

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Writing**

Writing is a communication activity in the form of delivering messages (information) in writing to other parties using written language for media (Suparno and Yunus, 2008). Meanwhile, Jonah (2006) writing is a series of activities going on and involves several phases, the preparatory phase, the content development, and review, as revisions or improvements post.

In addition, Marwoto et al. in Dalman (2021) define writing as a person's ability to express ideas, thoughts, knowledge, and life experiences in written language that is clear, coherent, expressive, easy to read, and can be understood by others.

Based on the definition from the experts, the writer concluded that writing is an activity in the form of delivering messages and ideas using written language as its tool or media.

#### **2.2 Video**

Video is an audio-visual media that displays images and sounds. The message presented can be factual (events, important events, news) or fictitious (such as stories), and can be informative, educational, or instructional (Sadiman, 2009). Other people state that a video is a tool that can present information, explain processes, explain complex concepts, teach skills, shorten or slow down time, and influence attitudes (Kustandi, 2013).

According to Ciampa (2021), four components make a good video, they are:

1. Good Lighting

Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It doesn't matter if you're using a

sophisticated light kit or ambient illumination or depending on the sun, as long as the final product looks good.

1. Top-quality Audio

The better a video sounds, the better it looks. Less-than-stellar visual elements can easily be accepted when the sound is clear. But the opposite statement rarely applies.

2. Steady camera

The steady camera will produce a steady shot well. Using a tripod or another means of stabilization makes it easier to maintain a steady shot.

3. Short Structure

A good video displays the object in different shot types and angles. The editor should strive for a nice selection of shot-type angles to keep viewers engaged.

In addition, the writer can be concluded that video is one type of audio-visual that provides combined information from images combined with audio that aligns. Besides, a video is a good media to promote a tourism destination and can be viewed repeatedly.

### **2.3 Script**

Script is a story script that describes the sequence of scenes, places, circumstances, and dialogues, which are arranged in the context of a dramatic structure to serve as a reference in the production process. According to Norbury (2017) in Najmuddin (2019) tells a script can be defined as a sequence of actions or events. They capture a general theme in a narrative and can be adapted to several situations. The script in a video is very important to help readers and viewers to understand a video. Meanwhile, Tristiawati (2014) defines a script as a place where ideas and imaginations are written and arranged according to a regular and systematic sequence.

According to Hanifah (2013), script writing usually consists of three activities, there are formulating idea, doing research and writing online.

### 1. Formulating idea

The idea is an intellectual property such as copyright or patent. as in formulating the idea of writing a script of a story that will be made into a video and television program can also be taken from the true story or non fiction and fiction. As long as the idea has not been expressed into a concept with real writing or images, then the idea is still in the mind. Ideas lead to the emergence of a concept that is the basis of all kinds of knowledge, both science and philosophy. There are so many sources of ideas that can be inspired to write a video and television script, for example novels, real stories, etc.

### 2. Doing research

Research is necessary once you have found an idea that will be made into a program. Research in this context is an attempt to learn and collect information related to the script to be written. Sources of information may be books, newspapers or other publications and persons or resource persons who can provide accurate information about the content or substance to be written.

### 3. Writing outline

Outline is the framework, stretch, strokes, global synopsis, and summary of the whole story. Outline is a plan of writing by making outlines of an essay to be worked on; a series of ideas that are organized systematically, logically, clearly, structured, and orderly. Outline is very important as a step-by-step guide in the writing process.

In addition, a good script will lead to a good video. According to Ramdan (2018), there are the tips how to make a good script as follows:

#### 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, there are some differences and to learn all that takes a long time.

5. Make sure the writer doesn't do 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.

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.

### **2.3.1 Writing a Good Video Script**

According to Cockerham (2016), there are some tips for writing a good video script:

1. Write a brief first

To write a script that drives the results you want, you will need to write a video brief. Not only does this help you understand your objectives, but it also helps you to understand your audience and what you to demonstrate to them.

2. Turn your message into a story

For any piece of video content, you want to communicate with (your briefs will help you identify these). The trick is translating these core messages into a simple story for your script to follow.

3. Speak in a language your audience understands

When writing your script, always talk in your audience's language rather than your own. Your script should be in line with your brand voice, but

never to the detriment of viewers. If you can conclude real words and phrases that your audience uses on your way to a great video script.

4. Keep it short and sweet

When it comes to script writing, less is always more. Say what you need to say and keep it as short and succinct as possible.

5. Do not use words

You are making a video, not writing a novel. You've got more than just words to play with your script. The story in video content is told through editing, motion graphics, music, sound effects, and voice-over, so don't feel like you need to communicate everything through dialogue.

6. Do several script reading

Once you have got a workable draft of your video script, you should start reading it out.

7. Check against your brief

You will undoubtedly have several rounds of revisions to go through with any video script.

In addition, Bond (2021) states that tips for writing scripts in a video, there are:

1. Identify your target viewer

When you first get the green light to create video marketing content, you'll probably feel tempted to start cranking out scripts right away. Here's why that's a mistake: Without a crystal clear picture of the person you'll be targeting with your videos, your content will lack focus. So, the first step toward writing effective video scripts is identifying your target viewer.

2. Write as you speak

Write your first video script with a somewhat reasonable yet entirely false thought floating around your head.

3. Keep your paragraph short

By dividing your script into a series of short, bite-sized paragraphs (we're talking four or five sentences at a maximum), you set yourself up for a much easier shooting process when the time comes to bring your script to life.

#### 4. Structure your information logically

Previously, I argued that you need to write as you speak to clarify the information you're sharing and improve viewer comprehension. After all, if your prospects walk away from your videos having learned nothing, what was the point of investing your time and money in the creation of that content?

#### 5. Keep visual aids

When it comes to video content, most people want to see more than a static talking head. After all, a video that shows nothing but a person speaking for several minutes straight gets pretty damn boring. Plus, you shouldn't ignore the fact that many people are visual learners. Without some form of images or graphics to accompany your speakers, your video content won't be as effective as it needs to be to leave lasting impressions on your prospects.

#### 6. Create opportunities for shareable clips

Once you have a polished video that's ready for publication on your website and YouTube channel, what better way to drum up interest than by sharing short, enticing clips on social platforms like Twitter and Instagram.

### **2.4 AIDA Model of Copywriting**

Copywriting is the creative process of writing advertising promotional texts that are used by any brand. It is about persuading people to accept the offers of commodities or services (Albrighton, 2013). To build an image that has a positive quality that makes a brand more attractive, copywriters use words to create memorable message concepts and content, specifically words, phrases, or sentences for broadcast and printing materials that help in the development of products and advertisers.

Advertising or promotion aims to provide information, persuade or remind target customers, advertisements are designed for creating attention or awareness, interest, desire, and action (Kotler, 2010). The AIDA is an acronym that refers to Attention, Interest, Desire, and Action. AIDA formulation of “think, feel, and do”, from the “know” stage to the “feel” stage and finally to

the “do” stage is used to construct a copy. This theory describes the four physiological phases experienced by a viewer upon receipt of information or a new idea about a product or service (Michaelson and Stacks, 2011). The AIDA model is a basic framework for structuring an advertisement based on perception. Here below, are the four stages of AIDA:

1. Attention

The advertiser has to raise customers’ awareness of the brand, product, or specific services involved. This first step focuses on ways to attract attention.

2. Interest

The advertiser draws attention to convey the benefits of the product by providing a solution or hope to a certain problem.

3. Desire

This stage suggests the marketer seduces the customers to purchase a product by providing a breakthrough to their customers.

4. Action

Action is the final step of the process which is eventually driving the purchase of the product or service involved.

## **2.5 Tourism**

Tourism is a social, cultural, and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. According to Suwanto (2004), tourism is the process of the temporary departure of a person from one place to other places outside his residence. The impetus for his departure is because of various interests, both because of economic, and social interests, culture, politics, religion, health, and other interests such as curiosity, experience, or study.

While according to Sugiama (2011), revealed that tourism is a series of activities, and the provision of services both for the needs of tourist attractions, transportation, accommodation, and other services aimed at fulfilling the travel

needs of a person or group of people. On that trip, he only did it for a short time leaving his place of residence to rest, do business, or for other purposes.

## **2.6 Tourism Destination**

Tourism destination is a place where all tourist activities and their facilities are available to meet the needs of tourists provided by the government, society, and the tourism industry (Nasrullah, 2020). Furthermore, Leiper (1995) states that a tourism destination from a demand perspective identifies a destination as a set of products, services, and natural and artificial attractions that can draw tourists to a specific place, where the geographical location is simply one of the factors that comprise a destination.

Based on the explanation above, the writer concludes that a tourism destination is a place where there are tourist activities with natural or artificial attractions that are equipped with various facilities which the purpose is to attract the tourist to visit this place.

According to Yoeti (1996), for an area to become a tourist destination, must develop three things so that the area is interesting to visit.

- a. There is something that can be seen (something to see)

That is to say, something interesting to see, in this case, different tourist objects from other places (has its uniqueness). Besides, that needs to also get attention to tourist attractions that can be used as entertainment when people visit later.

- b. There is something that can be bought (something to buy)

Which is something interesting typical to buy in this case made as souvenirs for brought home to their respective places so that in the area there must be facilities for shopping that can provide souvenirs or crafts other hands and must be supported by other facilities such as money changers and banks.

- c. There is something that can be done (something to do)

Which is an activity that can be done in that place that can make people visit to feel at home in that place.



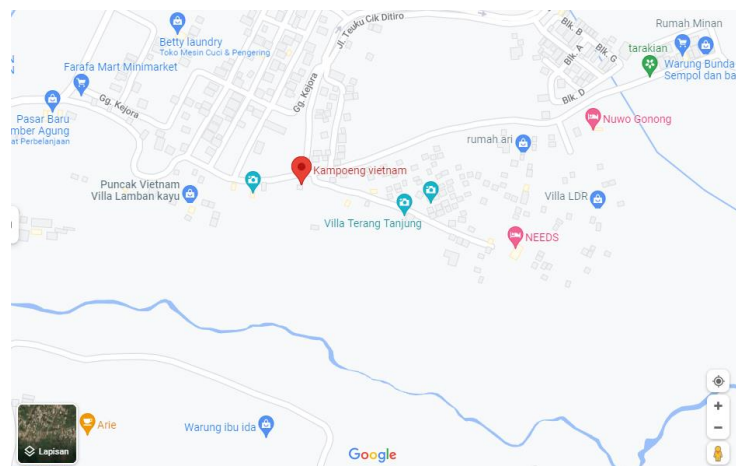
## 2.7 Kampoeng Vietnam

The literature about Kampoeng Vietnam in this study includes its location and condition.

### 2.7.1 Location

#### Figure 2.1

*The location of Kampoeng Vietnam*



Location is a variety of company activities to make the products produce or sold affordable and available to the market, in this case, related to how to deliver products or services to consumers, and location will make it easier to find and visit a place (Kotler and Armstrong, 2018). The location of Kampoeng Vietnam in Sumber Agung Village, Kemiling District, Bandar Lampung City. The distance from the city center to this place is also not too far, it only takes 30 minutes to travel.

### 2.7.2 Condition

#### Figure 2.2

*The Condition of Kampoeng Vietnam*



**Figure 2.3**

*The Restaurant of Kampoeng Vietnam*



The condition of Kampoeng Vietnam is very clean that presents a natural atmosphere. At this destination, there are various kinds of activities that we can do such as taking some photos and eating in the Kampoeng Vietnam restaurants.