

CHAPTER II

LITERATURE REVIEW

2.1. Design

Design is considered as a process and a plan of something to be done or created. Walker (2016) defines design as the process of creating the products and the services that people use. Similarly, Na, Choi & Harrison (2017) define design as innovation can be described as a creative process or an action to create a product. Moreover, Netto and Paulo (2004) explain design as a set of process that transforms requirements into specific characteristics in order to realizing a product. “*Desain hakikatnya merupakan upaya manusia memberdayakan diri melalui benda ciptaanya untuk menjalani kehidupan yang lebih aman dan sejahtera*” (Sachari and Sunarya, 2000). Design is basically a human effort to empower themselves through their creations in living a better life. Based on the definitions, the writer concludes that design is very important to support the quality of a product, because it is a preparation stages or elements to make a product.

2.2. Video Script

A video is one of media that can convey or spread ideas, opinions or messages to other people. Limbong, Napitupulu & Sriadhi (2020) state that “*video dapat mempresentasikan sebuah informasi, menggambarkan suatu proses dengan tepat dalam mengajarkan keterampilan, menyingkat dan mengembangkan waktu serta dapat mempengaruhi sikap*”. Video can present information, describe a process appropriately in teaching skills, shorten and develop time and can influence attitudes. In addition, Arsyad (2011) explains that “*video merupakan gambar-gambar dalam frame, di mana frame demi frame diproyeksikan melalui lensa proyektor secara mekanis sehingga 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. Furthermore, Ardianto and Martin (2016) state 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. In conclusion, a video is a set of components or media capable of displaying both images and sound at the same time in order to deliver a message to other people.

In making a video, script is an essential element to be prepared. “*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. Similarly, Chappel (2011) states that a script is one of the most critical elements of video production. Dainith (as cited in Norbury, 2014) “Scripts can be defined as generic ordered sequences of actions or events. They capture or encapsulate the central themes in a narrative and can be “matched” against other scripts or situations”. Moreover, 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 a crucial element for creating a good flow of a video contains all of the words will be explain on the video. It is also contains ideas that are needed in producing a good video to help readers and viewers comprehend a text.

2.2.1. Stages of Writing Video Script

Writing video 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 theoretical elements and audio visual information from the production. New ideas are open to be added along the way.

Ranga and Koul (2017) elaborate more about the stages of writing video script. They 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

The script writer should select the ideas that have been discussed and test the ideas into brief or outline in terms of title, target audience, duration, program objectives, and synopsis. It is the first written statement which forms the basis of a video script.

3. Researching

During researching stage, the script writer may find materials and other important, interesting information on the topic that will be written. The sources can be from books, journals, articles, experts, and knowledgeable people.

4. Selecting Material

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

To sum up, scriptwriting involves complex steps, started from finding idea of what to write until writing the final script. For the product in this final report, the writer would apply the steps proposed by Ranga and Koul (2017). The steps are finding idea, creating brief plan or outline, researching, selecting material, planning, arranging structure, making storyboard, drafting, and testing.

2.2.2. Functions of Video Script

Script is needed in producing a video because by writing a script the video will be more organized. The producer will produce the video based on the video script. A video script has multiple functions. Mikroskil (2010) states three main functions of script. The functions are as *konsep dasar* (basic concept), *arah* (direction), and *acuan* (reference).

1. Basic Concept

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

2. Direction

A script has functions as a direction of the video, which refers to the flow or plot of the whole video.

3. Reference

A script can be used as a reference to realize the idea into communicative video program.

Similarly, 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 *dasar penentuan peran* (basic of determining character), *dasar perhitungan anggaran* (budget calculation), and *penentu hasil akhir* (final result).

1. Basic Concept

Script as a basic concept means that the quality of script will determine the final outcome of the video making process later. It is because script usually consist of

important elements in producing a video such as: ideas, information or messages. Those elements will be conveyed through story line, characters, settings, equipment and types of camera used.

2. Direction

In this case, the content and storyline in the video are made with good script arrangement to produce an organized video.

3. Reference

Script will be a reference that means script is used by the writer as the reference of producing the video. Every single activity related on the process of producing video must be based the script that has been made.

4. 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.

5. 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.

6. Final Result

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

Based on the explanation, the writer concludes that the main functions of a script are basic concept, direction, and reference, so the writer needs to make the video based on the script that has been made.

2.2.3. Writing Good Video Script

In writing a good video script, it is important for a scriptwriter to pay attention to some aspects. Cockerham (2016) states there are 7 ways to write effective script for video.

1. Writing Video Brief

A video brief is a planning regarding to the video. In addition, video brief is 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 with the right diction.

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.

To sum up, a good scriptwriting needs to pay attention especially in how the writing is and also its target.

2.2.4. Software for Writing Video Script

There are various softwares used for writing video script. Brown (2021) states the five softwares for writing a video script, Causality, Celtx, Story Touch, Kit Scenarist, and Highland 2. Moreover, Hellerman (2018) recommends for using Final Draft for writing a video script for industry standard. Therefore, for this final report product, the writer will use Final Draft as the software for writing the video script.

2.3. The Importance of Preserving Cultural Heritage

Cultural heritage is a product or result of physical culture and cultural values of a group or society that is inherited from past generations. Ekwelem et al. (2011)

explains cultural heritage is based on the past aspects of what people cherish, preserve and pass on to future generations. In more complete way, Sonuc (2022) adds that cultural heritage as tangible and intangible assets that have shared values with customs and traditions from history and then carried into the future by transmission from generation to generation. Similarly, Rouhi (2017) states cultural heritage implies a shared bond to the past, the present, and the future in a community. In conclusion, cultural heritage is one of the important things about the existence of a community which gives people a better knowledge, as well as their history and their identity.

Cultural heritage needs to be preserved since it has important values from the past. The basis of cultural heritage preservation is to save the past while making the past accessible and usable (Cloonan and Harvey, 2007). The preservation can be common importance for present and future generations. In addition, cultural heritage can be considered as a necessary resource to encourage the development of cultural industries (Mikic & Rypkema, 2016). In short, cultural heritage is important to be preserved for generations because it has values that can encourage cultural industry development.

Moreover, Prompayuka and Chairattananon (2016) explains that there are four principal reasons to preserve the cultural heritage.

1. The Cultural Memory

A preservation of cultural heritage aims to keep physical evidence history and transfers value knowledge and skills from ancestors.

2. The Convenient Proximity

Preserving cultural heritage can support interactions between the environment, people and community activities.

3. The Environment Diversity

As an identity of the local community or difference, the preservation will retain local artifacts and local artisans among the stream of urban development.

4. The Economic Gain

The preservation is considered as a benefit for the community to save the cost of new buildings and attractions for visitors.

In conclusion, the preservation of cultural heritage is crucial as the cultural memory, the convenient proximity, the environment diversity, and the economic gain.

2.4. The Role of Using Video in Preserving Cultural Heritage

In giving information of a cultural heritage, there are many kinds of medium can be used. One of them is by using a digital media, a video. Todorova (2021) states the presence of cultural heritage in digital media in an open and accessible way is important for its modern presentation, promotion and sustainability. A video can be distributed through online media like internet through social media, as mass media now developed into online. This way is effective to be used, as currently most of people use and access online media.

As a visual, auditory, and texted object, video is an ideal medium for promoting cultural heritage. Dold (2014) who conducted research to promote cultural heritage at the Biblioteca Nacional Aruba through the video states that the video had great potential to preserve the cultural heritage across the population, for visitors and guests, and for the world beyond Aruba. In addition, as the youths would prefer to view and listen to the diverse aspects of Malay Cultural Heritage videos shared on the internet compared to other media (Bibi et al., 2019). Briefly, a video as a digital media has good impact to give information and preserve the cultural heritage. It is because of the ability of video as a visual, auditory, and texted object.