CHAPTER II
LITERATURE REVIEW

2.1. 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, 2007:33)

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, 2003: 335).

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 : 4-6) states that there are four stages process of writing. It consist of planning, drafting, editing, and final version. Harmer (2004 : 4) 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 (2004:4) 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.

2.2. Script

A script is one basic parts of pre-production in designing a video. Norbury (2014) states that scriptis "sequences of actions or events" presenting focal ideas and can be synchronized with other context scripts. Video scriptis crucial to help readers and viewers comprehenda text. A script enables script writers to generate ideas and imagination, and structure their creative works. In brief, a script is an important element for creating a good flow of a video contains all of the words will be spoken on the video. The script is very helpful in making videos and also the script can display the information and messages contained in the 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 or sentences to attract viewers stay in watching video. It depends on your content of video.
2. "Introduction", in this step you have to talk about your content and also introducing the objects of video first because viewers do not know it before.
3. "Body", in this step you have to explain about 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.
4. "Closing", if your video content is about tell specific information, be sure give your viewers information relate about that.

A good script will lead to a good video. These are the tips how to make a good script according to Ramdan (2018),

1. Make title page. The script will need title page. This includes the title and name of the writer.

2. Image titled. Use fonts, borders, and separations of pages or parts (breaks) that are correct. Can use courier fonts (size 12) when writing scripts this type of font will not only make the display more professional but as important to make the script easier to read.

3. Give good details about the information and messages. Use information that explains the topic in more detail about scene before the script applied on the video.

4. Use correct formatting for the way or presentation that the writer wants. If the writer wants to write a video script, the writer must write the script in that format. Although the writing of the scripts is mostly similar, but there are some differences and to learn all that takes a long time.

5. Make sure the writer doesn't too much. Script usually only last about one minute per page, although of course there is an allowance for adjustments.

6. Scripts are not like books where the number of words influences, which is a surefire way to measure the length. Use sentences that are easy to understand. In making a script, use sentences that are short, concise, and easy to understand. Avoid using negative sentences, because negative sentences can reduce or even obscure the meaning you want to convey.

2.2.1. Stages of Writing a Script

Writing script consists of some stages in order to make it well organized. Sharma (2015) elaborates 2 stages of scriptwriting, pre-shooting script and post-shooting script.

1. Pre-shooting Script

   In this stage, the shooting script is elaborated and overwritten. The screenwriter and the team of video production need to discuss and plan desired of the video. On the other word, this stage is where the screenwriter sets conceptual map for

the shooting trip.

2. Post-shooting Script

Post-shooting Script involves theoritical elements and audio visual information from the production. New ideas are open to be added along the way.

Hepburn (2021) elaborates more about the stages of writing script. They are finding idea, exploring structure, defining (character, world, and problem), working on storyline, writing draft and draft checking.

1. Finding Idea

In this point, a script writer needs to find idea. The idea may from a simple sentence, a picture, a metaphor, poetry, and others.

2. Exploring Structure

Most of the time, the structure of script contains at least 3 part. They are beginning (opening) part, middle (body) part, and closing part.

3. Defining Character, World, and Problem

These elements are the main parts to build the storyline of the video. Das (2021) explains about the elements.

a. Character is the people in the video. Moreover, character also can be human, animal, even an object or location.

b. World refers to the location or place of the story written in the script.

c. Problem is the core idea that will be delivered on the video.

4. Working on Storyline

In this stage, the script writer needs to create the plot of the video. In other words, this stage is related in making the whole story of the video in the form of outline.

5. Writing Draft

After the script writer creates storyboard, the next step is to write the draft.

6. Draft Checking

In this stage, the draft of scriptwriting should be checked. The checker can be from expert especially the one who understand scriptwriting. Then, the stage is repeated (from writing second draft and getting second draft checking) .

The previous stages of scriptwriting also supported by Ranga and Koul (2017), but they also add other points of writing script. They explain that there are 9 stages

of writing script, which are finding idea, creating outline, researching, selecting material, planning message, arranging structure, making storyboard, drafting script, and testing the script.

1. Finding Idea

   In this stage, the script writer needs to discuss the idea and evaluate the idea for video production.

2. Creating Outline

   From the ideas that have been discussed, the script writer should select the ideas, and test the ideas into brief or outline. That includes title, target audience, duration, program objectives, and synopsis.

3. Researching

   During researching stage, the script writer may find any materials regarding the topic that will be written. The sources are from books, journals, experts, and knowledgeable people.

4. Selecting Material

   After finding the materials, the script writer might need to select the most relevant material with the topic that will be presented on the video.

5. Planning Message

   It is important to design the presentation strategy. On the other words, in this stage, the script writer needs to pay attention for providing creative way to deliver the materials.

6. Arranging Structure

   In this stage, the script wñter needs to arrange the beginning, the middle, and also the closing that will be delivered on the video.

7. Making Storyboard

   Storyboard related with the visual and spoken words on the video. This stage is important, since it can help the script writer to think visually and develop the script.

8. Drafting Script

   At this stage, the script writer can write the whole script.

9. Testing Script

The last stage is to test the effectiveness of the script. This stage is to assess the presentation, comprehensibility of the content, difficulty of language, and relevance of material.

Based on Hanifah (2013) steps of script writing usually consists of activities, they are:

1. Formulate an idea. The idea of a story that will be made into a video and television program can be taken from a true story (true story) or non-fiction and fiction or fiction.

2. Research. Research in this context is an attempt to study and gather information related to the text to be written. Information sources can be in the form of books, newspapers or other publications and people or resource persons who can provide accurate information about the contents or substance to be written.

3. Outline. Outlines generally contain an outline of information that you will write into a script.

4. Synopsis. The synopsis must be clear so that it can give an idea of the contents of the video or television program we are going to make.

5. Treatment. A treatment must contain a clear description of the location, time, player, scene and property that will be recorded into the video program.

6. Script writing. Although in writing a script the writer can make changes, but the changes made should not be changes that are substantive. Change should be creative and not change the substance of the program.

7. Script Review. Draft manuscripts that have been completed need to be reviewed to see the truth of the substance and also the way of delivering the message. The draft script must be reviewed by people who understand the substance of program content (content experts) and who understand the media (media specialist).

8. Finalize the Finalization of the script is the final step before the manuscript is submitted to the producer and director to be produced. The final paper is the result of a revision of the input provided by content experts and media experts.

To sum up, scriptwriting involves complex steps, started from finding idea of what to write until writing the final script.

2.3. Video

A video is one of the media to spread messages. Arifin (2018) defines that "*video adalah media yang mempunyai unsur visual dan audio, di mana media ini dapat dilihat gerakan visualnya dan dapat didengarkan suaranya sehingga tampilannya menarik".* A video as a media that has audio and visual aspect, and it can be played visually with its sound which produce an interesting scenery. Fauziyyah (2019: 18) supports the definition, which she states that "*video merupakan media penyampai pesan termasuk media audio-visual atau media pandang-dengar".* A video is an audio-visual media to deliver message. Furthermore, Ardianto and Martin (2016) stated that "*promosi menggunakan video lebih efektif dan mudah dipahami karena video memiliki konten audio dan visual".* A video is an effective media to inform something because it has both visual and audio in its content. Briefly, a video consists of audio and visual to be shown in order to deliver a message to other people.

A video contains some pictures that being shown in a realistic way using media. Arsyad (2011) explains that "*video merupakan gambar-gambar dalam frame, di mana frame demi frame diproyeksikan melalui lensa proyektor secara mekanis se hingga pada layar terlihat gambar hidup".* A video is a group of pictures in a frame that being projected through projector in mechanic way, and the screen looks like real image. In addition, Gelael (2018) states that "*video adalah teknologi pemrosesan sinyal elektronik mewakilkan gambar bergerak".* It means a video represents the movement of pictures. In conclusion, a video is set of pictures that played in one frame creating vivid scenery. According to McFarland (2014) video is a powerful tool for promotion he mentions several advantages of video they are:

1. Video has become so easy to use that a person can simply use a Smartphone, tablet or computer to record a video.
2. 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.

3. 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.

2.4. Video Script

A video script is one of the basic parts of a video. "*Naskah merupakan sebuah landasan yang diperlukan untuk membuat sebuah program video dan televisi apapun bentuknya*" (Widianita, 2009). A script is foundation to direct the flow in a video and television program. In more complete way, Rosianta and Sabri (2018) add that a video script is a written text explains about the information that will be added on a video. In brief, a video script is an important element for creating a good flow of a video contains all of the words will be spoken on the video.

2.4.1. Writing Good Video Script

In writing good script, a script writer needs to pay attention to some aspect. Cockerham (2016) states 7 ways to write effective script for video. They are writing Video brief, creating the message into a story, using comprehensible language, writing short script, using more than words, reading the script, and revising the script.

1. Writing Video Brief

   A video brief is a planning regarding to the video. In addition, a video brief also help the script writer to set the objectives, audiences, and messages.

2. Creating Message into a Story

   A video is the media to communicate message. Therefore, in the script, the message should be translated into a story.

3. Using Comprehensible Language

   A scriptwriter needs to use language that is easier to be understood by the audiences.

4. Writing Short Script

Writing short script is better since commonly, a video duration is about 2-3 minutes. Yet, this is also related with the duration of the video.

5. Using More Than Words

    In this part, using more than words refers to the other aspects regardless the script, for instance, music, sound effects, and voiceover.

6. Re-reading the Script

    Re-reading the script is important as it help the script writer to feel whether the script sounds natural or not.

7. Checking the Script

    This step is to check the suitability between the final script and the video brief that has decided before.

    In addition, Muir (2017) states 6 tips for writing effective video script. The tips are as follows.

1. Separating the Audio and the Visual Script

    In a video, the message delivers in two medium. The first medium is audio, and the second medium is the visual. Therefore, there will be two columns, for instance column A is for visual script and column B for audio script. The script will be written as follows.

    1. Column A (Visual Script)

        Detailed visual description goes here.

    2. Column B (Audio Script)

        Hi, welcome to this audio-visual script!

    3. Using Script for Editing

        During editing process, script is needed as the reference, for example the part will be cut on the video.

    4. Avoiding using Abstract Language

        The script writer needs to pay attention in language using. Instead of using abstract words, it would be better to use concrete words because the audience will be easier to get the point of the video. Writing with concrete language also helps to reduce ambiguity among the people in the project of designing video.

5. Reading Dialogue

   In reading the dialogue of the script, the script writer will be able to feel whether the script has already effective or not.

6. Using Story Telling

   In this part, the script writer needs to write the script in narrative logic. Even if there is no story, but the script writer can write the information in logical order. Each of information are written in the last, and bounded together in a form of cause and effect.

7. Considering the Objective

   Objective is the target of the video. Therefore, the script writer needs to imagine how, where, and why the audiences watch the video.

   In summary, a good script writing needs to pay attention especially in how the writing is and also its target.

2.5. Tourism

Tourism was a journey done for a while, which was held from one place to another leaving its place, with the a plan and the with the intention of not for a strive or a to make a living in the places visited, but simply for a enjoy leisure activities or a recreation and the for a meet the diverse desires, Richard (2000).

Tourism may be defined as the processes, activities, and outcomes arising from the relationship and the interactions among tourist, tourism suppliers, host governments, host communities, and surrounding environments that are involved to attract and welcome visitors (Goeldner & Ritchie, 2007)

Based on the opinions from four experts above, the writer concluded that tourism is an activity of journey to the destination with the purpose to refreshing, relaxing and entertaining. Tourism related with tourists and also people who work in this industry.

2.5.1. Types of Tourism

Pitana (2009) says that there are 3 groups of tourism namely natural tourism, cultural tourism, and man-made tourism.

1. Natural Tourism

   This type of tourism is features which appeal 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, mountain and landforms such as waterfalls, gorges and Caves.

2. Cultural Tourism

   This type of tourism is everything that is an attraction comes from art and human creation

3. Man-Made Tourism

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

2.5.2. Tourism Destination

The tourism destination is an identity in a particular geographic area within which there are components of tourism products and services, as well as other supporting elements such as tourism industry actors, communities and developer institutions that form a synergistic system in creating the motivation of visits and the totality of tourist visits for tourists (Legawa, 2016).

Moreover, the Law of The Republic of Indonesia concerning tourism number 10-year 2009 mentions that tourism destination is a different geographical area or region within an administrative region or more within which there are elements; tourist attraction, tourism facilities, accessibility, community and tourism that are interconnected and complementary to the realization of tourism activities.

Based on the explanation, it can be concluded that the tourism destination is a place that has elements of tourism they are: tourist attractions, tourist facilities, accessibility, and community.

2.5.3. Tourism Promotion

Yoeti (2015) states tourism promotion is an activity that aims to influence and based on the plan or program regularly. Tourism promotion is a key variable in tourism marketing strategy and plan can be seen as an element for creating opportunities to dominate the market. Elements of promotion which used are composed to see the conditions of tourism demand. Moreover, Baldemoro (2013) stated that Tourism promotion means stimulating sales through the dissemination of information. It means trying to encourage actual and potential customers to travel.

Tourism promotion is the activity of economic actors in certain economic locality that has the potential of interesting sights. These potentials may include outstanding natural beauty, unique cultural treasures, historical sites, cultural and religious feasts, and the potential of unique economic, trade and investment centers not owned by any other alternative locality. Sudiarta (2011), stated that if the tourism sector will be developed to grow rapidly if the media is able to do its part to improve and publish the potential areas of tourist destination both natural tourism, cultural, and historical attractions.

According to Gromang (2003), tourism promotion moves from prediction and relates to efforts that lead to the possibility of tourism sales. This tour promotion includes all activities planned including the dissemination of information, advertisements, films, brochures, guidebooks, posters, and others.

It can be concluded, tourism promotion is a form of marketing efforts in the form of advertisements, videos, brochures and more, to attract visitors interested in visiting a tourism destination.

Furthermore, there are two types of promotion, such as;

1. Direct Promotions The ultimate success of tourism promotion will be seemed from the large number of people who earnestly visit tourism object that promote. Moreover, some of that is often used in these direct promotional activities such as:

   a. Demonstration the product

   b. Printed Materials (prospectus, letters tourism maps, guidebook, booklet, or

brochure)

c. Exhibition and event

2. Indirect Promotions Indirect promotion is addressed to the suppliers of product for tourism such as general travel agency. The purpose is to attract those attentions to the components of tourism product that offered and make them be willing to sell it in their tourism product stacking, and to create conditions and provides a mean for them to formulate appropriated tourism product for selling it to the consumers/ travelers.

In additional, some of that is often used indirect promotional activities are:

a. Information provision in the form of printed matter.

b. Publication in the professional magazine that circulated in the area distribution companies.

c. Creating product documentation may be published through electronic media such as video or documentary in promoting tourism object.

2.6. Promotion

Promotion is needed to spread and inform the existence of product or service. Rachman and Suryono (2015) states that promotion is a-one way information persuasively to make people do what being asked, such as buying, exchanging, etc. The definition is supported by Kotler and Amstrong (2012) that promotion is an element to spread information and persuade people about product or service through publication.

Moreover, promotion involves promotion mix consists of advertising, sales promotion, event, publicity, personal selling, direct marketing, and online interactive marketing. Based on the definitions, it can be concluded that promotion is the way to make people interested and do an action related to the product or service offers.

2.6.1. AIDA Model for Promotion

There is a method that can be used in promotion, which is AIDA Model. This method is considered effective to promote products (Gharibi et al, 2012). According to Rofiq et al (2012), AIDA Model stands for Attention, Interest, Desire, and Action.

1. Attention

   In this part, the promotion should be able to create interesting information that can attract people. It can include using uniqueness and facts that may lead people to curious and they would like to see more.

2. Interest

   In this part, promotion should point out more the good point of product or service being offered. For instance, explain about advantages of the product or service.

3. Desire

   A promotion should be able to give motivation to people to use or buy the product or service.

4. Action

   This is the last part of AIDA Model, which promotion needs to give the next step to the people.

Bisoyi et al (2013) supports the idea of using AIDA Model, but they add credibility as one of the part. Hence, they divided it into Attention, Interest, Credibility, Desire, and Action. Attention is the part which grabs the attention of targeted people. Interest is the part which generates people to see the product or service offers as important thing. Then, credibility is the part which shows facts regarding to the product or service. The next part is desire, which people start to want the product or service. The last part is action, which refers to execution (to buy or do another action) of product or service offers.

2.7. Via Crucis Sukamoro

Via Crucis Sukamoro is a religious tourism destination in Banyuasin. This place was built as a park for Christians and especially for all interfaith pilgrims who want to know and understand the way of the Suffering of Jesus. This place is a

continuation of the earlier built Maria Mater Misericordiae Cave and was inspired by one of the tourist attractions called Via Dolorosa in Jerusalem. For Christians, Via Doloras has a deep meaning because it is a street in the old city of Jerusalem that Jesus walked during the crucifixion process. Via Crucis Sukomoro is an alternative that was built so that Christians in the Banyuasin area and other pilgrims can do Devotion to the Way of the Cross which mean remember the misarable death of Jesus to Calvary.

Via Crucis Sukamoro is open to the public Monday through Sunday from 8 a.m. to 8 p.m. and it is free to visit. The distance to this place is only about 17 kilometers from Sultan Mahmud Badaruddin II Airport Palembang, which takes about 30 minutes to arrive. This place can be accessed by motorcycle, bus, or car, and the road to this place also tends to be smooth.

2.7.1. **History of Via Crucis Sukamoro**

The construction of the Via Crucis which began on February 27, 2021 and was completed and blessed by Mgr. Yohanes Harun Yuwono and Mgr. Emeritus Aloysius Soedarso SCJ on December 12, 2021. The construction of the Via Crucis Sukomoro is a continuation of the Maria Mater Misericordiae Cave which was built earlier. The idea of developing the Via Crucis pilgrimage site was born from a number of people such as Alexander Kurniawan, Subandi and Zein Rusli who were coordinated by Mr. Bonifasius Djuana as Chairman of the PSE Ship Commission.

There are 14 stations along the way of the cross illustrating the process of crucifixion to burial, such as Jesus met the Virgin Mary, Jesus Crucified,Jesus buried in Calvary. The station is the result of support from generous donors. It was designed by an artist from Yogyakarta, namely Blendang Blendung Studio.

2.7.2. Location of Via Crucis Sukamoro

Via Crucis Sukamoro is located in Sukmoro Village, Talang Kelapa District, Banyuasin Regency, South Sumatra. To reach Via Crucis Sukamoro, which is an ecclesiastical area in the service area of the parish of St. Stefanus Palembang,

pilgrims can easily reach the site, either by two-wheel or four-wheel vehicles with relatively good road connections.
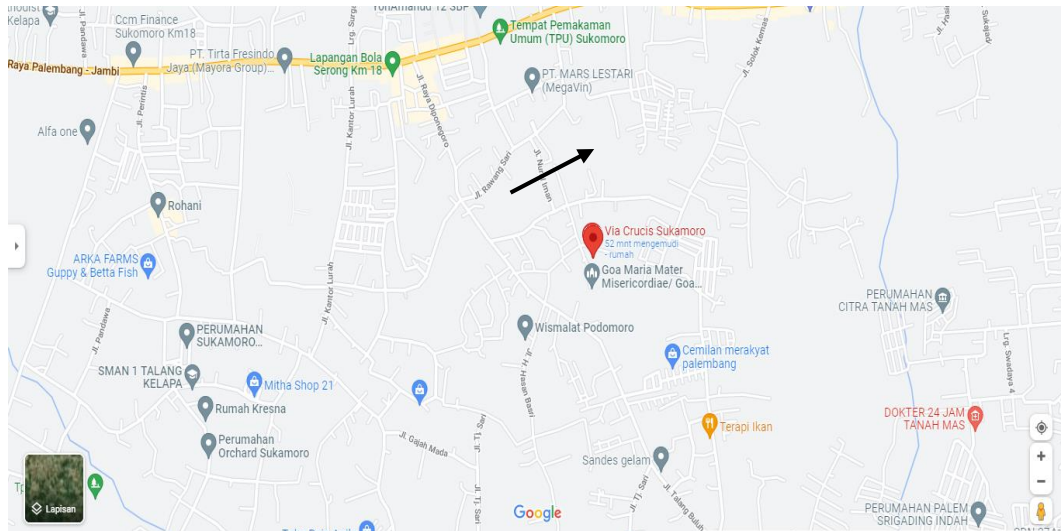

Figure 2.1. The location of Via Crucis Sukamoro

Source https://www.google.com/maps/place/Via+Crucis+Sukamoro/@-2.9213322,104.6440216,15.56z/data=!4m5!3m4!1s0x2e3b0bd58ecca87f:0x3a90f bf13b9b1183!8m2!3d-2.9216932!4d104.6460718

There are several routes that can be taken to get to the location. Visitors from Lampung, Belitang, Kayu Agung, Baturaja, Prabumulih, and surrounding areas can take the Musi II route after exiting the Palembang or Kramasan toll roads. Meanwhile, visitors from Palembang City, Jambi, Betung, Pangkalan Balai, and the surrounding areas can travel along the Semuntul Line, which is marked with signposts. It only takes about 30 minutes to travel through Sultan Mahmud Badarudin II International Airport in 'normal' conditions.

2.7.3. Overview of Collection in Via Crucis Sukamoro

There is a statue of Jesus praying. This reminds us of the events that took place after Jesus' Last Supper with His disciples, namely praying in the Garden of Gethsemane. From that place, visitors will enter a stone gate that seems to stand firmly with dozens of stairs with the nuances of a Roman building. There are two

angel statues standing at the top left and right of the main gate flanking the red Via Crucis Sukamoro inscription.

Figure 2.2. Via Crucis in the afternoon

Figure 2.3. Via Crucis in the evening

There are 14 stations from the donors along the way of the cross depicting the crucifixion. They are as follows :

1. Jesus was sentenced to death (Chandra Antonio Family)

2. Jesus carried the cross (Family of Rika Yoke Lukisto Raharjo)

3. Jesus fell for the first time (Thomas Candra Family)

4. Jesus meets His Mother (The Generous Family)

5. Simon of Cyrene helps Jesus (Sujatno Kusumo's family)

6. Jesus' face is rubbed by Veronika (Family

7. Jesus fell a second time (Source Ban Family

8. Jesus comforted the women who wept for Him (Ex. Teddy Susilo)

9. Jesus fell for the third time (Paul Angsana and John Winarta)

10. Jesus' clothes are taken off (MRT Family)

11. Jesus was crucified (Elizabeth Tjandra Vihna)

12. Jesus died on the cross (Alex K Edy)

13. Jesus was taken down from the cross (Wandy Tanzil and Yunita)

14. Jesus is buried (Aminudin and Arifin Kusuma)

Figure 2.4. One of 14 stations in Via Crucis

At each Station of the Way of the Cross there is a loudspeaker that sings instruments of spiritual songs and there are decorative lights that are lit every evening.

Figure 2.5. The floor of Via Crucis Sukamoro

The floor covered in black granite becomes the main corridor in which to walk every stop. This road has been designed in such a way as to have dozens of stairs and a special path for the elderly and people with disabilities, so that it remains accessible for all people.

The stone walls at each stop are designed to resemble Roman or Middle Eastern style buildings, helping visitors to enter into an atmosphere of contemplation as Jesus experienced the events of His crucifixion.

Figure 2.6. Someone praying in Via Crucis Sukamoro

In addition, it is also planted with plants that usually live in the Middle East, such as olive trees, dates, and cactus.

Figure 2.7. Plants in Via Crucis Sukamoro