

CHAPTER II

LITERATURE REVIEW

This chapter describes script, elements of script, stages of writing script, video, procedure text, design, elements of design, illustration, tourism objects, Palembang tourism objects, souvenir, and phone case.

2.1 Script

Rosidi (2009) says that "*Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah video. Sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan*". It means that a script is a basic idea and the quality of video depends on the quality of the script. A script usually contains a description or information that wants to deliver to the viewers. In addition, Tristiawati (2014) states that "*Naskah adalah panduan bagi penulis dalam mengubah ide menjadi video atau gambar*". It means that video script is a guide for a script writer in transforming ideas into video, pictures or images. Then Biran (2006) says that "*Penulisan naskah secara teoritis merupakan komponen dari pengembangan media atau secara lebih praktis merupakan bagian dari serangkaian kegiatan produksi media melalui tahap-tahap perencanaan dan desain pengembangan serta evaluasi*". It means that script writing is a component of media development or a part of a series of media production activities through the stages of planning and design development and evaluation.

From the definition above, it can be concluded that script is a guide and an important idea for creating a good video.

2.1.1 Elements of Script

According to Jakacaping (2018) there are four elements in making a good video script. First, the element is "Hook" in this step, the narrator has to find the interesting words or sentences to attract viewers stay in watching video. It

depends on the content of video. Therefore, in this case the content of the writer's video is the steps of designing phone case as souvenir using Palembang tourism objects illustration.

Second, "Introduction" It contains general information of the script that will be made. In this step, the narrator has to introduce about the content. For example is about the steps of designing a phone case. It means the narrator has to give some information about phone case first. Let the viewer know why they should watch the video.

Third, "Body" in this step, the narrator has to explain about the video content because it is the main point that supports details about the content. This element makes the viewers want to know about the video.

Fourth, "Closing" It is the conclusion of the script. If the video content is about promotion, give the viewer recommendation. In here, the video is about the steps of designing a phone using as souvenir using Palembang tourism illustration, so the writer will tell the steps clearly. It can be concluded that the elements of the video script are hook, introduction, body and closing. Those four things are needed for writing a good script.

2.1.2 Stages of Writing Script

Boon (2008) states that there are four stages of writing script, first, "Doing Research" This stage is necessary once the writers have found an idea that will be made into a video. In this context, research means an attempt to learn and collect information related to the script to be written. Sources of information may be books, newspapers or other publications and persons or resource persons who can provide accurate information about the content or substance to be written.

Second, "Concept" It means what concept that the writer writes. It consists of the key idea of the script. In order to make the video script more organized, the writer will use the general structure of procedure text because the writer will write the video script using procedure text which contains the steps of making something. The "concept" will be divided into goal, materials, and steps.

Third, “Drafting” The second step of the writing script process involves drafting. During drafting, the writers put their ideas that have been generated from concept as a guide to complete the script, such as sentences and paragraphs. The writers organize their ideas in a way that allows the reader to understand their message on the script. In here the writer will use the element of script writing that will be divided into hook, introduction, body, and closing.

The next is “Editing (Revising)” It is almost impossible to write a perfect script on the first try, so it needs to be revised. The first try is called the first draft. The way to revise and improve the first draft is called editing. The writer revises the script. It can be for grammar, spelling, punctuation, diction, sentence structure, and so on.

The last is “Final Draft”. Once the writers have revised and edited the draft and made the changes that considered being necessary, it means that the writers have produced the final draft of the script.

2.2 Video

According to Hedberg and Mcnamara (2003) “*Video is a technology for capturing, recording, processing, transmitting and rearranging moving images that usually uses celluloid film, electronic signals, or digital media*”. It means that Video is electronic medium that has a function to capture or record the moving images. It is in line with the statement of Wulandari et al (2018) that “*Video adalah teknologi untuk menangkap, merekam, memproses, mentransmisikan dan menata ulang gambar bergerak. Biasanya menggunakan film seluloid, sinyal elektronik, atau media digital. Berkaitan dengan penglihatan dan pendengaran.*” It means that, video is technology for capturing, recording, processing, transmitting and rearranging moving images which had audio and visual elements. However, Ilham (2019) states “*Video merupakan teknologi pengiriman sinyal elektronik dari suatu gambar yang bergerak yang mana biasanya menggunakan film seluloid, sinyal elektronik, atau media digital dan biasanya digital video direkam dalam tape, lalu didistribusikan melalui optical disc, misalnya seperti VCD dan DVD.*” It means that Video is a technology of sending

electronic signals from a moving picture which usually uses celluloid film, electronic signals, or digital media and usually digital video is recorded on tape, then distributed via optical discs, such as VCDs and DVDs. From the definition above, it can be concluded that, video is technology for capturing and sending electronic signals from moving images using digital media which distributed by optical discs.

2.3 Procedure Text

Martin and Vanberg (2017) state “Procedure text is a text that contains methods and techniques or steps in doing something”. It means that procedure text is a text that has methods and techniques for explaining something. It is in line with the statement of Teteregoh (2015) that procedure text is the text of steps which should be completed in the right sequence to get the goal. In addition, according to Djuharie (2006), “*Teks procedure bertujuan untuk memberikan petunjuk tentang langkah-langkah metoda/cara-cara melakukan sesuatu*”. It means that text procedure aims to provide guidance on the steps/methods/ways of doing things. In conclusion, procedure text is a text that explains how to do something in sequence of action.

According to Knapp and Watkins (2005) “General structure of procedure text consists of three structures”. The first is “Goal”. It is the aim and purpose of the content of the procedure text. The next is “Material”. It is the tools or the materials that being used in making something in the procedure text. The last is “Steps”. It contains an explanation of the stages that must be carried out for the success of the objectives that have been conveyed at the beginning. In conclusion, there are three general structure of procedure text namely Goal, Material, and Steps.

2.4 Design

Walker (2017) defines design as a complex combination of words and images, figures and graphics, photographs and illustrations that require the special thought of an individual who can combine these elements, so they can produce

something special, very useful, surprising or subversive or something memorable. In addition, Widarwati (2015) says “*Desain adalah suatu rancangan atau gambaran suatu objek atau benda yang dibuat berdasarkan susunan dari garis, bentuk, warna, dan tekstur*”. It means that design is an image of an object that is made based on the arrangement of lines, shapes, colors and textures. In addition, Sulistio (2005) states that “*Desain adalah suatu kreativitas seni yang diciptakan seorang dengan pengetahuan dasar kesenian serta rasa indah*”. It means that design is an artistic creativity created by a person who has basic knowledge of art and a sense of beauty.

Based on some opinions above, it can be concluded that design is a work of art that contains beauty and it is composed of lines, shapes, colors, and textures which can turn into the real object.

2.4.1 Elements of Design

According to Porter and Selleck (2011) “There are six elements of design”. The first element is “Line”. Line is an element that connects one point with another point. Line can be interpreted as pencil, pen, or mouse strokes in a computer and so on. Line does not recognize the term of depth. It only has thickness and length. Therefore lines are often interpreted as one-dimensional elements.

The second is “Shape”. Shape is an element that has dimensions of height and width that made by line, which can be in the term of geometric shapes (circle, triangle, rectangle, ellipse, semicircle, etc.) and organic shapes. Geometric shapes have a formal impression, while organic shapes have a more dynamic and informal impression.

Third is “Texture”. Texture can be called as the smooth and roughness of an object. It can also be called the value of touch. Its use can be used to provide visuals that are memorable and have character. In a visual communication design, texture is often used to adjust balance and contrast. In practice, texture is often categorized as the pattern of an object's surface, for example the surface of

carpets, clothes, leather, wood, and so on. The use of textures in graphic design is also usually applied to a design background.

The next is “Space”. Space is the distance between one form and another, which in graphic design can usually be used as an element to give a design aesthetic effect. In terms of graphic design, the empty area between the visual elements is also considered a design element.

Then “Size”. Size is another element in graphic design that defines the size of an object. This element is used to show which object that want to highlight because by using this element a graphic designer will be able to create contrast on the design object so that people will know the priority scale of the object to be seen first compared to others.

The last element is “Color”. Color is an element that attracts the most attention. The use of the right color will be directly proportional to the quality, image, readability, and delivery of the message in the design for example is for the use of soft colors that will exude a romantic, peaceful, and comfortable impression. Meanwhile, bold and bright colors will give a dynamic impression. Avoiding blending the wrong colors is very important to avoid being misinterpreted by the viewer. It can be concluded that there are six elements of design such as, line, shape, texture, space, size, color.

2.5 Illustration

Arsana (2007) explains that “*Gambar ilustrasi: adalah suatu karya seni rupa dua dimensi, yang berupa gambar tangan (manual), ataupun gambar dari hasil olah digital (dari komputer, atau fotografi) atau kombinasi dari keduanya manual dan digital, baik hitam putih maupun berwarna*”. It means that an illustration is a two-dimensional work of art, in the form of a hand drawing (manual), a drawing from digital processing (from a computer or photography) or a combination of both manual and digital, either black and white or color. However, Sumanto (2006) says “*Gambar ilustrasi adalah jenis gambar yang dibuat untuk menjelaskan atau menerangkan suatu naskah tertulis baik berupa bacaan, cerita, berita, artikel dan lainnya agar mudah dimengerti maksud atau*

isinya”. It means that illustration is an image that has function to explain a script, story, article and so on. In addition, Supriyono (2010) says that “*gambar ilustrasi adalah gambar atau foto yang bertujuan menjelaskan teks dan sekaligus menciptakan daya tarik*”. It means that illustration is a picture or a drawing that aims to explain text and create attractiveness.

It can be concluded that an illustration is an image or photo that aims to explain something and at the same time create attraction.

2.5.1 Types of Illustration

According to Supriyono (2010) “*Ilustrasi terbagi menjadi lima jenis*”. It means that there are five types of illustration. The first is Naturalist Illustration. It is an illustration that has the same shape and color as the reality that exists in nature without any subtraction or addition.

The second is Decorative Illustration. Decorative illustration is an illustration that serves to decorate something with a simplified form or exaggerated in a certain style.

The third is Cartoon Illustration. Cartoon Illustration is an illustration that has funny shapes or certain characteristics. Usually, it is used for children’s magazines, comics and picture story.

The next is Caricature Illustration. Caricature illustration is an illustration that contains of criticism or satire. This type of illustration is usually found in magazines or newspapers.

The last type of illustration is Imaginary Illustration. Imaginary illustration is an illustration made in the form of the imaginative processing of the creator's creativity. Generally have certain and unique characteristics. It is often found in stories, novels, romances, and comics.

In this final report, the type of illustration that the writer designed on the phone case is naturalist illustration which the requirements of naturalist illustration according to Supriyono (2010) are first, prioritizing the similarity of the illustration image according to the reference, the second is bringing beautiful

illustration themes but based on their authenticity, and the last is describing the beauty of an object as it is in the reality.

2.5.2 Techniques of Illustration

Kusrianto (2006) says that “*Ada dua jenis teknik dalam membuat ilustrasi*”. It means that there are two techniques in designing illustration. The first technique is Manual Illustration. Manual illustration is a two-dimensional image that is produced through the work of human hands that is made manually with the aim of explaining an event or event.

The second technique is Digital Illustration Digital illustration is a drawing activity that is carried out using a software or computer application to produce a digital image. It is an image produced from computerized image processing, shooting using a digital camera or computer that is stored in the form of a file. Digital images can also be generated from scanners or other electronic devices.

2.6 Tourism Objects

Marpaung (2002) states that “*Objek wisata adalah suatu bentuk atau aktivitas dan fasilitas yang berhubungan, yang dapat menarik minat wisatawan atau pengunjung untuk datang kesuatu daerah atau tempat tertentu*”. It means that a tourism object is a form of related activities and facilities, which attract tourists or visitors to come to a certain area or place. It is in line with Undang-Undang No. 10 concerning Tourism, “*Objek pariwisata adalah segala sesuatu yang memiliki keunikan, keindahan, dan nilai yang berupa keanekaragaman kekayaan alam, budaya, dan hasil buatan manusia yang menjadi sasaran atau tujuan kunjungan wisatawan*”. It means that tourism objects and attractions are places that have a uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made wealth which is the target or purpose of tourist visits. In addition, Rheza (2015) says that “*Daya tarik wisata merupakan salah satu faktor yang sangat mempengaruhi wisatawan yang datang pada suatu daerah tujuan wisata*”. It means that tourism object is one of the factors that greatly affects tourists to

come to a tourism destination. It can be concluded that a tourism object is a place that has attractiveness that can make people interested to visit.

2.7 Palembang Tourism Objects

1. Ampera Bridge

Ampera Bridge is an icon of Palembang City, South Sumatra. Ampera Bridge has a length of more than 1,000 meters with a width of 22 meters, with a height of up to 63 meters. Meanwhile, from the water level, the Ampera Bridge reaches 11 meters. Ampera Bridge has a weight of about 944 tons. At that time, the bridge, which was built in 1962-1965, was recorded as the longest bridge in Southeast Asia.

2. Kemaro Island

Kemaro Island is one of the popular tourism objects in Palembang which is located in the small delta of the Musi River, about 6 km downstream of the Ampera Bridge. The name Kemaro means dry because this island is always dry. The attraction of Kemaro is the 9-story Pagoda that rises in the middle of the island. In addition to the pagoda, there is the tree of love. There is also the Hok Tjing Rio Temple which was built since 1962. In front of the temple there are the tombs of Tan Bun An (Pangeran) and Siti Fatimah (Putri) side by side. It was their love story that became the legend of the formation of this island.

3. Monpera

Monumen Perjuangan Rakyat or better known as Monpera was built to commemorate the five days and five nights battle against the Dutch that took place in 1947. Monpera has 8 floors and contains the history of battles and military in the South Sumatra region. From the top floor, visitors can enjoy a 360 degree view of Palembang.

4. Sultan Mahmud Badaruddin II Museum

Sultan Mahmud Badaruddin II Museum specifically displays the history of the city of Palembang from the Sriwijaya era to the Sultanate of Palembang. This museum was originally a palace belonging to the Palembang sultanate named Keraton Kuto Kecik or Keraton Kuto Lamo which used to be mostly wooden

buildings and later turned into the house of the Commissioner of the Kingdom of the Netherlands in Palembang. As the name implies, this museum displays more relics of the Palembang Sultanate. Inside this museum there are various types of collections from archeology, ethnography, biology, art and especially currency collections. Various kinds of inscriptions, ancient statues such as Buddha and Ganesha Amarawati as well as other relics from the Sriwijaya era are also available in this museum.

5. Al-Qur'an Al-Akbar

Al-Qur'an Al-Akbar is one of the most attractive spiritual tourism destinations in Palembang. This giant Al-Qur'an is made from a typical Palembang carving with a height of 15 meters and a width of 9 meters.

The Al-Quran consists of 630 pages which each page has size 177 x 140 x 2.5 cm. It is also equipped with recitation and prayer of khataman for beginners. While the Arabic letters are made with embossed letters with flower motifs carved on the edges which makes the Al-Qur'an very visually appealing.

2.8 Souvenir

Atmojo (2007) says “*Cenderamata sebagai bagian dari pariwisata berfungsi untuk menyimpan kenang-kenangan, sebagai tanda bahwa seseorang telah melakukan kunjungan wisata*”. It means that souvenir is a part of tourism that has a function to keep memories as a sign that someone has made a tourist visit. In addition, Causey (2006) states that tourism souvenir product is object that connects memory and imagination of a person inwardly about the tourist area that has been visited. It is in line with statement of Swanson (2004) that souvenirs are reminders of special moments, places, or events. Wilkins (2011) also states the same, “The souvenir is an important component of the tourist experience with most tourists bringing back mementos and souvenirs as evidence”. It can be concluded that souvenir is an important element of tourism industry that has a function to keep the memories.

2.8.1 Characteristics of Souvenir

According to Swanson (2004), “there are several characteristics of souvenir”. It means souvenir have several characteristics. The first is “Having an Artistic Element”. It is a must-have part of a souvenir. The souvenir must accentuate the artistic side. The art elements contained are the elements of beauty and have an interesting shape and size.

The second is “Having Regional Characteristics”. Each region has its own characteristics. Therefore, souvenirs are made to represent the characteristics of the region. Souvenirs must have regional ornament and have the regional style of the souvenirs.

The third characteristic is “Having Attractiveness”. It is the thing that causes someone to buy souvenirs. The attractiveness can be in the form of a unique design, which is different from other regions’ souvenirs.

The next is “Having Good Quality”. Quality is an important thing of a souvenir product. Good quality will make consumers interested in buying it. Good quality can be seen from the materials used in the manufacture of souvenir products.

The last is “Relatively Affordable Prices”. Prices are used to attract tourists to buy souvenirs. Souvenirs that have low prices tend to be more attractive to tourists.

2.9 Phone Case

Phone case is a cellphone accessory that is used to protect a cellphone. There are also many people who use phone case just to make their phones look prettier.

2.9.1 Types of Phone Case

According to Ayu (2020) “*Casing hp terbagi menjadi empat jenis*”. It means that the types of phone case are divided into four. The first is “Hardcase” It is a type of phone case made of hard materials, such as aluminum, polycarbonate, fiber plastic. Hardcase design is more sturdy and shiny, so that it displays a

luxurious impression. Hardcase has a longer durability. There are advantages of hardcase, such as it covers more solidly, it is stronger, and it is more fit to the body of the cellphone so it doesn't come off easily. Disadvantages of hardcase are making cellphones get hot faster because usually phone case with strong material is really tight and hardcase usually does not have good ventilation to transfer the heat, having a risk of breaking if the cellphone is hit by a collision because of its hard material, and making it more difficult to put the cellphone in the pocket because of the large size and heavier material.

Second, “Softcase” It is a phone case that is made of soft and flexible material so it is comfortable to use. The materials used for softcase are usually silicon, rubber or foam. Softcase has many other advantages including rubber or silicone material that can reduce impact better so it is good for protecting cellphones. However, this softcase also has disadvantages such as getting dirty easily and the color is easy to change, making cellphones get hot faster because it usually does not have good ventilation to transfer the heat, and Getting loose more easily.

The next type of phone case is “Anticrack” It is an innovative version of the softcase. The material of anticrack is similar to softcase and is usually a mixture of mica and silicone. It has a stiff but slightly flexible shape. The specialty of anticrack is the presence of bumpers or protectors on the four corners of the cellphone. This serves to reduce the risk of breaking or cracking on the screen of cellphone. Compared to softcase, anticrack has a higher level of protection.

The last is “Blackmate” It has a dark black color. It is made of silicon. In addition, it has a flexible shape but is a little difficult to fold. The texture of blackmatte case is not slippery or tends to be matte. In addition, to protect the cellphone from impact, it can minimize the slipping of the cellphone when it is on a slippery surface such as a table or oily hands. The rough surface will prevent the cellphone from falling. This case is also considered more resistant to oil.

In this final report, the writer designed the steps of how to design a phone case using Palembang tourism objects illustration. The type of phone case that the writer designed is hardcase.