

CHAPTER II

LITERATURE REVIEW

2.1. Designing a Video Script

2.1.1. Design

Creating a product must be accompanied by a good design process. In this part, design is not just a plan on paper but prioritizes the process from start to finish by involving ideas that must be realized. Netto and Paulo (2004) stated design as a set of process that transforms requirements into specific characteristics in order to realizing a product. In details, Kasprisin (2011) stated that design is a process of making something that inherently has emergent products or spatial patterns in given time frames that manifest the ever-changing realities in a community occurring within the process. In this process, creativity is very necessary in designing a product. In line with this opinion, International Council of Societies of Industrial Design (2002) stated that design is a creative activity whose aim is to establish the multi-faceted qualities of objects, processes, services and their systems.

In conclusion, the design is a planning in the making of an object, system, issue or structure that includes artwork and engineering that integrates with technology and set up the multi-faceted qualities of objects, processes, and services in order to realize into the product.

2.1.2. Video

In the world of the media, video attracts special interest and attention of the viewers through its content, especially when it is being used on the internet or social media platform. According to Widahyu (2021), video is an electronic medium that is able to combine audio and visual technology together to produce a dynamic and attractive presentation. In details, Rosianta and Sabri (2018) stated that video is an electronic medium for the recording, copying, play backing, broadcasting, and displaying of moving visuals and audio media. Video

can influence the viewers by making them understand the meaning conveyed by the video. In line with this opinion, Yudianyo (2017) said that video media can help viewers who are weak and slow to capture a message, become easy to accept and understand the innovations presented. It can be concluded that video is one type of audio-visual media and can describe an object that moves together with natural sound or appropriate sound. Then video present information, message, and influence the viewers.

As a video creator we should pay attention to the steps of making a good video. Matthew (2015) stated that there are three steps to make video, namely:

1. Pre-production: in the production of a video, the pre-production process is the process of preparing all elements involved in a video shot. Start from budget setting, selection of director, actor, cameramen, crew, location, equipment, costume/wardrobe, etc. principally this process includes concept, design, production plan, documentation, assemble teams, building prototypes, clear right, and funding.
2. Production: the production process is the stage of field execution, in the form of project work that refers to the preparation resulting from the pre-production process.
3. Post-production: post-production is the final stage of finishing of a series which includes beta testing, evaluating and revising software and content based on beta test result, realising golden master (final product) of multimedia products and collecting/storing all materials used in the production process. The products in golden master are package in mini DV/VCD/DVD pieces and others.

2.1.3. Script

A script could be a basic plan required by video program and contains a draft arrange during a video program. The script determines the ultimate results of program. It implies that script is a very important component of manufacturing a video. A script allows scriptwriters to generate thoughts and imagination, and shape their innovative works. According to Hanifa (2013), script as the basic idea

that is required when making video. And the quality of a script is really important and crucial to the final outcome of a video. Meanwhile Norbury (2014) states that scripts “sequences of actions or events” presenting focus ideas and can be synchronized with other context scripts. A script need to encompass the exact words the people in the video will say. It needs to use conversational language that speaks at once to the viewer. Avoid the use of lots of sentences, jargon, technical terms, and acronyms in order the viewer easy to understand the information from the video.

The script is very helpful in making videos and also the script can display the information and messages contained in the video. Jakacaping (2018) states that there are four elements when making a good script:

1. "Hook", in this step the narrator has to find the interesting words or sentences to attract viewers stay in watching video. It depends on your content of video.
2. "Introduction", in this step you have to talk about your content and also introducing the objects of video first because viewers do not know it before.
3. "Body", in this step you have to explain about your video content because it is the main point that has supporting details about the content. This element makes the viewers want to know about your video.
4. "Closing", if your video content is about tell specific information, be sure give your viewers information relate about that.

A good script will lead to a good video. These are the tips how to make a good script according to Ramdan (2018),

1. Make title page. The script will need title page. This includes the title and name of the writer.
2. Image titled. Use fonts, borders, and separations of pages or parts (breaks) that are correct. Can use courier fonts (size 12) when writing scripts this type of font will not only make the display more professional but as important to make the script easier to read.
3. Give good details about the information and messages. Use information that explains the topic in more detail about scene before the script applied on the video.

4. Use correct formatting for the way or presentation that the writer wants. If the writer wants to write a video script, the writer must write the script in that format. Although the writing of the scripts is mostly similar, but there are some differences and to learn all that takes a long time.
5. Make sure the writer doesn't write too much. Script usually only last about one minute per page, although of course there is an allowance for adjustments.
6. Scripts are not like books where the number of words influences, which is a surefire way to measure the length. Use sentences that are easy to understand. In making a script, use sentences that are short, concise, and easy to understand. Avoid using negative sentences, because negative sentences can reduce or even obscure the meaning you want to convey.

In addition, Cockerham (2016) stated that there are seven tips to write a good video script. The tips are as follows:

1. Write a video brief first

A video brief is needed for the writer as a planning and it can be used to set the writer's objectives, audiences, and the message or information is contained in the script.

2. Turn your message into a story

The script should be having main points to deliver, as a scriptwriter you should know how to change your message into a simple story that is easy to understand and get audiences' attention.

3. Speak in language your audience understand

A scriptwriter has to use a simple language or language that easy to understand by audiences. Do not use difficult idioms and terms on your script.

4. Keep it short and sweet

Writing a short and sweet script is important. Scriptwriter should pay attention about the duration of video and make it appropriate to the script. It is useless to make a long script but there is not point in that information or message.

5. Do not just use words

In this part, using others aspect to support the video is needed, such as music, voice-over and sound effect.

6. Re-reading the script

Re-reading the script is important in this part as it can help the scriptwriter to feel whether the sentences sound natural or not

7. Checking the script

In this part, scriptwriter should check the script whether the script achieves its objectives, resonate with the audiences, deliver main message or not.

2.1.3.1. Types of Script

As a script writer, the writer has to know what types of scripts that should be used are. Dontigney (2017) stated that there are five types of script writing, namely; Screenplays, playwriting, audio drama, news script and other scriptwriting.

1. Screenplays

Screenplays are scripts written specifically to be produced in a visual medium, such as film or television. For the most part, screenplays are fictional in nature and designed to tell a story. Screenplays typically include a variety of information including setting, dialogue, camera instructions and may include editing instructions. It should be noted that most screenplays are not produced as written. The director, production crew and even the actors may all directly or indirectly alter the script during production.

2. Playwriting

Plays are productions that occur live, on a physical stage rather than the metaphoric stage of film or television. Like a screenplay, a play script includes dialogue and directions. According to Script Frenzy, a play script will include stage and scene instructions, as well as provide character names and descriptions.

3. Audio Drama

Scripts for audio dramas share a number of components with screenplays and the scripts for stage plays, often sharing terminology. There tends to be more extensive use of the so-called narrator to provide third person perspective than in other fictional scripts. The dialogue is also different in that it includes more descriptive language about the surroundings to help establish the setting, reports

crazy Dog Audio Theatre. Instructions lean toward the necessary audio components that need to accompany a given scene and may also give direction to the voice actor about how a line should be delivered.

4. News Script

While appearing natural on screen, most news anchors are provided with scripts to read via Teleprompters. News scripts tend to be a bare-bones affair that provides informational content. The components of the script the anchors do not read aloud generally include directions for the production staff about when to run a clip or to cut to a live anchor in the field.

5. Other Scriptwriting

Other types of scriptwriting include producing a story or dialogue for video games, education films, online content such as podcasts or marketing materials and even commercials. These scripts tend to follow the same general patterns as plays, audio dramas and screenplays.

2.1.3.2. The Stage of Making Script

Paying attention and following the steps of writing a script is very important to make the results of script writing orderly and good. Sarika (2022) stated that there are three stages of making a script. The stages are as follows:

1. Write a rough video outline

You must start with a rough script because it allows room for edit and change.

You need to write an outline of the script that can start with concept, main messages and make a brief note of what would happen at the beginning, middle and the end of the script.

2. Turn your idea into a script

After you have a rough outline, start to write the script based on your idea, make sure that you follow the outline structures in order to avoid your idea is written widely.

3. Storyboarding

You can apply your script into a storyboard. It became an alternative way because it combines script and visualization on a piece of paper so that scripts and visuals are coordinated.

In details, Ranga and Koul (2017) stated different stages of making script. There are nine stages of writing video script. The stages are as follows:

1. Finding idea

At this stage, the writer needs to think and discuss about the idea and main message that will be applied in the video script.

2. Creating outline

After the writer finds the ideas and main message, the writer should arrange and select them and put them into brief or outline. That can be the title, objectives, audiences, and duration.

3. Researching

During this stage, the writer may find any supporting materials regarding the topic will be written. It can be from, observation field, journals, interviewee and experts.

4. Selecting material

At this stage, the writer arranges and selects the supporting material that already collects in the research stage and chose the most relevant material that will be presented on the video.

5. Planning message

It is important to know a good strategy to deliver the message that contains on the video. The writer should provide a creative and interesting way to deliver the message.

6. Arranging structure

The writer has to arrange the script which one is the opening, the body and also the closing of the script.

7. Making storyboard

Storyboard is related to 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

In this stage, the writer can write the whole script.

9. Testing script

The last stage is to test the effectiveness of the script. The writer can apply the scripts on the video to test comprehensibility of the content, language, and relevance of the material. If the scripts are not perfect, the text can be revised again at this stage.

2.2. Promotion

Promoting a product is needed as an effort to attract prospective customers. According to Kotler and Armstrong (2014), promotional activities are activities that serve to convince customers by showing product or service so as to persuade customers to buy it. It is supported by Manap (2016) that promotion is one of the priority components of marketing activities offers to consumers. In addition, Zimmerer (2010) stated that promotion is any form of persuasive communication designed to inform customers about a product or service and to influence them to buy the product or service which includes publicity, personal selling and advertising. It can be stated that promotion is an activity that serve to convince customers by showing the product or service that contain detailed information to influence consumers in purchasing activities or using services in accordance with the needs.

A promotion is carried out based on the aim that the product is being marketed attracts attention and purchased by consumers. Swastha and Irawan (2010) stated that promotion is a one-way flow of information or persuasion made to direct a person or organization to action that create exchanges in marketing. Meanwhile, Malau (2017) stated that the main purpose of promotion is to inform, influence and persuade, and remind customers about the company's goals and marketing mix. The four promotional purposes can be described as follows:

1. Informing, it can be informing the market about the existence of a new product, introducing new ways of usage from products, delivering price changes to the

market, explaining how a product works, informing services provided by the company and developmentally corporate image.

2. Influencing, behavior consumers are dynamic interaction actions performed by individuals or groups by displaying beautiful and interesting content which can be influenced by promotional activities in decision making.
3. Persuading targeted customers for forming a brand choice, switching options to a specific brand, changing customer perceptions of product attributes and encouraging buyers to shop right away.
4. Reminding , consists of reminding the buyer that the product that is being held is needed in the near future, reminding buyers of places that sell company products and keeping buyers in mind even if there are no ads campaigns.

So, promotion aims to disseminate product information sold by managers to consumers so that consumers are interested in the products they sell offered and finally make a purchase decision.

2.3. Tourism

The tourism sector has become an important aspect of economic progress of a country and main choice in regional development. United Nation World Tourism Organization (2013) stated that tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. In details, Wahid (2015) stated that tourism is a journey from one place to another, temporary, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions. In addition, Suwantoro (2019) stated that tourism is displacement from one place to another place for some reasons and not to look for money. So, it can be concluded that tourism is an activity that carried out by individuals or groups that move outside of their usual environment in a short time not in long period which connects to social, cultural and natural as an effort to find relax, harmony and happiness.

There are so many kinds of tourism that classified into some aspect. Yoeti (2016) divided it into three main points, namely:

1. Natural Tourism

Natural tourism is defined as tourism centred primarily on natural resources such as relatively undisturbed parks and natural areas that consist of flora and fauna.

2. Man-made Tourism

Man-made tourism is tourism that created by human. There are many products from this kind of tourism, namely: a. Culture (sites and area of archaeological interest, historical buildings and monuments, places of historical significance, museums and art galleries, political and educational institutions, and religious institutions); b. Traditions (pilgrimages, fairs and festivals, arts and handicrafts, dance, music, and customs); c. Entertainment (recreation parks, sporting events, zoo, cinemas and theatres); d. Business (convention and conferences)

3. Mix Tourism

Mix tourism is tourism that combines natural and man-made tourism. In this kind of tourism natural resources is collaborated with man-made attractions. Such as beach that accompanied with resort.

Based on the explanation above, the topic that the writer choose that is Chinese temples is related to second point of kind of tourism by Yoeti (2016) that is man-made tourism. The Chinese temples including culture part because it can classified as religious institutions.

2.4. The Role of Using Video in Promoting Tourism Destinations

There are some ways to promote tourism destination such as through social media. Statia (2016) stated that the social media phenomenon has impacted travel and tourism marketing, creating new and exciting paths for destination promotion, and blurring the traditional roles of destinations as message producers, and consumers as message receivers. Promotion through social media is popular in this internet area, by using social media as promotional strategy can be said more effective. People make interaction and connection with each others through social

media. Therefore, the opportunity to introduce the object or product to the number of viewers in social media is continuously increasing (Rostiana and Sabri, 2018).

The content that can be used as a medium in social media is video. Videos are used to promote tourism destinations and to create awareness among viewers. Hou (2017) stated that video play important role in creating good perception about a destination. A good video promotion can influence the viewers to visit the destination, so that viewers can see the real condition of the tourism destination. It is supported by Lee and Wicks (2010), it is very important to show to people what a place has to offer, because it is a way to create a mental voyage, generating visit intent.

It can be concluded that video has a good choice to promote tourism destinations. Video can attract viewers' attention and influence their decision to visit the destination being promoted by showing a real situations such as a good view, story and background music that are packaged in an interesting way.