

## **CHAPTER II LITERATURE REVIEW**

### **2.1 Video**

According to Kustandi (2013) stated that “video is a tool that can present information, explain processes, explain complex concepts, teach skills, shorten or slow down time and influence attitudes”. Besides, Arsyah (2011) said “video is a picture in a frame, where frame by frame is projected through a projector mechanical that on the screen there is a live picture”. It means that video is a medium to convey information, explain concepts, explain complex concepts, and also a video is a frame that is strung together on the screen of a living image.

Nowadays, digital video is widely used as a medium to promote and convey information such as culinary, museums or other historical places, promote a tourist destination, and much more. Through the video, tourists who will visit the city of Palembang have known information in advance about Waterfront tourism destinations that have been promoted through video media. The video media can make tourists who visit Palembang can easily find out information about culinary place in Palembang city.

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.

According to Ciampa (2016), there are four components that make a good

video, they are:

- a. *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.
- b. *Top quality audio*, the better a video sounds, the better it looks. Visual elements can easily be accepted when the sound is clear.
- c. *Steady camera*, it 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.
- d. *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.

## 2.2 Script

Vinci (2014) stated that “script is a document that details every aural, visual, behavioural, and lingual element needed to describe a story in detail”. In addition, Ayu (2019) stated that script is a foundation that contains ideas that are needed in producing a video. Without script, the process of producing a video will be messy and also be bad for the contents and message in the video. Based on Hanifa (2013) steps of script writing usually consists of activities, they are:

- a. *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.
- b. *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.

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

d. *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.

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

f. *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.

g. *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).

h. *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.

Jakacaping (2018) said that there are four elements when making a good script.

1. *Hook*. In this step, the narrator must find interesting words and sentences to attract viewers to keep watching a video. It depends on your video content, for example: "Halo youTubers, kemarin saya kasih tau tips dan cara menggunakan endscreen yang terbukti bisa menambah viewer, sekarang saya akan membongkar rahasia pemasangan kartu dan bisa membuat viewer gatal untuk klik." The example of hook is translated into English. *Hello youTubers, yesterday I told you tips and how to use the endscreen which is proven to be able to increase viewers, now I will*

*dismantle the secret of installing the card and can make viewers itchy to click.*

2. **Introduction.** It means starting the video script from the general information into the specific information. Example: “(ceritakan tentang dirimu dahulu). *Channel* ini juga akan mendiskusikan banyak hal tentang videografi dan sangat cocok untuk kepntingan Youtubers, jadi ayo subscribe agar kalian bisa mendapatkan informasi dari channel ini” the example of introduction is translated into English : *(Tell about yourself first). This channel will also discuss a lot about videography that is suitable for the needs of YouTubers, please subscribe so you can get useful information regularly.*
3. **Body.** In this element, 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.
4. **Closing.** If your video content is about promotion, give your viewers recommendation, because the viewer not only want to find the information, but also want to get the recommendation. Example: “semoga bermanfaat, kalua ada pertanyaan silakan isi di komentar sampai bertemu lagi” the example of closing is translated into English *I hope it's useful, if you have any questions, please fill in the comments until we meet again*

According to Friedman (2006), seven stages of script development are:

1. *Background research and investigation.*

Part of the process of script writing 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 encyclopaedias, 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. At what stages do you do your research? Some kind of research and investigation is usually necessary to get going and to stimulate your thinking, so it logical precedes everything else. Research could also come later in response to your need to know about specific things in order to make accurate statements. At a later stage you may need to do audience research. If your product has a commercial purpose, it is quite possible that questionnaires, surveys, or focus groups would be called for.

2. *Related to 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, 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. You have to talk about your ideas 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. A treatment is about 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. Not only correcting spelling or grammar, it also means throwing out unneeded material. This should be corrected before submission.

#### 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 contractual arrangement.

### **2.3 Video Script**

Video script is important in making a video. A script enables script writers to generate ideas and imagination, and structure their creative works. Tristiawati, (2014) holds that video script is a guide for a script writer in transforming ideas into video, pictures or images. According to Norbury (2014) script is "sequences of actions or events" presenting focal ideas and can be synchronized with other context scripts. Video script is crucial to help readers and viewers comprehend text.

The stages of scriptwriting are supported by Ranga and Koul (2017) that explain that there are 9 stages of writing video script, which are finding idea, creating outline of video, 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 writer needs to arrange the opening, the body, 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 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.

Ranga and Koul (2017) also give the six major components that good script achieves.

#### **1. Narration**

The narrator sets the stage and helps provide continuity, leading viewers from one scene or interview to the next. The amount of narration should be limited. In a documentary, characters should serve to weave things together, and not dominate by taking precedence over the main subject of the documentary.

#### **2. Voice-overs**

Here the narrator speaks but is not shown on screen. Instead, he or she provides

commentary or explains something that we see on the screen. Voice-overs should be essentially used to move things along.

### **3. Interviews**

It is used to give a taste of on-scene events to a documentary.

### **4. Graphics**

These may be captions, diagrams, or charts, maps and photographs.

### **5. Music**

It is used to establish a mood.

### **6. Natural sound and sound effects**

It is used to enhance a mood

Ayu (2019) states that the function of video script on a video as basic concept, direction, and reference. Yet, she adds 3 other functions of a video script. They are as basic of determining character, budget calculation, and final result.

#### **1. Basic of Determining Character**

The script writer should have character in the script in order to create the whole story. Therefore, script will be the basic of deciding the character.

#### **2. Budget Calculation**

A script is the foundation of the video, and through the script, there are some elements of video written. Hence, the script writer will able to see and calculate the budget of the elements during video designing process.

#### **3. Final Result**

A script can be used as determinants related to the interests and responses of audiences or message receiver of the video.

In writing good video script, a script writer needs to pay attention to some aspects. Cockerham (2019) 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



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