

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, the writer will explain the definition of design, video script, media promotion, and impact of technology as the media to promote.

#### **2.1 Promotional Media**

Promotional media are used to support promotional activities and the introduction of products or services to the public. It is stated by Pintek (2021) that a promotional activity is a communication carried out by the company to buyers or customers in the field of marketing. The company needs to have a good communication with their potential customers in the aim to inform the potential customers about the store, products, or prices.

In the aim of promoting something, media is a need as a medium to communicate. Prawiro (2020) mentions that the media generally refers to something that is used as a tool to communicate; the medium of communication can be virtual or physical. Meanwhile, Lararenjana (2021) says that the use of media should be manipulated, seen, heard, and read. In the other words, it can be explained that media used as a means to communicate should be perceived directly by the buyers or customers to attract them with the promoted product.

Based on the explanation above, it can be concluded that promotional media are form of communication tools were used to support promotional activities to introduce and publish products or services to the public and it should be regulated to attract the buyers or customers, heard and also read by them.

#### **2.2 Social Media as a Promotional Media**

According to Dollarhide (2021), the term of social media refers to computer-based technologies that ease people to share ideas, thoughts, and information through virtual network and gives people the ability to communicate

about personal information, documents, videos, and photos through content quickly.

In the era of globalization, technology has grown so fast and affects many aspects. Social media have become the part of people's life. People use social media to communicate or even shop and get information. Hayes (2021) states that social media changed the way people function as a society, including the way people connect with one another; a business notice on platforms like Facebook, Twitter, and Instagram to get people's interest as these sites are able to change customer behavior. Therefore, social media are a good choice to use as a promotional media.

### **2.3 Video**

A video is one of the promotional media use. They are visual media that featuring moving images with or without audio that are recorded and saved digitally.

A video as a promotional media are usually used to promote a brand or something. According to Klass (2021), a promotional video is a video used to promote a specific marketing initiative, sale, or event. Meanwhile, Tatum (2022) mentions that promotional videos are marketing and sales tools designed to introduce or educate customers about a product. It can be concluded that a promotional video is a marketing and sales tool which uses to promote a specific initiative, product, organization, or event to the customers.

Videos are potential promotional media. Curran (2021) states that the video increases website conversion and sales opportunities as a marketer, who uses video, grow revenue 49% faster than non-video user and 71% of customers also prefer the video over other marketing content.

Social media might be good media to share a promotional video. Many customers prefer to watch an online promotional video content than any others. Warren (2021a) mentions that in 2018, a study showed that 54% of consumers wanted to see more video content from the brands or businesses they support and

in 2019, users spent a weekly average of 6 hours and 48 minutes watching online videos and it increases 59% from 2016.

## **2.4 Script**

A script is one of an important element for making a video. The script contains an outline of the video that is going to run. According to Pranoto (2016a), the script is a necessary foundation for creating a video or television program of any kind. Therefore, a scriptwriting is needed before making a video.

According to StudioBinder (2019), a scriptwriting is a process of writing stories in the screenplay medium; the movement, actions, expression and dialogue of the character in screenplay are writing down in screenplay format. Pranoto (2016b) mentioned that specific purposes of a scriptwriting of video are to inform, generate, entertain and develop the object to the audiences.

### **2.4.1. The Importance of Script Writing**

A script is a foundation for creating a video. It contains of a directions the video will make, so that the video making process will be directed and well organized. According to Archer (2021), a script is a common element of film and TV production that explain the actions, events, and dialogue that will occur during the scene, so that the crew know what, how, and when to do things.

A script will ease the production team during production process. Aldredge (2020) mentions that the script provides a predetermined point about what will be said and scenes will be shot to match the overall message that is trying to portray. It will help the production team on making a structured video and minimize the mistake during the production process.

### **2.4.3 Elements of a Video Script.**

A video script could help to make a good video. Hayes (2022) states that the video script is a foundation for a digital video that includes a chronological run-down of scenes, action, and dialogue will appear in the video. In writing a video script, there are some elements of a good video script. According to

Distel(2022), there are few common elements of great video script; they are the audio and visual, dialogue, hook, and action. The elements should notice to make a good and attractive video script and the audiences could understand the video clearly.

#### **2.4.4 Steps to Write Scripts**

According to Cockerham (2016), there are 7 simple steps to write an effective corporate video script as describe below:

1. Write a summary of a video

The summary is needed to understand the purpose of the video, understand the audience and value that it wants to demonstrate.

2. Turn the message into a story

The core message that want to communicate to the audiences through video content needs to be simplified into a simple story depends on the objective the video needs to achieve and things those audiences think valuable and engaging.

3. Speak a language the audience understands

It is important to make the script in the audience's language. The video script needs to appeal to the audience, so that the audience understands. Generally, the tone should be simple and conventional.

4. Keep it short and clear

The promotional video generally keeps between 2-3 minutes; the less is always more for the script writing. In a great script every word earns its place. The shorter the video, the more punch each sentence, phrase and word must have.

5. Do not just use words

The story in video content is told through editing, motion graphics, music, sound effects and voice over. The script should include the audio and visual elements on it. An effective video script contains of the instructions and details on video making process and elements that needed on the editing process.

6. Do several script readings

Once a workable draft of the video script got, it should be read out. The readings should bring up parts of script that need to be changed before it is ready to go. It should be read repeatedly until it is good enough and there is no more revision.

7. Tweak, re-tweak, and check against the brief

It is possible to have several rounds of revisions to go through with any video script. Before sign everything off, double check the script against the video brief wrote.