

CHAPTER II

LITERATURE REVIEW

2.1. Ecotourism

According to TIES, or The International Ecotourism Society (as cited in Pratama, 2022), ecotourism is tourism travel to natural areas in order to protect or save the environment and provide livelihoods for local residents. Like Sudarto as cited in Nuriya, (2022), ecotourism is defined as the implementation of responsible tourism activities in natural places and or areas that are managed based on natural principles, with the aim of not only enjoying beauty but also involving elements of education, understanding, and support for conservation efforts. nature and improve the welfare of local communities. Another similarly the Ministry of Culture and Tourism of the Republic of Indonesia (as cited in Riadi, 2019), ecotourism is a sustainable tourism development concept that aims to support environmental conservation efforts (nature and culture) and increase community participation in management so as to provide economic benefits to the community and local government.

From some of the definitions above, ecotourism is the concept of traveling to an area that is still naturally managed with the aim of not only enjoying the natural beauty of the surroundings but also increasing the participation and local income of the local community. *Kampoeng Malaka* is a tourist place that is included in the type of ecotourism where the community utilizes the natural surroundings to support the increase in the economic income of the local community in the area.

2.2. Script

2.2.1. Definition of Script

According to Rosalina et al., (2021), a script is a film scenario written for films or television shows that can be produced in the form of original preparations or adaptations of existing writing, such as literary works. While Malinda (2016) stated that "the manuscript is a sheet or plan that contains the design and structure

of the character or play in a drama, " it means "script" is a sheet that contains a draft plan and structural characterization of a play in a movie or drama. On the other hand, Muslimin (2018) states that a script is a scenario of a film that is explained in the sequence of the scenes, places, conditions, and dialogue, which are structured in the context of dramatic structures and serve as guidelines for film making. In this case, a script is a basic idea needed by a video program and contains a draft plan for a video program. The script determines the final result of the program. It means that a script is an important element of producing a good video.

2.2.2. Criteria a Good Script

These are 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, but also includes contact information and agent information (you have an agent).
2. Image titled Write a Script Step. 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 circumstances and the characters. Use information that explains things in more detail about scene before the scene begins. This statement states whether the scene is looking out inside or outside the room it is located, and whether it is carried out in the day or night. The names of characters must be written in uppercase all above or next to their dialog (depending on the type of script created). The writer can also give instructions, such as pauses, in parentheses.
4. Use correct formatting for the way or presentation that the writer wants. If the writer wants to write a movie script, the writer must write the script in that format. If the writer wants to write scripts for the show, the writer must write the script in that format as well. Although the writing of these scripts is mostly similar, but there are some differences and to learn all that takes a long

time. Next, read various scripts according to the writer's target path to find out how professionals do it.

5. Make sure the write does not 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, such as "our prices are not expensive", because negative sentences can reduce or even obscure the meaning you want to convey. You can just write "affordable product prices for all people".

2.2.3. The Elements of Script Writing

The script is very helpful in making videos and also good video script will lead to a good 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 yourself first because viewers do not know you 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 historical information, be sure give your viewers information relate about that.

2.3. Video Script

2.3.1. Definition of Video Script

Video script is important in making a video. "*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, 2017) “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.

2.3.2. 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 a script usually consists 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 script writer needs to make the content and story line based on the script that has been made. The video will be more organized because of the video script.

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.

2.3.3. Writing a Good Video Script

Cockerham (2016) said, “There are some tips to writing a good video script”.

1. Write a brief first

In order to write a script that drives the results you want you will definitely need to write a video brief. Not only does this help you understand your objectives, it also helps you to understand your audience when you want 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 then your audience will understand what you mean.

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 have 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 do not feel like you need to communicate everything through dialogue.

6. Do several script readings.

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

7. Check again your brief

You will undoubtedly have several rounds of revisions to go through with any video script. Therefore, it can be concluded that the tips to writing a good video script are write a brief first, turn your message into a story, speak in

language your audience understands, keep it short and sweet, do not use words, do several script readings, and check against your brief.

2.3.4. 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 12 as the software for writing the video script.

2.3.5. Stages of Script Development

According to Friedman (2006), “There are seven stages of script development”. First is background research and investigation. Part of the process of script writing often involves background research or investigation of the subject matter before you define the objective or outline the content. Research can be undertaken in several well proven ways. You can consult encyclopedias, visit a library, or search the internet. Another example of research is collecting background information about a product or a process for a corporate program. In order to write about the client’s product, you may need to read manuals and brochures and interview people in the company who are knowledgeable about the product. At what stages do you do your research? Some kind of research and investigation is usually necessary to get going and to stimulate your thinking, so it logical precedes everything else. Research could also come later in response to your need to know about specific things in order to make accurate statements. At a later stage you may need to do audience research. If your product has a commercial purpose, it is quite possible that questionnaires, surveys, or focus groups would be called for.

Second is related to concept. The first formal document you create in the scriptwriting process is called a concept or an outline. The function is to set down in writing the key ideas and vision of the program. This document is written in

conventional prose. There is no special format for it. It is difficult to characterize a concept because it has no fixed length, no fixed form. It just has to convince, persuade, and embody the seed of the script to come.

Third is pitching. Pitching is talking, not writing. It is part of the communicating and selling of ideas in the entertainment and communication industries. You have to talk about your ideas as well as write them down.

Fourth is treatment. After the concept comes the treatment. Both of these terms are universally used and understood. A writer must know what they are and how to write them. A treatment is about structure and the arrangement of scenes. The narrative order must be clear.

Fifth is first draft. The name of this documentary is fairly self-explanatory. The first draft script is the initial attempt to transpose the content of the treatment into a screenplay or script format appropriate to the medium.

Sixth is revision. Every stage of the scriptwriting process involves readers and critics. Revision is the hardest part of a writer's job because it means being self-critical. It means throwing out ideas or changing them after you have invested time and energy to make them work. There are different levels of revision. Revision does not mean correcting spelling or grammar. This should be corrected before submission. It means throwing out unneeded material.

Seventh is final draft. The final draft is another self-explanatory term. Scriptwriters, like all writers, look at their work with a critical eye and seek constant improvement. This document should mark the end of the writer's task and the completion of any contractual arrangement.

From the explanation above, it can be concluded that the stages of script development are background research and investigation, concept, pitching, treatment, first draft, revision, and final draft.

2.4. Promotion

Zebua (2016) says promotion is an activity to notify and convey information about a product or service to the public with the aim of attracting potential consumers until buyers consume it. Similar to Jaiz (2017), promotion is

the most important activity that plays an active role in introducing, informing, and recalling the benefits of a product in order to encourage customers to buy the promoted product. Likewise, Zimmerer (2002), 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. Based on the above understanding, promotion is an activity to introduce and notify products and influence customers with the aim of attracting people's attention so that they can buy the product.