an introductory script that will start the video script from general information to specific information. In this case, the video content is about promotional videos by providing historical information of *Bagus Kuning*. The writer gave the information about *Bagus Kuning* by introducing the characters involved and discussing flashback stories in the video.

3. Body. This element is the main point in a video, where the narrator explain the video content with a long duration, and makes sure the content section of the video provides value and benefits to viewers so that it makes them interested in knowing about the video.

4. Conclusion. After providing an explanation in the body of the video, provide a conclusion to the story in this section. In this case, the writer discussed the promotional video about the history of *Bagus Kuning* as religious tourism then in conclusion the writer concluded about the uniqueness and attractiveness of Bagus Kuning as a religious tourism destination in Palembang.

5. Closing. If video content is about promotion, be sure to provide information related to that. Therefore, this video provides information about the traces of Bagus Kuning tomb and the uniqueness from hundreds of monkeys guard the tomb of Ratu Bagus Kuning, also a closing sentence in the form of a thank you to the viewers.

In view of the fact that, it can be concluded that there are five elements of script development which include hook, prologue, body, conclusion, and closing. Each of elements has important role in script writing.

2.1.2 The Stages of Writing a Video Script

Friedmann (2010) stated that there are seven stages of script development:

1. Background research and Investigation. Part of the process of scriptwriting often involves background research and investigation of the subject matter before you define the objective or outline the content. Research can be undertaken in several well-proven ways. You can consult a journal, visit a library, or search the internet. Besides that, the research can be done by collecting background information about

a product or a process for a corporate program. In order to write about the client's product, you may need to read manuals and brochures and interview people in the company who are knowledgeable about the product. You might see a specific need for expert knowledge at this point. For example, the Tourism Department of Palembang is an expert in providing information about *Bagus Kuning*. Therefore, background research and investigations are important ways to obtain more information about a topic. In this study, the writer searched the internet about *Bagus Kuning* as religious tourism in Palembang and gathered background information by interviewing the caretaker of religious tourism at the Bagus Kuning tomb of Palembang city

2. Concept. The first formal document you can create in the scriptwriting process is called a concept or an outline. The function is to set down in writing the key ideas and vision the program. This document is written in conventional prose. There is no special format for it. It is difficult to characterize a concept because it has no fixed length, no fixed form.

3. Pitching. Pitching is talking not writing. It is part of the communicating and selling of ideas in the entertainment and communication industries. The narrator needs to tell the idea of the story in the meeting as well as write them down. In this study, pitching is not needed because pitching is effective for the movie that is produced by entertainment industries.

4. Treatment. After having concept comes the treatment. Both of these terms are universally used and understood. A writer must know what they are and how to write them. A treatment is about structure and the arrangement of scenes. The narrative order must be clear. In this study, the writer divided the topic into some important points and arranged them into sequential scene.

5. First Draft. The name of this documentary is self-explanatory. The first draft script is the initial attempt to transpose the content of the treatment into a screenplay or script format appropriate to the medium. In this stage, the writer wrote the script based on the concept and treatment that had been made.

6. Revision. Every stages of scriptwriting process involves readers and critics. Revision is the hardest part of a writer's job because it is about self-critical. It means throwing out ideas or changing them after you have invested time and energy to make them work. Revision should be corrected by throwing out unnecessary material before submission.

7. Final Draft. The final draft is also another self-explanatory term. The scriptwriters, like all writers look at their work with a critical eye and seek constant improvement. This document should mark the end of the writer's task and the completion of any contractual arrangement.

In view of the fact that, it can be concluded that there are seven stages of script development which include background research and investigation, concept, pitching, treatment, first draft, revision, and final draft. Each stage has important role in script writing.

2.2 Video

“Video adalah alat yang dapat menyajikan informasi, menjelaskan proses, menjelaskan konsep yang kompleks, mengajarkan keterampilan, menghemat waktu, dan mempengaruhi sikap.” (Kustandi, 2013:64). It means that video is a tool that can present information, explain processes, explain complex concepts, teach skills, save time, and influence attitudes.

While Arsyad (2011: 49) states *“video merupakan gambar-gambar dalam frame, dimana frame demi frame diproyeksikan melalui lensa proyektor secara mekanis sehingga pada layar terlihat gambar hidup”*. It means video is the image in frame, where frame by frame is mechanically projected through the projector lens so that the screen looks alive. Video is one type of audio-visual media that can describe an object moving together with natural sounds or appropriate sounds.

In brief, Video is a medium that presents a moving image or still images that are combined in one frame, and has audio visuals that have a function as information media, learning media, as well as entertainment that is depicted in a certain object.

2.2.1 Documentary Video

Ayawaila (2011: 15) in his book states that documentary film is film that document or present the truth. So that the documentary film will produce and document a film based on past events that have occurred.

While Beaver in Fachruddin (2012: 316) says that documentary film is usually shot in a real location, do not use actors and their themes focus on subjects such as history, science, social or the environment. Its basic purpose is to provide enlightenment, information, education, persuasion and provide insight into the world we live in.

In short, documentary film is a type of film and video that focuses on presenting real reports such as historical stories obtained from selected sources and packaged in an interesting and creative manner.

2.2.2 Types of Documentary

Compoundila (2012) in his book explains that there are five types of documentary, namely:

1. Documentary of Trip Report

This type was originally anthropological documentation from ethnologists or ethnographers. But in its development it can discuss many things from most importantly to light, according to the message and style created. Other terms that are often used for this type of documentary are travelogue, travel film, travel documentary and film adventures. This show is currently a promotional event for a place that is very popular because the packaging of the program is in accordance with the lifestyle of today's people.

2. Documentary of History

In documentary films, the historical genre is one that has a very strong referential meaning (meaning that is very dependent on the reference of events) because the accuracy of the data is very well preserved and there is almost nothing wrong in both the data exposure and the interpretation.

3. Documentary of Science

This type is specially designed to teach audiences how to learn and do all kinds of things they want, from playing acoustic guitar or blues guitar at an early stage, installing electrical installations, planting flowers that are guaranteed to grow, belly dancing to lose weight, playing rafting for wading, rafting and so on. In science films, natural science films are also made that bring us closer to the life of wild animals, plants and other untouched places.

4. Documentary of Biography

As the name implies, this type is more related to a person's figure. Those who are appointed as the main theme are usually someone who is widely known in the world or a certain society or someone who is ordinary but has greatness, uniqueness or other interesting aspects. For example, a portrait is a documentary film that examines the human interest aspect of a person.

5. Documentary of Drama

This type of film is a reinterpretation of real events, even in addition to the events, almost all aspects of the film (characters, space and time) tend to be reconstructed.

Based on the types of documentaries above, the writer choose the types of documentaries such as trip report, history and biography to be implemented in the documentary video. Documentary of trip report can be used as a medium in the promotion of a destination, while historical documentaries and biographies relate to the information presented in the video, namely in the form of historical stories of Bagus Kuning's tomb and biographies of the figures contained in the historical stories.

2.3 Application of Social Media in Tourism Digital Marketing

Digital Marketing Tourism is an effort to promote and market an area or tourist attraction using digital media. Digital marketing has many advantages that conventional marketing strategies do not have, including in terms of measurement or measuring the success of a strategy. One of the media used in digital marketing is social media. According to Parks (2012) Social media is a media that consists of

three parts, namely: Information infrastructure and tools used to produce and distribute media content, Media content can be in the form of personal messages, news, ideas, and products culture in digital form. Then those who produce and consume media content in digital form are individuals, organizations, and industries. In this case, the writer chose to upload documentary videos to several social media such as Youtube, Instagram and Facebook. The reason is, the three social media are the most widely used social media in industry 4.0.

2.4 Religious Tourism

Shihab (2011:649) states “*Wisata religi merupakan sebuah perjalanan atau kunjungan yang dilakukan baik individu maupun kelompok ke tempat dan institusi yang merupakan penting dalam penyebaran dakwah dan pendidikan Islam.*” It means that religious tourism is a trip or visit done either by a person or group to a place, and institution which are important in the spread of Islamic preaching and education. From this definition it can be concluded that religious tourism is a tour that has a special interest, such as taking a pilgrimage trip or a visit by a person or group to a place that is considered important in relation to the spread of a religion.

2.4.1 Types of Religious Tourism

Religious tourism is defined as a tourism activity to a place that has a special meaning, such as:

1. A mosque as a religious center where the mosque is used for prayer, i 'tikaf, call to prayer and iqomah.
2. Tomb, in Javanese tradition, means a place that contains sacredness
3. Temples as elements in ancient times were later replaced by tombs.