

CHAPTER II

LITERATURE REVIEW

2.1 Design

According to Wiyancoko (2010:23), design is anything related to concept creation, data analysis, project planning, drawing/rendering, cost calculation, prototyping, frame testing, and test riding. Design is a method of delivering visual messages in the form of text and images from the communicator to the communicant (Wibowo, 2013:27).

Design has another meaning that says design is a physical translation of the social, economic, and order of human life, and is a reflection of the culture of the era. Design is one of the tangible cultural manifestations, design is a product of values that apply at a certain time (Sachari and Sunarya, 2001: 10). Moreover, Helfand (2014:8) states that design is a complex combination of words and images, figures, and graphics, photographs and illustrations that require the special thought of an individual who can combine these elements, so they can produce something special, very useful, surprising or subversive.

Based on the above definition, it can be concluded that design is a plan or process of making a special, useful new combination of words, images, figures, or photographs of new creations and products that are applicable at the time or can be a surprise to convey a visual message from the communicator to the communicant.

2.2 Script

Dipodjojo (1999:7) states that “*Naskah adalah segala hasil tulisan tangan yang menyimpan berbagai ungkapan, cipta, rasa, dan karsa manusia yang hasilnya disebut hasil karya sastra.*” It means that script is the result of handwriting that hold various expressions, invention, taste, and intentions of human which results are called literally work.

Moreover, Muslimin (2018), states that script is a scenario of a film that is explained in the sequences of the scenes, place, condition and dialogue which are

structured in the context of dramatic structures and serve as guidelines for film-making. According to Hanifah (2013), Script is the primary document that the videographer uses to create all the video and audio raw material and keep it organized. Another definition of script is the basic idea that is required when making video. Also, the quality of a script is really important and crucial in the final outcome of the video. A script generally contains explanations of descriptions of messages of information.

Based on the definition above, the writer conclude that script is the result of handwriting that hold various expressions that is explained in the sequences of the scenes, place, condition and dialogue which are structured and also a primary document that the videographer use to create all the video and audio raw material and keep it organized. In writing the script, the writer must go through several stages so that the script that will be written is structured neatly.

2.2.1 Stages of Script Writing

In script writing there are several things and steps that need to be done by script writers to create a more structured and organized script. To support this opinion, the writer includes several expert opinions regarding this matter.

According to Muslimin (2018), the script is a scenario of a film that is explained in the sequence of the scenes, place, condition, and dialogue which are structured in the context or dramatic structures and serve as guidelines for film making.

Based on Hanifa (2013), Script writing usually consists of some activities, they are:

a. Formulating Idea

As long as the idea has not been poured 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. 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 nonfiction and fiction. There are so many sources of ideas that can be inspired to write a video and television script. For example novels, real stories etc.

b. 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.

c. 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.

2.2.2 Writing a Good Video Script

With a well-written scripts it can make sure the video content get across along the message and grab hold of the audience, whether it's a promotional brand video or a training video for internal use. Besides that, writing a good script requires elements that must be considered when writing a script. Therefore, the elements of the script are closely related to the results of the script to be made. In writing a good video script, the writer must go through several stages so that the video script that will be made is neatly arranged. According to Cockerham (2016), there are some steps to make a good video scripts:

1. Write a Video Brief First

Before start writing a video script you first need to knuckle down and finish your video brief. This is the document that helps you set out your objectives, your audience, and your message (among other things) - basically all the planning you need to do before creating a video.

2. Turn Your Message into a Story

For any piece of video content you create, you will have one or several core messages you want to communicate (your brief 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 include real words and phrases that your audience themselves use, you're well 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. We generally try to keep videos to between 2-3 minutes.

5. Do not Just Use Words

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

6. Do Several Script Readings

Once you've got a workable draft of your video script, you should start reading it out. Until you have done readings, you won't be able to tell how your script sounds when spoken aloud.

7. Tweak, Retweak, and Check Against Your Brief

You will undoubtedly have several rounds of revisions to go through with any video script. That's just the nature of making corporate videos where lots of stakeholders like get involved.

2.3 Video

Video is a medium that displays visual motion, images and sound combined into one unit. According to Arsyad (2011:49), video is a figure in frame, where frame by frame is projected through the projector lens mechanically so that the screen looks alive. The video media used in the teaching and learning process has many benefits and advantages, including video that is a substitute for the natural surroundings and can show objects that students cannot normally see, such as material on the process of digesting food and breathing, videos can describe a process accurately and can be seen Repeatedly, videos also encourage and motivate students to keep watching (Arsyad, 2011: 49).

According to Cecep (2013:64), states that video is a tool that can present information, explain processes, explain complex concepts, teach skills, shorten or slow down time and influence attitudes.

In short, video is something that can be watched that has a beginning & an ending which contains story or messages.

According to Nugroho (2014), *Teknik Dasar Videografi* states several things that need to be considered in recording process as follows:

1. The record should be free from noise and unnecessary sounds.
2. The word or sentences must be spoken clearly and understandable to listeners.
3. Setting mic into the right position.
4. Sound effect and music illustration are chosen the entry and discharge according to conditions and fixed time

It can be concluded from the 4 meanings above that video is a visual form that displays dynamic moving images by adding audio and the content of the video can be the delivery of information or something else.

2.3.1 Step of Designing a Video

The steps of designing a video is very helpful in making to be a good videos. And also the step will make the video is more focused. According to Budijuno (2017), the steps of designing a video, such as:

1. Making script

Make the script based on topics you like, figure out what topic you are interested to discuss in your video, write down everything that you need to talk during the video. You can also use code like to show something could be figures to be shown in the video. Make sure that you put detail information about the topic you want to discuss in your video. After you write all the necessary information, it is time to type the script and make storyboard. Storyboard is an important foundation to make a video 11 because it is the reference for the director in making video. Storyboard is an activity to transfer your words into draws. To make a storyboard you need a plain paper and divide your paper into some square by lining it up with pen or pencil. Then you can go to scene I, draw everything you want to show during the video, make sure it is related with the script you have made before. Continue until all scenes are connected with the scripts.

2. Recording

After making script and storyboard, then you can continue to record the video. To record the video you need camera or smartphone, tripod for holding the camera if necessary, and audio recorder from your smartphone. Before you record the video , you need to prepare the location where you want to record the video and set the camera setting Do not forget to record your voice using audio recorder while you were recording the video. If you need to talk in front of the camera you have to remember the script and talk as if you are talking with the viewers. After all sets are ready you can begin to record your video and checky the scenes that you have recorded on the storyboard.

3. Editing

Move all the files that you want to edit from your camera or smartphone to your computer. Make a new folder and put all the files you want to edit there, you

also can rename your files to ease you, such as changing the audio record title as the same title as the video. You can edit the video using adobe premiere pro or others application. Edit your video based on the storyboard you have made before.

2.3.2 Component of Video

In making good video, it needs the components in order to make the video good in quality. According to Brew (2017), that there are four components in making a video, which are:

1. Story

Without a solid story, video would not be the high-impact content it's known for. A story is something that people share and that the message is not only understood, but also experienced. Beautiful lighting and color schemes are important, but without a story to support them, video is not effective.

2. Emotional Connection

The audience is much more likely to take action if an emotional connection is established. Emotion refers to feelings, and strong feelings influence decisions, logic, and even mindsets. It is possible to build a loyal and targeted audience by establishing an emotional connection with the viewer in the videos. Humans are inherently emotional and empathetic, and to fully capitalize on this, the videos must connect on more than just an aesthetically pleasing level.

3. Clear and Concise

Make sure the message is clear and concise so that viewers can quickly understand what is going on in the video. The advancements of technology have resulted in shorter attention spans than ever before. Determine the message and quickly deliver it.

4. 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 using a sophisticated light kit or depending on the sun, as long as the final product looks good.

From the explanation above, it can be concluded a video has the several components that must be considered. According to Brew (2017), there are four components to make a good video are Solid story for the content of video ,Emotional Connection to the audience and Clear Concise information to deliver and good lighting.

2.4 Natural Dyes

Food is not only about the taste that is important, but also about how the food looks like. When we want to buy or eat food, the first thing we see is the appearance of the food. One of the things that affect the appearance of food is color. However, we must pay attention to the food coloring used, whether it is safe or not for health. So, it would be better if we use natural dyes as food coloring.

Natural dyes are dyes derived from plant extracts (such as leaves, flowers, and seeds), animals and minerals. It has been used for a long time which has been recognized as safe when it enters the body (Winarno, 2002:127). The types of natural dyes that are widely used in the food industry are dyes from any plant containing carotenoids, anthocyanins, chlorophyll, or carotenoids.

These substances provide colors that we can use for food coloring such as green, red, purple, and blue. Green can be obtained from pandan and Suji leaves which contain chlorophyll. The red color can be obtained from Rosella flowers which contain anthocyanins. Yellow can be obtained from Kenikir Flowers which contain carotenoids. The blue color can be obtained from the *Bunga Telang* which contains anthocyanins. In this chance, the writer would like uses the *Bunga Telang* as a natural dye for food.

2.5 Bunga Telang

Bunga Telang that has a Latin name *Clitoria Ternatea* is a kind of plant which originally from central of South America and has spread throughout the tropics, especially Southeast Asia including Indonesia. Since *Clitoria ternatea* is widely spread over many countries, it is also known by many common names. In

Indonesia and Malaysia, it is known as *Bunga Telang*. While in Phillipines, it is known as *Pokindong*. In Brazil, it is know as *cunha*. In Sudan, it is known as *kordofan pea*. In Bengali and Hindi, it is known as *Aparajita*.

Bunga Telang is a herbaceous plant that can grow and live for years (perennial), can reach 5 meters in height, has fine hair, and has a woody base. The leaves are trifoliate pinnate compound (like the leaves of beans in general), the flowers are single like a butterfly out of the leaf axils, the flower color is bright blue with a yellowish white color in the middle, but there are also white flowers. *Bunga Telang* also has pods with seeds that are shaped like flat kidneys.



Figure 2.1. *Bunga Telang*

2.5.1 Benefits of *Bunga Telang*

Bunga Telang is a flower that has many benefits for body, such as :

1. Treating diabetes

A few studies have been carried out to examine and investigate the potentials of *Bunga Telang* that can be used as natural substances to reduce blood glucose level. A report by Gunjan (2010:373), state that the glucose level tested in diabetic rats significantly decreased after 14 days of administering with *Bunga Telang*'s extract with 150 mg/kg body weight.

2. Healing the wound

Bunga Telang has been reported to contain tannin compound. The presence of tannin and terpenoids are indicated for anti-inflammatory activities and analgesic. Other than that, tannin compound was related to faster healing of wounds and swollen mucous membrane (Josiah, 2006:357).

3. Preventing Heart Disease

Bunga Telang can be used to prevent heart disease because it contains flavonoid. Flavonoids have been indicated as having antioxidative activity, scavenge free radical, anti-inflammatory, anticancer, hepatoprotective, antiviral activities and prevent any coronary heart diseases (Naoumkina, 2008:574).

4. As Anti-Aging

Bunga Telang contains antioxidant which can stimulate collagen and elastin synthesis helping to rejuvenate the skin, reduce wrinkles and other effects of ageing skin.

5. Reducing Stress and Anxiety

Bunga Telang contains alkaloid which can become an antidepressant agent.

6. Improving eyesight

Bunga Telang contains an antioxidant called proanthocyanidin which increases blood flow to the capillaries of the eyes. It is useful in treatment of glaucoma, blurred vision, retinal damage or tired eyes.

2.6 Kue Gandus

Kue Gandus is a traditional *Kue Basah* from Palembang. *Kue Basah* generally taste sweet, legit, savory and salty (Kristiastuti and Afifah, 2015). *Kue Gandus* is a white cake that uses rice flour as the main ingredient, added with coconut milk and salt. And *Kue Gandus* has a salty and savory taste.

Kue Gandus has another name, namely *Kue Talam*. *Kue Gandus* is divided into two kinds, namely Sweet *Kue Gandus* and Salty *Kue Gandus*. Therefore, *Kue Gandus* is topped with ebi, pieces of celery, chili slices, and a sprinkling of fried onions as a complement to the dish and can also increase energy for our bodies. According to the Indonesian Ministry of Health (2014), states that *Kue Gandus* contains 18 kilocalories of energy, 0.1 g protein, 3.2 g carbohydrates, 0.5 g fat, 0.01 mg calcium, and 0.75 mg iron.



Figure 2.2 *Kue Gandus*