

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, the writer discusses about writing, script, writing a good script, function of script, virtual tour, virtual tour in tourism and culinary tourism.

#### **2.1. Writing**

There are two ways that can be done to communicate with others: in oral and written way. When someone cannot share their ideas by oral way they can use written way to express their ideas and communicate with others. There are some definition about writing according to some experts. According to Tarigan (1985) writing is productive skills, for writing an indirect communication and the nature of the character is very different from that expressed by speaking directly, therefore writing is included an ability. Harmer (2001) says that writing is a form of communication to deliver through or to express feeling through written form. In addition, Jonah (2006) states that writing can be used as an indirect means of communication to others to convey information.. Based on the experts statement above it means that writing is productive skills that express feeling through written communication.

Jonah (2006) argues that writing is a series of activities going on and involve several phases, the preparatory phase, the content development and review, as well as revisions or improvements posts, Another definition of writing is proposed by Nation (2009) who states that writing is an activity that can usefully be preferred for by work in other skills of listening, speaking, and reading. It can be concluded that writing can be increased through learning the other language aspects.

#### **2.2. Script**

Bjerke (2004) “Script is the primary document that the videographer uses to create all the video and audio raw material and keep it organized”. In addition,

Norbury (2017) states that scripts can be defined as generic ordered sequences of actions or events. They capture the central themes in a narrative and can be matched against other scripts or situations. Malinda (2016) states “*Naskah adalah selembar rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwara dalam sebuah film atau drama.*” In conclusion, script is a sheet that consists of a draft plan and structural characterization in a video and help readers and viewers comprehend of that text. While Angeb (2010) states 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.*

From the explanation above it can be concluded that script is the basic idea required when making video and the quality of a script is really important to affect the final result of a program. In general a script contains explanation or description about message or information, it means that script is an important element of producing a good video.

### **2.2.1. Writing a Good Video Script**

According to Cocker (2016) there are some tips to writing a good video script:

1. Write a brief first

In order to write a script that drives the results you want, you will definitely need to write a video brief. Not only does this help you understand your objectives, it also helps you to understand your audience and you want to demonstrate to them.

2. Turn your message into a story

For any piece of video content you want to communicate with (your briefs will help you identify these). The trick is translating these core messages into a simple story for your script to follow.

3. Speak in a language your audience understands

When writing your script, always talk in your audience's language rather than your own. Your script should be in line with your brand voice, but never to the detriment of viewers. If you can conclude real words and phrases that your audience use on your way to a great video script.

4. Keep it short and sweet

When it comes to script writing, less is always more. Say what you need to say and keep it as short and succinct as possible.

5. Do not use words

You are making video, not writing a novel. You've got more than just words to play with your script. The story in video content is told through editing, motion graphics, music, sound effects and voice over, so don't feel like you need to communicate everything through dialogue.

6. Do several scripts reading

Once you have got a workable draft of your video script, you should start reading it out.

7. Check against your brief

You will undoubtedly have several rounds of revisions to go through with any video script.

In addition, Bond (2020) states that tips for writing scripts in a video are:

1. Identify your target viewer

When you first get the green light to create video marketing content, you'll probably feel tempted to start cranking out scripts right away. Here's why that's a mistake: Without a crystal clear picture of the person you'll be targeting with your videos, your content will lack focus. So the first step towards writing effective video scripts is identifying your target viewer.

2. Write like you speak

Write your first video script with a somewhat reasonable yet entirely false thought floating around your head

3. Keep your paragraph short

By dividing your script into a series of short, bite-sized paragraphs (we're talking four or five sentences *at a maximum*), you set yourself up for a much easier shooting process when the time comes to bring your script to life.

4. Structure your information logically

Previously, I argued that you need to write like you speak in order to clarify the information you're sharing and improve viewer comprehension. After all, if your prospects walk away from your videos having learned nothing, what was the point of investing your time and money in the creation of that content?

5. Keep visual aids

When it comes to video content, most people want to see more than a static talking head. After all, a video that shows nothing but a person speaking for several minutes straight gets pretty darn boring. Plus, you shouldn't ignore the fact that many people are visual learners. Without some form of images or graphics to accompany your speakers, your video content won't be as effective as it needs to be to leave lasting impressions on your prospects

6. Create opportunities for shareable clips

Once you have a polished video that's ready for publication on your website and YouTube channel, what better way to drum up interest than by sharing short, enticing clips on social platforms like Twitter and Instagram.

### **2.2.2. Function of Script**

Script is needed in producing a in order to make the video more organized. The producer will produce the video based on the video script. Ayu (2019) said "*Terdapat 3 fungsi utama naskah dalam sebuah video.*" It means that there are three main functions of Script in a video." The first function is as a "Basic concept it means the quality of script will determine the final outcome of the video making process later. It is because a script usually consists of important elements in producing a video such as: ideas, information or messages. Those elements will be conveyed through story line, characters, settings, equipment and types of camera used. For this reason, the script serves as the basic concept of a video.

Second, “Direction” script is a document that is used as a direction in producing the video. The video will be more organized by having script because it will avoid the video out of the content. In this case, the writer needs to make the content and story line based on the script that has been made. The video will be more organized because of the video script.

Third, “Reference” Script will be as a reference that means script is used by the writer as the reference of producing the video. Every single activity related on the process of producing video must be based the script that has been made. It can be concluded that the function of script are basic concept, direction and reference, so the writer needs to make the video based on the script that has been made.

### **2.3. Culinary Tourism**

According Murray (2008) culinary tourism is an attractive term, it suggests that traveler are making a trip with the main purpose being to take in culinary activities. The opinion also supported by Lucy Long (2004), culinary tourism as the intentional, exploratory participation in the food ways of an other - participation including the consumption, preparation and presentation of a food item, cuisine, meal system, or eating style considered to belong to a culinary system not one’s own. Exploration and intentionality define these instances as tourism. From the experts it can be concluded that *intentional* is a key component of the definition of culinary tourism.

Wolfe (2006) stated that “...food and drink are the most overlooked components of the travel experience, and I am convinced they still offer the greatest potential for further development in the global tourism industry”. Evidence would suggest that many share his view. The ensuing excitement to develop the food and drink components of tourism, has led to “dozens of definitions and interpretations... throughout the world” (Culinary Tourism in Ontario: Strategy and Action Plan 2005-2015). In developing their definition, Ontario stakeholders suggested definitions including:

1. Travel that includes the appreciation and consumption of local/regional foods

2. Travel for the primary purpose of experiencing and enjoying food and beverages or to attend culinary-specific activities such as cooking schools, visiting a food or beverage production/processing site, a farmer's [sic] market, or a 'taste trail'
3. Unique dining and beverage experiences

It is perspective to note the difference in these first and second points - the first only "includes", whereas the second requires a "primary purpose". When pressed further, these Ontario stakeholders suggested that key characteristics of defining culinary tourism included "purchasing [food and beverage items] to take home".

Ultimately, Ontario stakeholder proposed that their definition of culinary tourism be:

"Culinary tourism includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, and national cuisine, heritage, culture, tradition, or culinary techniques." (Culinary Tourism in Ontario: Strategy and Action Plan 2005-2015).

This proposed definition does not include any notion of "intentionality" nor "primary purpose".

In addition, Wolfe (2006) proposed that "Culinary Tourism is the development and promotion of prepared food/drink as an attraction for visitors". The word "attraction" probably is not strong enough: a hungry tourist will be attracted to food simply to satisfy his hunger. He may even deliberately select familiar food if he is in a foreign country. We can conclude that without any doubt, some tourists contribute to food service sales simply to satisfy hunger.