

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter explains the theories underlying the problem to support arguments in discussion. It discusses about writing, the writing process, script, audio scriptwriting, stages on writing an audio script, folklore, storytelling, and audio media as a medium to preserve and promote culture.

#### **2.1 Writing**

Writing is one of the four languages of communication skills besides listening, speaking, and reading. According to Nurhadi (2017: 5) “generally writing is defined as the visualization of ideas into written form”. Furthermore, Ningsih, et al (2007, as cited in Nurjani, 2018: 235) explains that writing is an activity to arrange sentences well so that the writer’s ideas can be well received by readers. Based on these experts’ statement about writing, it can be concluded that writing is the creative activity of communicating a writer's ideas to the public through written form that is organized as clearly as possible.

In writing, there are several steps that must be followed in order to achieve good results of writing. Oshima and Hogue (1991, as cited in Putri, 2014: 4) note there are four steps in writing process. First is prewriting, in this step the writer can start by brainstorming to determining a topic. Then the writer can start gathering ideas to describe the chosen topic. Second is planning, during this step the collected ideas continue to be organized systematically by outlining. After the brainstorming and outlining, the next step is writing and revising the draft. The writer can start to write a first draft that includes the outline's development. Then revises the first draft and so on frequently until a final copy is ready to hand in and the last step is writing the final copy or product for submission. The writer concluded that writing is cannot be considered as an easy or simple activity.

#### **2.2 Script**

In general, a script is a written type of a progression of ideas into writing that

is structured in a way to accomplish a certain purpose. It is in line with Sadiman, et al (2011: 115) which stated that “*naskah adalah bentuk tertulis dari pemikiran seseorang atau kelompok yang telah disistematiskan dan dimaksudkan untuk menyampaikan pesan demi tercapainya tujuan yang telah ditetapkan*”. Besides, script is also defined as the progression of a concept or outline into a complete text (Ratnasari, 2012: 2). In addition, script is a structured sequence of actions or events which captures a main theme in a narrative and can be synchronized with other context scripts (Norbury, 2014: 6).

In conclusion, a script can be defined as a written form of someone ideas that have been developed and organized through a medium to achieve certain purpose.

### **2.2.1 Audio Script Writing**

Basically, the script can be used as the guideline for various media. One of the types of script is audio script. This type of script is used in audio media and commonly known as an audio script. Audio script work as a guide that shows the sequence of audio program actions that need to be recorded (Sadiman, et al, 2011: 115). According to Kristanto, et al. (2017) “audio script is contained the sounds queue, both human’s lines, music, and other sound effects which could support the creation of any mood on the program that recorded”. It means that audio script is a guide or sequences in audio program.

In addition, Yunita (2018: 89) notes script writing as the process of visualizing the script in stages starting from the idea to the final script. Furthermore, Kusumawardhani (2017: 32) stated that “*penulisan naskah secara teoritis merupakan komponen dari pengembangan media .... melalui tahap-tahap perencanaan dan desain, pengembangan, serta evaluasi*”. It shown that in script writing there are several stages that must be done.

From the experts’ opinion, the writer concluded that audio script writing is a process of developing ideas into a complete form through different stages starting from planning, designing, and evaluation that recorded.

### **2.2.1.1 The Stages in Writing an Audio Script**

According to Danu (2013), there are eight steps that need to be taken in writing an audio script, they are (1) formulate the idea of content, (2) research, (3) writing outline, (4) writing a synopsis, (5) writing treatment, (6) write the draft of script, (7) review, and (8) finalization.

First, the writer should formulate the idea of the content or story that will be made into an audio script. The second stage is doing a research, this stage is an effort to study and collect the information related to the topic of the script to be written. The sources of information can be publication materials and people or sources that provide accurate information about the content or substance to be written.

After the information is collected, the writer will start writing the outline. Outline generally contains the points of information that the writer will write into a script. The next stage is, writing a synopsis. A synopsis is a brief and concise overview of the main concept or information that will be incorporated into a script. Synopsis can help the writer to keep on track, it will help focus the writer's attention on developing the idea that has previously selected because it can provide an overview of the contents that the writer will make. Furthermore, the writer has to write a treatment. Treatment is a description that describes the flow of the audio program that the writer created (Asyhar, 2011: 99). Treatment provides a description of how a story scene or series of instructional events will be developed into a first draft. A treatment actually explains how a story scene or a series of instructional events will be developed into a first draft. It must contain a clear description of the location, time, players, scenes and properties of the program. Writing the draft of script is the next stage of writing the audio script, although in writing the script the writer can make changes, but the changes should not be the substantive changes.

After make the draft of script the next stage is review the draft of script. The finished draft of the script needs to be reviewed to see the truth of its substance and also the way the story is delivered. The draft of script must be reviewed by

people who experience and understand the material well. The last stage of writing the script is finalized the script, finalizing the script is the final stage before the script is submitted. The final script is the result of a revision of the inputs given by experts.

### **2.2.1.2 The Elements in Audio Script Writing**

Audio program is one of audio media used that presents information in the form of audio or sound. In writing an audio script there are two important elements that must be considered according to *Asyhar (2011: 117)*, they are:

#### **1. Audio Program Language**

The language used in the script must be sufficient for the program's content and audio format. Single-sentence and short-sentence sentences are used as much as possible, because the listeners will find it difficult to understand long sentences.

#### **2. Audio Program Music**

The music in the audio program helps to create an atmosphere that supports the content. That is why the selection of music needs to be considered carefully.

The following information is various types of music that used in audio programs.

- a. **Theme Music.** Music that describes the content's character or situation. It will be played whenever a specific character or situation is highlighted.
- b. **Transitional Music.** This type of music is used as a connector between the two scenes of content in audio program.
- c. **Bridge Music.** This music is a type of transitional music that is used to connect two different scenes. It is used when the mood of one scene is contrast from that of the next.
- d. **Background Music.** This music is used in the background while people (the characters of the program) are conversing.

- e. **Smash Music.** Music that once used to give a feel of shock or pressure to audiences.

### 2.2.1.3 Terms in Audio Script Writing

In writing an audio script, there are several terms that used by script writer according to Asyhar (2011: 100). The terms can be seen in the table below:

Table 2.1  
Terms in Audio Script Writing

<b>Terms</b>	<b>Description</b>
ANNOUNCER (ANN)	The person in charge of notifying that a program will be delivered
NARRATOR (NARR)	The person who conveys the content of the audio program that is presented and connects one scene to another
SOUND EFFECT (FX)	Voices that will be featured in the program to support produce a specific atmosphere. In addition, sound effect or FX is used to show settings. For example, the sound effects of birds chirping, squawking chickens, and bleating goats showed that the setting of the audio program is located in a village near a farm
FADE IN	Used to shows how the music seems to enter the scene
FADE OUT	Used to shows how the music slowly outs the scene
OFF MIKE	A voice that sounded like it was coming from a long far away
CROSS FADE	Two sounds that pass through a scene. It could be a music and other music, or music with sound effects (FX).
MUSIC	Format : IN – UP – DOWN – OUT The music begins softly, the sound is amplified, then lowered again, and finally fades away smoothly
	Format : IN – UP – DOWN – UNDER The music is slow down and held in the background during the scene.

### 2.3 Story

“*Story* refers to 'existing narratives that can be told and retold in various forms’” (Bell, et al., 2018: 490). Besides, Mandler (2014: 1) said that “stories are literary expressions that we read or hear; they often refer to times long past or to imaginary worlds”. Furthermore, every word in the story is needed to express what the story means (Patea, 2012: 1). Story has many uses in life. It indirectly introduces and teaches young people the values of goodness as well as conveying culture. Miller (2011: 3) also said that in a story, at least there are eleven elements, they are;

“Characters, place, time, storyline or plot, sensory elements; smells, flavours, colours, textures, etc., objects, such as: clothing and properties, characters' physical gestures, and attitudes, emotions in the story, narrator's point of view, narrator's tone of voice, attitude, and style (casual, formal), theme; meaning, moral, message, idea”.

From the explanations about story, the writer concluded the story as a way of expressing what someone feels about a series of events, whether it actually happened or just an imagination with positive goals based on its elements.

### 2.4 Storytelling

Soleimani & Akbari (2013, as cited in Khodabandeh, 2018: 24) find that “storytelling is defined as the art of telling stories through the use of words and actions in order to engage an audience”. In addition, Bachtiar states storytelling is the oral sharing communication of knowledge and experience through a story of an event to others (in Asri, et al., 2019). In other words, storytelling can be defined as a method of verbally communicating knowledge to the public through a story of an event.

Lucarevshi (2016: 2) notes that “storytelling is one of the oldest forms of human communication, being used for entertainment, and for the promotion of education and cultural values”. Hence, storytelling method is now widely used by people in several aspects of the activities, for example as a method of preserving and promoting culture. It is in line with McGee's (2014) statements that

“storytelling has always been important for the dissemination of knowledge and preservation of culture” (as cited in Sheaffer, 2016: 133).

Therefore, storytelling is considered as a good and effective method to spreading and preserving culture especially folklore.

## 2.5 Folklore

In general, folklore is a collection of traditions from the past that include social, cultural, and belief values which is passed down from one generation to generations. Etymologically, the word “*folklore*” is a compound of word that consists of the word *folk* and *lore*. Sibarani (2013) finds that *folk* is a group of people who have distinctive characteristic, while *lore* is refers to knowledge about traditions and culture (as cited in Endraswara, 2013: 1). It means that folklore can be defined as the whole traditional complex of traditional thought and content which is passed down from generation to generation.

Since folklore is complex and has a variety of materials, Brunvand (1978, as cited in Sone, 2018: 3) reduces it into three groups as “what people say (verbal folklore), what people do (customary folklore), and what people make (material folklore)”. Rasyid, et al (2015: 85) defines folk narrative prose as one of the forms of verbal folklore is consists of three big parts, as follows:

1. Myth is a folktale that is considered truly happening and is considered to be sacred by those who have stories. Myth usually presents figures of gods or demigods. For example, the story of Nyi Roro Kidul and Greek mythology (Zeus, Hercules, Ares, Aprodite, and so on).
2. Legend is a folktale that is considered truly happening, but it is not considered sacred. Legends usually tell the origin of a place or object. For example, the Sangkuriang legend and the origin of the name Buleleng.
3. Fairy tale is a folktale that does not really happen or is just a mere imagination. Even fairy tale is not bound by time and place. For example, the fairy tale of the Deer and Crocodile.

## 2.6 Audio Media as Medium to Preserve and Promote Folklore

“*Media berasal dari bahasa Latin yaitu kata Medium (media, jamak; medium, tunggal), artinya secara harfiah ialah perantara, penyampai, atau penyalur*” (Batubara, 2011: 3). Furthermore, media is another word for tools or facility which used in communication between the sender and the audience (Sahara, et al., 2017: 5) both as a means of saving and delivering information or data for certain purposes which are used to convey certain messages and information (Fadillah, 2018: 16). According to experts’ understanding about media, it can be concluded that the media can be used as a medium to saving (in the context of preserving) and delivering (in the context of promoting) folklore as one of cultural heritages.

In term of the types of promotional media, Sahara, et al (2017: 6) notes that in promotional media there is one of type of promotional media named electronic media. It focuses on the use of electronic media such as television commercials, video, audio, audio visual and advertises on internet like website and social media. It is also considered as an effective way to promote products or services even though in any case it can cost a lot of money.

Therefore, on this occasion, the writer chooses electronic media which is a combination of audio and internet, as a promotional media in promoting folklore as one of the cultural heritages that will be discussed in this final report.

## 2.7 Three Gods; Founders of the Universe of Besemah

Three Gods; Founders of the Universe of Besemah or *Kisah Tiga Dewa Pendiri Jagat Besemah* is a folktale from Pagaralam regency. This story has been passed down from generation to generation. It tells of the three gods; adventure who are believed to be the *puyang* (ancestors) of *Jeme* (people) of Besemah. The three gods are *Dewa Gumay*, *Dewa Semidang*, and *Dewa Atung Bungsu*. They are believed by the local community as the first creatures whos sent down to earth. Local community believed that the three gods opened the land, build a civilization named *Keratuan Besemah* which built by the youngest god, *Dewa Atung Bungsu*, handle the security and governance, also spread the *jurai* (descendants) of the



Besemah tribe to almost control the territory of South Sumatra, parts of Jambi and Bengkulu regency. In this story, the three gods sent down to earth by *Mahadewa*. One of the reasons why *Mahadewa* sent the three gods to earth is to help human in Besemah area from the therror of the group of spirits called *Masumai*. At the end, the three gods managed to rectify the problem between *Masumai* and humans. *Masumai* and human live side by side peacefully without disturbing each other's living areas until one day when a foreign people with blue eyes and their weapons arrives and wants to dominate the Besemah land. Finally the three gods lost the war and *Jeme* (people) of Besemah who still survived at that time continued to live with their traditions and have *Jurai* (descendants) until today.

## **2.8 Besemah**

Besemah is the name of an area in the valley of Mount Dempo in Pagaralam City, South Sumatra. This area is still part of the vast Suwarnabumi Island. The name Besemah itself is taken from the tribe that inhabits the area who call themselves *Jeme* (people) of Besemah, so that at that time people knew the area as Besemah. The location of Besemah area is actually not known for certain. However, according to the description of the ancient people from Pagaralam regency, Besemah is located in the valley of Mount Dempo. This area is described as a highland with cool air, fertile soil, and clean and flowing river water. Lots of trees and vegetables growing, surrounded by a variety of fragrant plants and inhabited by birds, animals, and various fish in the clear river