CHAPTER II

LITERATURE REVIEW

2.1 Definition of Writing

Writing is especially important for the instruction of second language learners for three reasons. First, writing well is a vital skill for academic or occupational success (National Commission on Writing, 2004), but one that is especially difficult for second language learners to master. Second, writing can be an effective tool for the development of academic language proficiency as learners more readily explore advanced lexical or syntactic expression in their written work (e.g., Warschauer, 1996; Weissberg, 1999). Third, writing across the curriculum can be invaluable for mastering diverse subject matter, as written expression allows learners to raise their awareness of knowledge gaps, abstract problem-specific knowledge into schemas that can be applied to other relevant cases, and elaborate mental representations of knowledge that can be more easily retrieved, while simultaneously allowing teachers to better understand the students' state of knowledge and thinking process and thus adjust instruction as necessary (see discussion in Reeves, 2002).

2.2 Definition of Video

The video is the image in the frame, where frame by frame is projected through the lens of the projector mechanically so that the screen looks like a real image (Arshad, 2011). Moreover, video is a technology for capturing, recording, processing, transmitting, and rearranging moving images. Usually use celluloid film, electronic signal, or digital media (Zulkang, 2017). It can be concluded; video is one type of audio-visual media to convey information through images combined with audio that aligns and it looks real. The second video is able to seize 94% of the message's incoming channels or information into the human soul through the eyes and ears, and is able to make people in general remember 50% of what they

see and hear from program impressions. Video is a good media to promote a tourism destination, there are several advantages using video as a media to promote (Akhtar, 2015). They are:

1. One of the biggest advantages of using video is to help in reaching out to millions of people within a short time, and without spending much money. Your video can also go viral and gain millions of views within days.

2. With audio visual, the message delivery is more effective because it involves multiple senses. The use of sound and images elicits feeling and better understanding of the idea.

3. The target audiences will remember what they see and hear from the video, unlike other marketing methods. This is the best way to present the product.

4. Pas research shows that more than 79 percent of people who use the internet frequently watch various videos. This makes this a powerful media, and if it is well packaged and used effectively, it can work wonders for any company.

5. While using search engines, internet users check what all are listed on the second page of the results. Mostly, videos are given much higher priority than pictures, text and audio files thus giving a much better chance to pass on your video message.

6. One of the best advantages of video is that video which is created will last for years and will get more exposure with time. Usually ads die out within a short time, but not for viral videos.

According to Nugroho (2014) in his book Teknik Dasar Fotografi 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 the mic into the right position.

4. Sound effect and music illustration are chosen the entry and discharge according to conditions and fixed time

2.3 The Video Script

Cockerham (2016) stated that there are several tips to make a good script :

1. Write a Video Brief First

In order to get a good script while writing a script that drives the result you want you will definitely need to write a video brief. In this way not only can help you understand the objectives but it also helps to understand your audience and you want to demonstrate to them.

2. Turn Your Message Into a Story

For any piece of video content you create, you'll 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. Everything you decide will depend on the objective your video needs to achieve, and what your audience finds valuable and engaging. It is not just about what you want to say to your audience; it's also about saying it in a way that resonates with them.

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 scriptwriting, less is always more. Say what you need to say and keep it as short and succinct as possible.

5. Don't Just Use Words

You were 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 do not feel like you need to communicate everything through dialogue. Sound and visuals should work seamlessly together to bring your story and messaging to life, and that means including all the relevant elements in your script. Note down the action that will be happening on screen, what sounds should be heard, and any accompanying voiceover. This can be a hard process if you're not used to it. An experienced video agency will help to write your script, and offer support and advice throughout this entire scripting process.

6. Do Several Script Readings

Once you have 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.

You want your video script to flow smoothly from line to line, rather than sounding stilted. If you can read the script naturally, without sounding forced, that's a good sign. Pay attention to:

· How long it takes to read your script,

· Where inflection and emphasis falls, and

· Any awkward phrases that get stuck in the mouth.

7. Check Against Your Brief

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

Before you sign everything off, double check your script against the video brief you wrote in step 1. Ask yourself these questions:

1. Is this script likely to achieve its objectives?

2. Is it written in a way that will resonate with my audience?

3. Does it communicate the core message(s)?
4. Does it tell an engaging story with a logical flow?
5. Does it use an effective mix of sound and visuals?
6. Does it include a compelling Call-to-Action?
7. Is it no longer or more complex than it needs to be?
8. Is it the optimum length for the intended distribution channels?

If the answer to any of these is no, go back and edit your video script until it passes on all counts. Keep pushing yourself within the time frame you have. You might be surprised how short and appealing you can make your video while still keeping your message and story intact.

2.4 Script

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 filmmaking (Muslimin, 2018).Script is all the results of handwriting that hold various expressions, inventions, tastes, and intentions of human whose results are called literary works, which are classified in the general sense and in a special sense all of which are records of the nation's past knowledge script (Dipodjojo,2000).

According to Kusumawati(2003,p.10) manuscripts are essays that are still written by hand. Meanwhile, according to Muslim (2018) states that 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 of dramatic structure and serve as guidelines for film-making.

2.5 AIDA Model of Copywriting

Advertising or promotion aims to provide information, persuade or remind target customers, advertisements are designed for creating attention or awareness, interest, desire, and action. To build positive and attractive qualities which help in

making the brand attractive, copywriters use words to create concepts and content for memorable messages. Specifically, they write the words, phrases or sentences for broadcasting and printing materials that helps in the development of an identity for product and advertisers. The AIDA formula is the most often used to help plan an advertisement.

Based on (Michaelson & Stacks, 2011) the AIDA model contains a four-step formula to get attention, attract interest, create desire, and then take action, which is making a purchase. This model is very useful in assessing the impact of advertising by controlling every step of the psychological transformation that starts from the individual level to see an advertisement up to the purchase made by the individuals involved.

The AIDA model is a basic framework in structuring an advertisement based on perception. Here below, the four stages of AIDA :

1. Attention

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

2. Interest

The advertiser draws the attention to convey the benefits of the product by providing a solution or hope to a certain problem. Explaining the features and benefits to better their interest is the best way.

3. Desire

This stage suggests that a marketer seduces the customers to purchase a product by providing a breakthrough to their consumers. Some consumers may doubt the product or service so an outcome should be offered.

4. Action

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

2.7 Steps of Script Writing

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

1. Formulating idea

In Kamus Besar Bahasa Indonesia (KBBI) " Ide adalah desain yang diatur dalam pikiran". It means that an idea is a design that is arranged in mind.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, and others.

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.From the results of research,the author can find out how the structure of the narrative will be compiled. The author also knows what images can be visualized, and the possibilities. If you have to use visual materials (footage), it should be investigated in advance whether it is still worth using or not. Visual material that can be obtained, is an important factor or steering factor for the writing of documentary script. Often information is gathered from too much research, so the authors have difficulty in selecting which information is appropriate for the theme. The main thing that becomes the starting

point of information selection is, the author can begin by observing the main thing of the event, so as to describe the conflicts that he wants to disclose. Then after that the author can analyze it further, to concrete the accuracy of existing information, as well as what is still needed.

3. Writing Outline

Outline is the framework, stretch, strokes, global synopsis, 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.Outline of each author depends on the character and personality of the author. There are a general outline, detailed chapters per chapter, and some are more detailed down to the characters and scenes, but generally only contains an outline of information that you will write into a script.Outline that will be created can help you compose and write stories, without anyone known and can make it into the form you want.

Based on Writing Academic English by Alice Oshima and Ann Hougue (2008) in the writing process the writer needs several processes of creating, organizing, writing, and polishing. In the first step of the process, you create ideas. In the second step, you organize the ideas. In the third step, you write a rough draft. In the final step, you polish your rough draft by editing it and making revisions.

2.6 Lengkung Langit 2

Figure 2.1 Lengkung Langit 2

The tourist attraction of Lengkung Langit 2 is located in Sumber Agung, Kemiling, Bandar Lampung. This tourist spot offers tours with natural panoramas. General Manager of Lengkung Langit 2 Dito Dwi Novrizal said, Lengkung Langit 2 is a branch of the Lengkung Langit 1 tourist park located in Pinang Jaya, Kemiling, Bandar Lampung. General Manager of Lengkung Langit also said that the concept built at Lengkung Langit 2 is still similar to Lengkung Langit 1, which offers a food court-style culinary tour as well as a panoramic view of the city of Bandar Lampung. It's just that here (Arch of Heaven 2) you can also get a view of Lampung Bay. So visitors not only see the city of Bandar Lampung from a height but also the view of the sea.

One of the things that attracts the attention of visitors is the selfie spot at the very top of this tourist spot.Once visitors enter the tourist spot, go straight and take the route to the left that goes uphill.Right at the end of the wooden bridge, we will find a contemporary selfie photo spot in the form of a glass bridge.With a photo background in the form of green hills. There is also a view of Lampung Bay far away from this glass bridge. This modern tourist attraction in Lampung is open

from 8 am to 5 pm. However, while inside, we can still visit until 6 pm. For the time being, the opening hours are only until 5 pm.

2.7 Promotion

According to Julian Cummins (1991:11) promotion is part of a series of techniques used to achieve sales or marketing goals with effective use of costs, by adding value to a product or service. Meanwhile, Philip Kotler (1977:142) promotion as an activity carried out by the company to communicate the benefits of its products and to convince consumers to buy.Moreover, Boone and Kurtz states that Promotion is the process of informing, persuading and influencing a purchasing decision.

Based on the definition above, the writer can conclude that promotion according to inform, offer, persuade, and disseminate a production and work according to prospective customers along purpose the prospective customer do finally edit a permanency buy

2.7.1 The Purpose of Promotion

The main purpose of promotion is to inform, attract attention and further influence increased sales. According to Schoell (2016;181) stated, the purpose of promotion is to get attention,teaching, to improve, persuade, and convince.

According to Boone and Kurtz (2002: 134) the purpose of promotion is as follows:

1. Providing information

Providing this information is the purpose of the promotional strategy carried out by the company and only causes information that informs prospective buyers about the product or service to be marketed.
2. Disproving a product

The purpose of this promotion is to differentiate the product or service purpose of the company with a competitor's product or service. With the service

of applying a concept called positioning. Marketers strive to gain a place in the minds of consumers, meaning communicating significant differences in differences regarding the attributes, prices, quality, or benefits of consumer products or services.

3. Increased sales

Increase sales is the most common goal of a promotional strategy. As previously stated, some strategies concentrate on stimulating primary demand while partially stabilizing sales.

4. Stabilizing sales

Sales stability is another goal of promotion, companies usually promote sales content during periods of declining sales, and motivate salespeople by offering gifts such as holidays, television, and scholarships to those who achieve certain targets.

5. Highlighting the value of the product

A number of promotions were submitted to highlight the value of the product and explain the benefits of ownership of a lesser-known product buyer.

2.8 Tourism

Tourism is a travel activity carried out by a person or group of people that visit a particular place for recreational purposes, personal development,or studying the uniqueness of tourism attractions. (Tourism Law Number 10/2009). While,the World Tourism Organization(2018) states that tourism comprises the activities of people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure,business and other purposes.According to Richard Sihite in Marpung and Bahar (2000,p.46-47) tourism is a journey that is done for a while, which is held from one place to another leaving its place,the planning and intention of not for a strive or make a living in the places visited, but simply for enjoying leisure activities or recreations and to meet the diversedesires.In addition,tourism is travel activities of persons or group visiting places outside their environment for leisure, business,and other purposes.

Based on the opinions from the explanation above, it can be concluded that tourism is an activity of journey to the destination with the purpose for refreshing, relaxing and entertaining.Tourism is related to tourists and also people who work in this industry

2.9 Tourism Destination

Ritchie and Geoffrey (1993) argue that the tourism destinations are multidimensional with an emphasis on the diversity of tourism facilities and services within a unified territory, marked by the many attributes attached to the destination.According to the law of the Republic Indonesia number 10 year 2009 about tourism destination,tourism destination is a different geographical area or region within an administrative locale; the components of tourism destinations include tourism attraction, tourism facilities, accessibility, community and tourism that are interconnected and complementary to the realization of tourism activities. A tourist destination is an identity in a particular geographic area within which there are components of tourism products and services,as well as other supporting elements such as tourism industry actors, communities and developer institutions that form a synergistic system in creating the motivation of visits and the totality of tourist visits for tourists (Legawa, 2008).

Gunn and Var (2002) state that a tourism destination is a place or location, besides having an attraction that can be seen by visitors. Tourism destinations also provide a variety of activities that can be done by visitors in that place,thus attracting tourists to visit. Cooper (1993) states that tourism destinations are one of the most important elements in the tourism sector because it becomes a motivation for tourists to travel,as well as attraction and tourist attraction destinations will lure tourists to visit. It means that a tourism destination is a place that has elements of tourism; tourist attractions, tourist facilities and accessibility.Thevisitors can be interested in these attractions.