

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer describes about news article, script, teenagers, promotion, and traditional woven fabric.

2.1 News Article

According to (Romli, 2014) stated that *“Berita adalah laporan tercepat dari suatu peristiwa yang faktual, penting, dan menarik bagi sebagian besar pembaca, dan menyangkut kepentingan mereka”*. News is an actual thing and is chosen by journalists to be published in a newspaper because the actual is judged to be interesting and has a meaning for the reader. News is a report about an event or the latest events, reports on facts, attracting attention, considered important.

2.1.1 News Article Elements

In making a good news article, it needs the elements in order to make the news article in a good quality. According to (Sudarman, 2008), that there are 6 elements in making a news article, which are:

“Pertama, judul berita (headline). Kedua, titi mangsa (date line), berkaitan dengan berita itu dibuat. Nama media massa, tempat kejadian dan tanggal kejadian. Ketiga, pembuka berita (lead), yaitu kalimat pembuka pada paragraf pertama yang memuat fakta ... atau informasi terpenting dari keseluruhan berita yang disampaikan. Keempat, perangkai (bridge), adalah kata-kata atau kalimat penghubung antara teras berita atau pembuka berita dengan tubuh berita. Kelima, tubuh (body). Keenam kaki berita (leg)”.

From the explanation above, it can be concluded a news article has the six elements that must be considered. According to (Sudarman, 2008), six elements to make a good news article are headline, dateline, lead, bridge, body, and leg.

2.1.2 Characteristics of Journalistic Language in News Article

According to (Rahardi, 2010), there are three characteristics of journalistic language in news article communicative, specific, and has a clear meaning.

a. Communicative

The characteristics and language of journalism are not convoluted (straight to the point). Language journalism that meets demands that, will be the language that is communicative, language that is not easily lead to misunderstandings, and language that does not easily lead to multiple interpretations.

b. Specific

Journalistic language must be structured with short sentences. Language forms simple, easy for people to understand a lot, and must always be highlighted or put forward in the language of journalism.

c. Has a clear meaning

In the language of journalism, as far as meaningful words may be used as denotative (words that contain meaning actually), not meaningful words connotative (words whose meaning is not direct, figurative words). Refinement of linguistic forms (euphemisms), can be seen as a waste of words in a journalistic language.

2.2 Script

A script is an original written instrument or document which contains the dialogue and action for a drama, a movie, or other performance. According to (Sukonco, 2014) defines *“Naskah adalah komponen pengembangan media atau lebih prakteknya merupakan bagian dari rangkaian kegiatan produksi media melalui tahapan perencanaan dan pengembangan desain dan evaluasi”*. A news script is a sheet of paper containing reports on things or events that occur in the community as a result of processed journalists that are ready to be published in print mass media or electronic mass media.

2.2.1 Stages of Script Development

(Friedmann, 2006) said “there are seven stages of script development” it means that there are stages in writing a script. First, “Background research and investigation” Part of the process of script writing often involves background research and investigation of the subject matter before you define the objective or outline the content. Research can be undertaken in any 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 client's product, you may need to read manuals and brochures and interview people in the company who are knowledgeable about the product. You might see a specific need for expert knowledge at this point.

Second, "Concept" The first formal document you create in the script writing process is called a concept or an outline. The function is to set down in writing the key ideas and vision 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.

Third, "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.

Fourth, "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 agreement of scenes. The narrative order must be clear. In this stage, the writer will divide the topic into some important points and arrange them into sequential scene.

Fifth, "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. In this stage, the writer will write all of the script based on the concept and treatment that has been made.

Sixth, "Revision" The part where the author submits the first draft to the expert to see where the error is and is given suggestions for making improvements to make the script more perfect. This improvement is also intended so that the resulting script can convey messages and information properly to the reader when reading it.

Seventh, "Final Draft" This is the final document that incorporates all revisions and expert input and all improvements and finishing touches that the scriptwriters put on the writing work even when not explicitly asked for. Screenwriters view their work with a critical eye and seek continuous improvement.

Therefore, it can be concluded stages of script development are background research and investigation, concept, treatment, first draft, revision and final draft. Those stages are needed in writing a good script. Therefore, in this study the writer linked the stages of script development

with the news article elements in order to make the script is structured. Because the news article elements also the base and needed in script writing.

2.2.2 Criteria of a Good Script

In making a script there are three criteria for a good script according to (Trimansyah, 2012)

“Pertama, ide atau tema naskah disesuaikan dengan kebutuhan masyarakat atau trend terkini dalam kehidupan masyarakat. Kedua, menggunakan bahasa jurnalistik. ... Ketiga, tidak melanggar hak cipta orang lain, artinya tidak menjiplak tulisan orang lain”.

In conclusion, it shows that the criteria of a good script are the idea or theme depending on the public needs or the latest trends in public life, using journalistic language, do not violate other people's copyrights.

2.3 Teenagers

According to (Gunarsa, 2006)

“Remaja adalah mereka yang mengalami masa transisi dari masa kanak-kanak menuju dewasa yaitu antara usia 12-13 tahun sampai dengan usia 20 tahun, perubahan yang terjadi meliputi perubahan drastis dalam segala aspek perkembangannya yang meliputi fisik, kognitif, kepribadian, dan sosial”.

In addition (Hurlock, 2001) Teenagers is the age at which individuals interact with adult society, the age at which children no longer feel under the bonds of older people but at the same level, at least in terms of rights. The definitions above can be concluded that teenagers is a period of transition from childhood to adulthood, along with physical, biological, and psychological changes to reach maturity, physical, thinking, sexual and emotional maturity.

2.4 Promotion

Promotion is needed to spread and inform the existence of product or service. According to (Suryono, 2015) *“promosi adalah arus informasi atau persuasi satu arah yang dibuat untuk mengarahkan seseorang atau organisasi kepada tindakan yang menciptakan pertukaran dalam pemasaran”.* In addition (Kotler, 2012) stated that Promotion is a one way information persuasively to make people do what being asked, such as buying and exchanging. That promotion is an element to spread information and persuade people about product or service through publication. Meanwhile, (Moriarty, 1998) *“Advertising is paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an*

audience”. Thus, in this study the writer using mass media which is news article to become promotional media.

2.5 Traditional Woven Fabric

In Indonesia, the art of weaving has been known since the time of the ancestors. According to (Isbandono, 2016) “*Ketrampilan menenun diperkirakan sudah dibawa oleh nenek moyang kita yaitu bangsa Austronesia*”. Since prehistoric times, several ethnic groups in Indonesia have known fabrics that use threads from tree fibres, such as banana fibres and orchid leaf fibres, as complementary clothes to be woven traditionally. At the beginning of the development of the technique of making ornaments on ikat weaving, the warp tying technique, namely tying threads arranged lengthwise on the loom. There are various kinds of woven fabrics in Indonesia, including *lurik* weaving, ikat weaving, and *songket* weaving.

Weaving is one of the traditional Indonesian fabrics produced in various regions. The weaving they produce is also different and has different meanings, historical values , and manufacturing techniques. This can be seen in terms of color, decoration, and the type of material and yarn used. The expertise of the Indonesian people in making woven fabrics can be seen from the variety that cannot be separated from the historical meaning and value of his ancestors.