CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Tourism is an activity that can be interpreted in a variety of ways. According to Suwantoro (2001: 2) tourism is a trip which is done by one or people having objectives including getting satisfied and learned about healthy sports, conventions and religious. people have another idea to describe about tourism. According to Spillane (1987) tourism is traveling from one place to another place, temporary, which is done individually or in a group, as an effort to balance or harmony and happiness with the environment in social dimension, cultural, nature and sciences.

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

a. 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.

b. Cultural Tourism

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

c. 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.

Based on the definitions above, it can be concluded that tourism is an activity where a person or group of people travel from one place to another place temporarily to satisfy and learn about the environment. The are 3 Groups of tourism that is natural tourism, cultural tourism, and man-made tourism

2.2 Tourism Destination

One of the most important components of tourism activities is the tourism destination. Tourists come to a location because it has something unique. A tourism destination is a location that becomes a tourist attraction. According to expert opinion, these are some perspectives on tourism destinations. Hadinoto (1996:15) Stated, "Tourism destination is a specific place that chosen by tourists that they can stay." Another definition from Ismayanti (2010:220) stated, "Tourism destination is a place where tourists spend their holiday".The main reason for the development of tourism that offers things that are different from the tourist routine is the tourism destination..

From the explanation above, it can be concluded that the tourism destination is a specific place or area that the tourists choose. The destination is a place for the tourists spend their holiday time.

2.3 Tourism Object

According toYoeti (1985:8), "Tourism Object is all things that makes people attract to visit to some place." Tourism object is anything that becomes an attraction for people to visit a place. Tourism object is a formation and associated facilities, which can attract tourist or visitors to come to particular area or place. Tourism is the main focus of tourist to visit a place. According to Undang – Undang Kepariwisataan No. 9 Tahun 1990 "Tourism Object is anything that becomes a tourism target" Tourism object consist of:

a. Objects and tourist attractions created by God Almighty are in the form of natural conditions, as well as flora and fauna.

b. objects and attraction
one of human works of manifestation of museums, ancient relics, historical relics, cultural arts, agro tourism, water tourism, hunting tours, nature adventure tours, parks recreation and entertainment.

2.4 Script

According to Muslimin (2018), script is a scenario of a film that is explained in the sequence of the scenes, place, condition, and dialogue which are structured in the context or dramatic structures and serve as guidelines for film making. Apart from being a reference material in the film making process, the script also functions as a basic material to unite the perception between producers and film crews about the film to be produced. So as to minimize differences in interpretation and become a clear basis for planning. Script determines the final result of program. By that script is an important element of producing a good video.

2.4.1. Stages of Script writing

Based on Hanifa (2013),script writing usually consist of some activities, they are formulating idea, doing research, writing outline.
a. Formulating Idea
According to Zaid (2021), Idea is "The thoughts that arise are the result of stimuli such as observation, experience, developments during the world of art and conversation". As long as the idea has not been poured into a concept with real writing or images, then the idea is still in the mind. Ideas lead to the emergence of a concept that is the basis of all kinds of knowledge, both science and philosophy. The idea is an intellectual property such as copyright or patent.

b. Doing Research

Research is necessary once you have found an idea that will be made into a program. Research in this context is an attempt to learn and collect information related to the script to be written. Sources of information may be books, newspaper or other publications and persons or source person who can provide accurate information about the content or substance to be written.

c. Writing Outline

Outline is framework, stretch, strokes, global synopsis, and summary of the whole story. Outline is a plan of writing by making outlines of an essay to be worked on a series of ideas that are organized systematically, logically, clearly, structured and orderly. Outline is very important as a step-by-step guide in the writing process.

Bernazzani (2017) said "there is a specific way to write a script, so that it shapes an effective video". It means there are stages of writing a video script.

Firstly, "start with a brief" there are several key questionsshould be included to craft an effective video script. The key question is"What is the goal of this video?". The goal of this report is to make video script of Lawang Agung waterfall as a tourism destination in Lahat district. Another key question is "Who is the audience of this video?" the audience of this video are all people from children to adults. Another key question is "What are the key takeaways of the video?" it means what should viewers learn from watching it. The viewers will get some information about the waterfall such as the amenity, accessibility, and attraction. The last key question is "What is our call-to-action?" it means what do we want viewers to do after they finished watching the video. The viewers are interested in visiting the waterfall.

Second, "Write the script" means that a good script allows the people on camera to convey their message while sounding and acting naturally. In this case, the stages of writing a video script should adhere to the steps established in order to obtain a good video script.

2.4.2. Criteria of Good Script

In making a script, there are several criteria for a good script. The criteria according to Ramdan(2018)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 author, 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.

2.5 Video

According to Arsyad (2011), video is a picture in a frame, where frame by frame is projected through the projector lens mechanically so that the screen looks alive. Video is one of the interesting types of audiovisualmedia because it is able to provide information in an interesting way with images, sounds, and animations.

There are three components of an effective video (Brew, 2012). There are story, emotional connection, clear and concise.

1. Story

Without a solid story, videos will not be effective content. Stories are what people share and allow messages to not only be understood but experienced. A solid story for your video reveals why your business is truly unique. Beautiful lighting and color schemes are important but without a story to provide a beautiful foundation.

2. Emotional Connection

By establishing emotional connections, your audience is more likely to take action. This is psychological component than anything else. Emotions mean feeling, and strong feeling affect decisions, logic, and can even change mindsets. By establishing an emotional connection with the viewers on your video, build a loyal and targeted audience, and order to take full advantage of this, the videos must be connected to more than a simply aesthetically pleasing level.

3. Clear and Concise

Make sure your message is clear and concise helps viewers quickly understand what is happening in your video. The advent of the technological era has ensured that the attention span is shorter than before. Figure out the message and quickly impart it.

Major (2015) describes three crucial elements to creating a successful video. They are:

1. Interview that Tellsa story

Your video's narration should be told by multiple individuals that can provide different angles of the story. Before interview, think about what you would like your interviews to say, and ask the kinds of question that would elicit the kind of answers you are looking for.

2. Good Music Choices

Effective marketing video are supported by music that matches the place and mood of the video. Music is something that cannot overlooked or forgotten, because of the energy and emotion it adds to the video and emotion key. For example, when you are showing clips of athletic games, use upbeat music.

3. Quick, Engaging Visuals

One major mistake most marketers can make is by keeping a clip playing in a video for to long. Quick, engaging visuals keep the viewer interested because they are seeing something new every few second