

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about promotional media, video, script, the elements of video script, the stages of video script writing, and Palembang Traditional cakes.

2.1 Promotional Media

Media is a tool that used in promotion. Nordquist (2020) state that, "Around the 1920s, the word "media" was first used to describe communication outlets". It means that media is communication channels that disseminate news, music, movies, education, promotional message. In promotional media, there are several types of media that can be used. According to Amaliah, et al., (2015) stated that, "*Ada berbagai macam media promosi yang berkembang saat ini, dari media konvensional sampai media tidak konvensional*". This means that many kinds of promotion media used today, starting from conventional until non-conventional. Conventional media or known as printed media is referring to any form of mass communication available before the advent of digital media. This includes television, radio, newspapers, books, and magazines. Meanwhile, non-conventional media or known as electronic media is a media that used technology and visual design. This includes *baliho*, banner, leaflet, television, and video. Promotion through non- conventional media requires a large budget but today most people enjoy the technology. Thus, in this study the writer chooses non-conventional media which is video to become promotional media.

2.2 Video

Video is an audio-visual medium that is very useful to increase the knowledge today. This statement is supported by the opinion of Purwati (cited in Apriyansyah & Arris, 2020) that stated, "*Video merupakan media penyampaikan pesan yang bersifat fakta maupun fiktif, informatif, edukatif maupun instruksional*". It means that video is a media that can deliver any factual, fictive, informative, educative, and instructional. Further, Greenberg & Zanetis (as cited

in Kosterelioglu, 2016) said that, “Videos have educational effects, such as providing interaction with the content, allowing transfer of knowledge in the mind and facilitating recall”. The other definition of video also reveals from Busyaeri et al., (2016) that said,

Video itu berkenaan dengan apa yang dapat dilihat, utamanya adalah gambar hidup (bergerak; motion), proses perekamannya, dan penayangannya yang tentunya melibatkan teknologi.

It signifies that video is related to what can be seen, mainly is a live image (moving), the recording process, and its broadcast and involves technology. Based on the definitions above, it can be concluded that video is a medium for conveying anything that is factual, fictional, informative, educational, and instructional, where the process of making up to broadcasting involves the role of technology. There are 3 parts needed in producing video, namely synopsis, story board and script.

2.3 Script

Script is one of the important parts in producing video. Rowlands (2020) defines that,

A script is a structured plan of what is going to be said and done in a video. It gives you a reference point, a foundation upon which you can tame the ideas that are running around your head.

Dainith (cited in Norbury, 2014) states 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”. Further, Malinda (2016) also reveals that “*Naskah adalah selembar rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwara dalam sebuah film atau drama*”. It means that script is a sheet that consists of draft plan and structural plays in movie and drama. From the definitions, it can be concluded that script is a plan or foundation of ideas which generic ordered sequences of actions or events that going to be said and done in the video. In other words, script helps the producer to establish the purpose and the process of upcoming video. Without

a script, the process of producing video will be unstructured and the message will be not conveyed.

2.3.1 The Elements of Video Script Writing

The better video script, the better video will be produced. According to Jakacaping (2018) that said “*Terdapat 4 bagian terpenting yang harus diperhatikan dalam pembuatan skrip*”. It means that there are 4 elements needed in producing script. The first element is “Hook”. In this part, you need to find the words or sentences to grab the attention of viewers. The words or sentences should depend on your topic or the content of video. From the explanation, hook means the initial part that give an interesting opening related with its content to attract the viewers.

Second, “Introduction”. In this step you should introduce yourself and also you have to tell your content clearly so the viewers will know what your content of the video is. It means that the introduction contains detailed information about the hook to help viewers more understand the nature of the content.

Third, “Body”. In this step, you have to explain your video content because it is the main point that has supporting details about the content. This element makes the viewers want to know about your video. From the statement, the body contains detailed information on the content. For example, the content is about traditional cake so the body will be explained the history, the taste, the appearance, and etc.

Fourth, “Closing”. If your video content is about promotion, give your viewers a recommendation because the viewers are not looking for only the information but also want to get the recommendation. It means that the closing part is about the conclusion of the content and the producer can provide some recommendations if it is about promotion video.

From the explanation above, it can be concluded that there are hook, introduction, body, and closing as the elements of scriptwriting. Those four elements will support the process to have a good video. Therefore, the writer integrated these

four elements into the treatment-making process in the stages of video scriptwriting.

2.3.2 The Stages of Video Script Writing

The are several stages that need to be considered in 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 any several well- proven ways. You can consult encyclopedia, visit a library, or search the internet. Beside 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. Therefore, in this study the writer searches the internet about manan sahmin as Palembang traditional cake and collects the background information by interviewing the seller that sell manan sahmin.

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 in sequential scenes. Thus, the writer will use the elements of video script writing. The writer will divide the ideas into a hook, introduction, body, and closing.

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 stage 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.

From the descriptions above, 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 own important role. Like the treatment-making process, it needs to be structured and well so the script will be clear and interesting. Therefore, in this study the writer combines the stages of script writing with the elements of video scriptwriting in order to make the script is structured. Because the elements of video scriptwriting also the base and needed in scriptwriting.

2.4 Palembang Traditional Cake

Traditional cake is cultural heritage in every region. Rahmadona (2018) stated that,

Kue tradisional adalah kue-kue jenis kecil, dimana resepnya diwariskan secara turuntemurun dari nenek moyang, yang berfungsi sebagai selingan

makanan pokok, ... teknik pengolahan yang digunakan sudah turun temurun atau merupakan sebuah tradisi dalam suatu masyarakat.

It means that traditional cake is a small pastry whose the recipes is passed down from the ancestors which has function to be a side dish. Astria (2018) also said that “*Makanan tradisional atau khas adalah makanan dan minuman yang biasa dikonsumsi oleh masyarakat tertentu, dengan cita rasa khas yang diterima oleh masyarakat tersebut*”. It means that traditional food is food and beverage that usually consumed by certain people, with a distinctive taste that is accepted by that community. From the definitions, it can be concluded that traditional cake is a small pastry whose existed since the ancestor as a snack with a characterized taste that accepted by local community.

Palembang is a city of culinary. Many culinary in Palembang that could attract the tourist, one of them are traditional cakes. There are a lot of traditional cakes in Palembang, such as *Maksuba*, *bolu kojo*, *8 jam* cake, and others. However, Palembang also has a lot of unpopular cakes like *Bolu suri*, *engkak medok*, *gulo puan* and *manan sahmin*. Therefore, to preserve the unpopular traditional cake the writer chooses to raise traditional cake as the point of scriptwriting in this study. The writer explains more detail about Manan sahmin because there is still less information and the existence of this cake also start to rare.