

CHAPTER II

LITERATURE REVIEW

This chapter explains the theories underlying the problem to support arguments in discussion. It discusses about script, stages of script writing, video, the benefit of video in giving information, and heroes.

2.1. Script

Dainith (as cited in Norbury, 2014) find 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.” In addition, the definition of script according to Ikram, A. (2004:115) is “*Naskah Kuno merupakan salah satu sumber pengetahuan yang berisi berbagai data, informasi, pikiran, perasaan dan pengetahuan sejarah serta budaya dari bangsa atau kelompok tertentu*”. Soeratno, C. (1996:55) states “*Naskah mampu memberi informasi mengenai berbagai aspek kehidupan masyarakat seperti politik, ekonomi, sosial dan budaya*”. It means that Scripts are an orderly sequence of actions or events that contain sources of knowledge containing various data, thoughts, feelings, and historical and cultural knowledge of a particular nation or group. As well as being able to provide information on various aspects of community life such as politics, economy, social and culture. In making a video, a script is needed to be able to provide and convey information to the audience properly. The script is the basic idea needed in making a video which contains a schematic and a draft plan for making a video. So the script is an important element in producing a good video.

2.1.1 Stages of Script Writing

Friedmann (2014) stated, “there are seven stages of script development”. The first stage is 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 Palembang City Education and Culture Office is an expert in providing information about Palembang heroes. Therefore, background research and investigations are important ways to obtain more information about a topic. In this study, the writer searched the internet about Palembang heroes and gathered background information by interviewing Palembang city historians.

The second is 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.

The third is 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.

The fourth is 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 will divide the topic into some important points and arrange them into sequential scene.

The fifth is 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 will write the script based on the concept and treatment that has been made.

The sixth is 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.

The last is Final Draft. The final draft 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 is a digital recording of moving visual images. Currently, it is widely used as an informative medium. Kustandi, C (as cited in Riski, 2021) notes that "*Video adalah alat yang dapat memaparkan proses, menyajikan informasi, mengajarkan keterampilan, mempengaruhi sikap, menyingkat atau memperlambat waktu, dan menjelaskan konsep-konsep yang rumit*". In addition, the definition of video according to Agnew and Kellerman (as cited in Munir, 2012) is "*Video adalah media digital yang menunjukkan susunan atau urutan gambar-gambar dan memberikan ilusi, gambaran serta fantasi pada gambar yang bergerak*". It means that Video is an interesting way to transmits information to people. Video is the most meaningful medium compared to other media such as graphics, audio, and so on. Videos are a reference source that stores meaningful information. Video is the most dynamic and effective source of media in conveying information. The use of video in interactive multimedia will provide new because the video is a moving image and is generated from the recording process.

2.2.1 The Benefit of Video in Giving Information

Nowadays, digital video and social networking have potential values and functions in giving information. Video is an interesting medium to provide information to the public regarding information about the hero who came from Palembang.

Ritchie (2017) states “There are 5 reasons why video is more effective than text”. First, “Video Grab People Attention” When you running digital advertisement, half the battle is getting people to look at them. Think about what grabs your attention when you’re scrolling through a website. Your eyes are attracted to movement, so the movement that videos produce naturally draws people attention. People are over 27 times more likely to click on an online video ad than a static banner advertisement.

Second, “Videos Engage Viewers” Videos are one of the most engaging mediums you can use. They strike a deep connection and illicit strong emotional responses that make people want to share, comment, and like. Videos get 1,200% more shares than text and images combined. People love sharing content on social media and more importantly: people love sharing videos. If made right, videos can take information and make it easy to interpret in a short amount of time. It’s been said (wryly we think) that one-minute video is worth to 1.8 million words. Your brain can also process visuals much quicker than it can text. About 90% of the total information transmitted to your brain is visual. On top of that, your brain can process these visuals 60,000 times faster than text. The human brain is not only more used to seeing visuals but is also better at interpreting them.

Third, “Videos Drive More Traffic to Your Website” We’ve said it before, and we’ll say it again: videos are great for SEO. A video can bring as much benefit to your site regarding SEO as multiple web pages. Companies that use videos on their websites have 41% more web traffic from searches then sites that don’t use video at all. Video also drives organic traffic up by 157%. You can also take advantage of this increased traffic by placing videos on the landing pages of your website. Embedding videos on landing pages can increase conversions by

80%. Search engines are taking videos more into account and ranking them higher than ever before. When people share your video or link back to your web page, it creates an inbound link. Inbound links are an important factor in your SEO ranking. The more inbound links your site has, the more authoritative your site looks to Google. Also, videos are more likely to be shared and in turn, generate more inbound links. Because of this, 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” Have you ever found yourself reading an entire page of a book and all of a sudden realizing that you have no idea what you just read? You then have to waste time going back to re-read something that you’ve already seen before. This phenomenon is called regression. Regression can be frustrating when reading written text, but videos almost eliminate it entirely. Studies show that viewers retain 95% of a video’s message compared to 10% when reading text. Also, according to Hubspot, 80% of customers remember a video they viewed in the past month. Videos allow you to package the information you’re trying to get across into a short narrative that will engage viewers in a way that text can’t. This makes them more memorable because people are far more likely to remember a story than a list of facts. Using video also plays into the strengths of the majority of the population. Most people need visual aids to learn, and 65% of people consider themselves to be visual learners. Videos accommodate this learning style and help people retain information better than they would a large wall of text.

Fifth, “Videos Help Increase Buying Intent” The success of any marketing campaign is based on conversions, or in other words: how many people bought or expressed interest in your product or service. Videos do a great job of pushing customers closer and closer to purchase. A positive experience from a customer with a video ad can increase purchase intent 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 by using video marketing, you can’t just make any video and stick it out there hoping for favorable results. Your video needs to plug into your buyer’s pain points, presenting your product as the compelling solution

to the pain. But if done well, video is more effective than text in communicating marketing messages.

It can be concluded that video brings benefit in giving information. The benefits are to grab people's attention, to engage viewers, to drive more traffic to the website, to be memorable and improve brand recall, and to help increasing buying intent. Not all of these benefits can be attributed to information about heroes. However, most of these are in line with the potential value and function of a video in providing information.

2.3. Heroes

The scientific study of heroism is a relatively recent topic of interest within the field of psychology. Researchers have offered different definitions of exactly what makes a hero, but most suggest that heroism involves prosocial, altruistic actions that involve an element of personal risk or sacrifice. Researchers Franco, Blau, and Zimbardo (as cited in Cherry, K, 2020) suggest that heroism involves more than just this, however. In their definition, heroism is characterized by first, acting voluntarily for the service of others who are in need, whether it is for an individual, a group, or a community. Second, performing actions without any expectation of reward or external gain, and third recognition and acceptance of the potential risk or sacrifice made by taking heroic actions. The most defining characteristics of heroes included bravery, moral integrity, courage, conviction, honesty, willingness to protect others, and self-sacrificing.

Palembang is a city with interesting tourist objects. Many tourist objects in the city of Palembang are classified into natural tourist attractions, historical and cultural attractions as well as man-made tourist objects. To preserve Palembang's cultural heritage and make it easier for the public to get information about the fallen heroes who came from Palembang. So the writer chose to raise the hero, which is an important point in writing the script in this study. The author explains in more detail about the three heroes from Palembang namely Sultan Mahmud Badaruddin II, AK Gani, and Ratu Sinuhun.

