CHAPTER II
LITERATURE REVIEW

2.1. Definition of Tourism

"Pariwisata" is an Indonesian word equivalent to the word tourism in English (Muljadi, 2012:8). The word "pariwisata" comes from two syllables, namely pari and wisata. Pari means many, many times and repeatedly, while wisata means journey or trip. "pariwisata" means a journey or trip that is done repeatedly or around. Tourism in its purest sense is to have fun and to enjoy leisure time. Meanwhile, according to Spillane (1987:29-31) in Siallagan (2013) tourism is an activity that travels with the aim of getting pleasure, seeking satisfaction, knowing something, correcting mistakes, enjoying sports or other rest.

2.1.1. Types of Tourism

According to Sinaga (2010), tourism is a planned trip, which is carried out individually or in groups from one place to another with the aim of producing a form of satisfaction and pleasure. There are so many types of tourism destinations that can be classified into some aspects. Yoeti (1996) says that there are 3 types of tourism destinations, namely natural tourism, man-made tourism, and mixed tourism.

1. Natural Tourism

    This type of tourism is a feature which appeals to tourists because of the nature of the landform or the beauty of the landscape in which the attraction is set. Natural attractions include: lakes, rivers, mountains and landforms such as waterfalls, gorges and caves.

2. Man-Made Tourism

    This type of tourism is everything that comes from the work of humans, and can be used as tourist objects such as history, culture, religion and human

procedures.

3. Mix Tourism

Mix tourism is tourism that combines natural and man-made tourism. In this kind of tourism natural resources are collaborated with man-made attractions. Such as a beach that is accompanied by a resort.

2.1.2. Types of Tourism Based on Travel Motives

Types of tourism according to Spillane (1987:29-31) in Siallagan (2013) based on travel motives can be divided into several types of special tourism, namely:

1. Tourism to Enjoy the Trip.

This type of tourism is carried out by people who leave their homes for vacation, seek fresh air, fulfill their curiosity, relax their nerves, see something new, enjoy nature, know the saga of the local people, find peace.

2. Tourism for Recreation.

This tourism is carried out for the use of holidays for recreation, physical and spiritual freshness as well as refreshing oneself from fatigue and exhaustion. Can be done in places that guarantee recreational destinations that offer the necessary pleasures such as beaches, mountains, rest centers, and health centers.

3. Tourism for Culture.

This type is characterized by a series of motivations, such as the desire to study in teaching and research centers, to learn about the customs, institutions, and ways of life of different people, to visit historical monuments, relics of the past, arts and religious centers, etc. art festivals, music, theater, folk dances and others.

4. Tourism for Sports.

This tourism can be further divided into two categories:

   a. Major sporting events, namely major sporting events such as Olympic Games, world skiing, world-viewing, and others that attract attention to the audience or fans

b. Sports tourism for practitioners, namely tourism for those who want to practice on their own such as mountain climbing, horse riding, hunting, and others.

5. Tourism for Trading Business Matters.

According to experts, tourism is a form of professional travel or travel that does not provide a single destination or time travel.

6. Tourism for Convention.

This tourism is in great demand because there is a convention or meeting that many participants will be present within a certain period of time in the country holding the convention. Countries that often hold conventions will build buildings that support convention tourism.

2.1.3. Tourism Components

According to Suwena (2010), a tourism destination must be supported y 4 (four) main components in tourism or usually known as "4As" attraction, accessibility, amenities, and ancillary.

1. Attraction is its own uniqueness which will attract tourists visiting a tourist attraction.

2. Amenities are all kinds of facilities and infrastructure needed by tourists while in the tourist destination.

3. Accessibility is the most important thing in a tourism activity. All kinds of public transportation or transportation services become important access in tourism.

4. Ancillary (Additional Services) is a service that has been available at tourist attractions such as roads, drinking water, electricity, lodging.

2.2. Writing

Writing skills are specifics abilities which help writers put their thoughts into words in a meaningful form and to mentally interact with the message. There are some different definitions of writing explained by some different linguists.

Writing is an integral part of a larger activity where the focus is on something else such as language practice, acting out or speaking (Harmer, 2007)

On the other hand, writing is the representation of the language in textual medium through the use of a set of sign or symbols. Some people consider that writing is difficult. Written products are often the result of thinking, drafting and revising procedures that require specialized skills, skills that not every speaker develops naturally (Brown, 2001).

Based on the explanation above, it can be concluded that the definition of writing is process of inventing ideas, thinking about how to express them, and organizing them into statements and paragraphs which the purpose is used to communicate something with the other people indirectly and to express mind through language in writing.

According to Harmer (2004) states that there are four stages process of writing. It consist of planning, drafting, editing, and final version. Harmer (2004) states that in planning process, there are three main issues have to be thought by students. The first, students have to decide the purpose of writing. It will influence other features, like text type, language use, and information or content of the text. The second one is related to the audience students refer to. It will have impacts in other cases. One of them is dealing with the language choice, whether they will use formal or informal language. The last consideration is the content structure. It is about the sequence of the text. In his book, Harmer (2004) exemplifies how to sequence facts, ideas, and arguments in the best way. After finishing their plan, students are led to step on the second stage which is drafting. In this stage, we are starting to write their ideas or topics that have selected before. We can also make outline about our writing content before we start to write in the best form. After drafting stage, it will be editing. In this stage, we have to check the writing if the are mistakes and revise it. Bye doing this the mistakes can be minimize. The last stage is final version. After all process have done, we make final version. It is possible that the final version is much different in the plan and the drafts has been made before. It happen since there are many change in editing process. Any unimportant information stated in the draft can be deleted. After finishing that

processes, the result of writing is ready be sent out to the reader. Therefore, the result of writing will be better with following those processes.

2.3. Video

Video is a medium that displays visual motion, images and sound combined into one unit. According to Arsyad (2011) that video is a picture in frame, where frame by frame is projected through the projector lens mechanically so that the screen looks alive.

The video media used in the teaching and learning process has many benefits and advantages, including video that is a substitute for the natural surroundings and can show objects that students cannot normally see, such as material on the process of digesting food and breathing, videos can describe a process accurately and can be seen Repeatedly, videos also encourage and motivate students to keep watching. (Azhar Arsyad, 2011).

Videos usually have audio components that correspond with the pictures being shown on the screen. According to McFarland (2014) video is a powerful tool for promotion he mentions several advantages of video they are:

a. Video has become so easy to use that a person can simply use a Smartphone, tablet or computer to record a video.

b. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in and place you inside the environment of the video.

c. Video is being watched online more and more every year including an 800% increase in online video consumption over the past six years, a 55% majority of video news viewers among Internet users and 2 billion video views per week are monetized on YouTube.

It can be concluded from the 3 meanings above that video is a visual form that displays dynamic moving images by adding audio and the content of the video can be the delivery of information or something else.

2.3.1. Video Script

According to Angelo (2010), "*Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah program. Sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan*". It means that script is the basic idea that is required when making a video program, and quality of the script is really important to determine the final result of a program. A script generally consists of a description about the conclusion of the message or information.

A video script is one of the most fundamental components of a video. According to Common Craft LCC (2021), a video script is defined as all words spoken on video. Besides, Muslimin (2018) states that a script is a scenario of a movie explained in a sequence of scenes, places, conditions, and dialogue structured according to the context or drama structure and acts as a guide to the filmmaking process. In brief, a video script is an important element to create a good video which contains all the words that will be spoken in the video.

2.3.1.1. Components of Videos

Hazelton (2019) says that there are six components of videos. The components are:

1. Concise and clear message. Video should engage the shopper, telling her why she needs the product Every product has a purpose, and the video should explain it factually.

2. Attention grabbing opening. Because shoppers ere impatient, first show the problems the products fixes. The first few seconds need to be relatable to consumers. Otherwise, you will lose them.

3. Discussing the pain point. Every product presumably solves at least one pain point. Good product videos discuss the problem and the solution.

4. Minimizing dead air. "Dead air" can describe the lack of audio in videos. Many users will not watch a video with little or no sound. This is why so

many professionally produced video contain background music. To minimize dead air, use appropriate background noise and sound effects.

5. Clear call to action. Because video will typically fill the screen of a smartphone, include a clear call to action on the video. This can be done by embedding specific instructions or tappable icons.

6. Compelling content. Depending on the target audience, all product videos should evoke emotion. Emotions are a driving force behind many purchases, so be sure to focus on what matters most to the customer base.

Ciampa (2016) also stated there are four components that make a good video, they are:

1. Good lighting Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It doesn't matter if using a sophisticated light kit or depending on the sun, as long as the final product looks good.

2. Top quality audio the better a video sounds, the better it looks. Visual elements can easily be accepted when the sound is clear.

3. Steady camera Steady camera will produce a steady shot as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display does not shake or move too much. Therefore, using of a tripod is highly recommended.

4. Shot Structure a good video displays the object in different shot types and angles. The editor should strive for a nice selection of shot types and angles in order to keep the viewers engaged.

2.3.1.2. Function of Video Script

A video script has multiple functions. Mikroskil (2010) states three main functions of script. The functions are basic concept, direction, and reference.

a. Basic Concept

As a basic concept, a script is an idea for producing a video show. A script usually contains a description of the message or information from the video.

b. Direction

The script functions as the direction of the video, referring to the flow or plot of the entire video.

c. Reference

A script can be used as a reference to materialize an idea in a communication video program.

2.3.1.3. Writing a Good Video Script

According to Cockerham (2016) there are some steps to make a good video script:

1. Write a Video Brief First

Before start writing a video script you first need to knuckle down and finish your video brief. This is the document that helps you set out your objectives, your audience, and your message (among other things) — basically all the planning you need to do before creating a video.

2. Turn Your Message into a Story

For any piece of video content you create, you'll have one or several core messages you want to communicate (your brief will help you identify these). Thetrick 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 include real words and phrases that your audience themselves use, you're well on your way to a great video script.

4. Keep it Short and Sweet

When it comes to scriptwriting, less is always more. Say what you need to say and keep it as short and succinct as possible. We generally try to keep videos to between 2-3 minutes.

5. Do not Just Use Words

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

6. Do Several Script Readings

Once you've got a workable draft of your video script, you should start reading it out. Until you've done readings, you won't be able to tell how your script sounds when spoken aloud.

7. Tweak, Retweak, and Check Against Your Brief

You'll undoubtedly have several rounds of revisions to go through with any video script. That's just the nature of making corporate videos where lots of stakeholders like get involved.

2.3.1.4. Criteria of Good Script

In making a script, there are several criteria for a good script. This is a criteria of a good script (Ramdan, 2018) there are title page, image titled, good details, correct formatting, and the script not too much.

1. Title Page. The script will need title page, includes the title, name of the autor, and contact information.

2. Image titled Write a Script Step. Use fonts, borders, and separation of pages that are correct. Can use Courier fonts (size 12) when writing scripts. This type of font will make the display more professional and easier to read.

3. Give good details about the circumstances and the characters. Use information that explains things in more detail about a scene. The names of characters must be written in uppercase all above or next to their dialog (depending on the type of the script created).

4. Use correct formatting for the way or presentation that the author wants. If the author wants to write scripts for the shows, the writer must write the script in the format as well.

5. Make sure the author does not write too much. Script usually only last about one minute per page, although of course there is an allowance for adjustments. Scripts are not like books where the number of words influences, which is a surefire way to measure the length.

Good video script will lead to a good video. Jakacaping (2018) states that there are four elements when making a good script.

1. Hook

    In this step, the narrator has to find the interesting words and sentences to attract viewers stay in watching a video. It depends on your content of video.

2. Opening

    Opening means starting the video script from the general information into the specific information.

3. Body

    In this step, you have to explain about your video content because it is the main point of the video. This element will make the viewers want to know about your video. In this case, the writer will directly give the information about the location. Kinds of foods, and the range of price.

4. Closing

    If your video content is about promotion, give your viewers recommendation because the viewers not only want to find the information but also want to get the recommendation.

2.4. Stages of Script Development

According to Friedman (2006), "There are seven stages of script development". The stages as follows:

1. Background research and investigation

    Part of the process of scriptwriting often involves background research or 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 encyclopedias, visit a library, or search the internet. Another example

of research is 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.

2. Concept

   The first formal document you 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 of 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 and no fixed form. It just has to convince, persuade, and embody the seed of the script to come.

3. 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.

4. Treatment

   After the 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. Treatment is about the structure and the arrangement of scenes. The narrative order must be clear.

5. First draft

   The name of this documentary is fairly 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.

6. Revision

   Every stage of the scriptwriting process involves readers and critics. Revision is the hardest part of a writer's job because it means being self-critical. It means throwing out ideas or changing them after you have invested time and energy to make them work. There are different levels of revision. Revision does not mean correcting spelling or grammar. This should be corrected before submission. It means throwing out unneeded material.

7. Final Draft

The final draft is another self-explanatory term. 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 arrangement contractual

From the explanation above, it can be concluded that the stages of script development are background research and investigation, concept, pitching, treatment, first draft, revision, and final draft.