

CHAPTER II

LITERATURE REVIEW

2.1. Definition of Design

There is a wide variety of meanings associated with design in different fields, and as a result knowing the definition about design is necessary. According to Wiyancoko, (2010) “design is everything related to concept making, data analysis, project planning, drawing or rendering, cost calculation, prototyping, frame testing, and riding test.”

The word design according to Sachari (2005:3) who is an author was originally a new Indonesian word from the word design (English), this term completes the word design/design/design“ which is considered less expressive professional knowledge, breadth and authority. Correspondingly, the engineers use the term "design and build", instead of the term "design h. But between in the arts, the term "design" is used consistently and formally. An alternate opinion was put forth by Idayanti, (2015:11) design is a pattern that is the basis for making an object like fashion. Design is generated through thought, consideration, calculation, taste, arts and hobbies of many people are poured on paper in the form of images.

Based on the definitions above the writer can conclude and know that design is activity that compiles plans and designs for an object, picture and art before it is realized to be real in order to have more value, better comfort and be accepted by its users. Design is also an image to plan an object form, a pattern that is the basis for making an artificial object also a plan that consists of several elements to realize a tangible result

2.2. Definition of Video

Azhar Arsyad (2011: 49), states that video is images in frames, where frame by frame is projected through the lens projector mechanically so that the screen looks alive. The video transmits a signal to a screen and processes the order in which the screen captures should be shown. Videos usually have audio components that correspond with the pictures being shown on the screen. According to McFarland (2014) video is a powerful tool for promotion he mentions several advantages of video they are:

- a. Video has become so easy to use that a person can simply use a Smartphone, tablet or computer to record a video.
- b. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in and place you inside the environment of the video.
- c. Video is being watched online more and more every year including an 800% increase in online video consumption over the past six years, a 55% majority of video news viewers among Internet users and 2 billion video views per week are monetized on YouTube.

In addition, video is any media format that employs a cathode-ray screen to present the picture portion of the message can be referred to as video. Moreover, Arsyad, (2004: 36) in Rusman (2011: 218), “video is a series of motion pictures accompanied by sound that forms a unity that is strung together into a flow, with messages in it for the achievement of learning objectives that are stored by the process of storage on tape or disk media. In addition, video is an audio-visual media that displays motion.”

Based on the understanding according to some experts above, 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 the appropriate sound. The video

present's information, explains the process, explains complicated concepts, teaches skills, shortens or extends time, and influences attitude.

2.3. Components a Good Video

According to Ciampa (2016), there are four components that make a good video, they are:

- a. 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.
- b. Top quality audio the better a video sounds, the better it looks. Visual elements can easily be accepted when the sound is clear.
- c. Steady camera Steady camera will produce a steady shot as well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display does not shake or move too much. Therefore, using of a tripod is highly recommended.
- d. Shot Structure a good video displays the object in different shot types and angles. The editor should strive for a nice selection of shot types and angles in order to keep the viewers engaged.

2.4. Types of Video

According to Randal (2015) there are several formats which commonly used for television and video productions.

- a. Interview. A formal interview might take place on a set with the host seated behind a desk, like Leno or Letterman, with the person being interviewed seated opposite the host in a chair. An informal interview could be someone in a reporter role interviewing a coach on the sidelines
- b. of a football game, or a starlet on the red carpet before the Oscars. Additionally, the interviewer may be seen or unseen.

- c. Documentary. A formal documentary might use a voiceover to describe the events that lead to the Battle of the Alamo, featuring drawings from the period and using black and white footage from old films that depicted the battle, like a PBS documentary on the Civil War. An informal documentary could be composed of interviewing the cast and crew of an upcoming musical as they prepare to open a new performing arts facility. Rather than having a formal narration to describe the events leading to the opening, ask questions of the actual participants that will lead to 11 body of material from which you may cut your entire documentary. In the real people own words.
- d. Video Magazine: In this format the hosts are usually behind a desk or newsroom platform but the two hosts differ between themselves, the tone is lighter and entertainment value is increased.
- e. Story Based. A story-based requires a complete script and actors to perform scripted lines. This is the most sophisticated and complicated format as it includes getting actors to say someone else's words and yet coming across as real people conveying real emotions, it might also involve the actors doing written recreations of events. These scenes can be shot in a studio or on location.
- f. Talking Head. This is the simplest format. It is less complicated than an interview only because a standard interview usually involves more art direction and feeling of the environment than a talking head segment. Talking heads can be shot with multiple cameras or film style. A film style single camera shoot involves shooting the person answering the questions first and then re-creating the questions with the interviewer later. Be sure to shoot the reaction shots of the interviewer, "noddies," so you can edit to the reactions in order to compress the guests answers without a jump cut.

2.5. Definition of Tourism

Many kinds of activities done by people to enjoy life and refresh brain from common activities in their work or daily activities such as fishing, watching TV or movie, gathering friends and many others. One of those activities is tourism. Based on Indonesia dictionary, Tourism is an activity associated with leisure travel. According to Soekadijo, (2003) as cited in Diayudha, (2016) Tourism is all activities in society that relate to tourists. All hotel building activities, maintenance cultural heritage, the creation of a recreation center, organizing a tourism week, the provision of transportation and so on can be called tourism activities as long as these activities can all be expected by tourists will come, while Meyers (2009) states that tourism is a travel activity carried out temporarily from the original place of residence to the destination area with the reason not to settle or make a living but only to fulfill curiosity, spend leisure or holiday and other destinations.

By reading and understanding the definition of tourism above it is conclude that tourism is a trip that is carried out by someone for a while which is held from one place to another by leaving the original place and with a plan or not the intention to make a living in the place visited, but solely to enjoy the activities of sightseeing or recreation to fulfill diverse desires.

2.6. The Types of Tourism

According to Pendit (1994, 41-47.), tourism can be distinguished based to the kinds of tourism to visit such a place; they are cultural tourism, maritime or marine tourism attraction, travel nature reserve, agricultural tourism, and heritage tourism.

- a. Cultural Tourism. The journeys are undertaken on the basis of a desire to broaden one's outlook on life by way of visits or reviewing another place or abroad, studying the state of the people, habits of their customs, their way of life, culture and their art, along this same journey together with opportunities to take part in cultural activities, such as exposition of the arts (dance, drama, art, music, and sound art), or the historical pattern of

activities and so on.

- b. Maritime or Marine Tourism Attraction. This type of tourism is associated with many sports activities on the water, especially in lakes, beaches, bays, or the sea such as fishing, sailing, diving while taking the picture, surfing competitions, rowing races, see the marine park with beautiful scenery below surface water as well as a variety of recreational water is mostly done in the regions or countries of maritime, in the Caribbean Sea, Hawaii, Tahiti, Fiji and so on. In Indonesia many places and regions which have maritime tourism potential, such as the Thousand Islands in the Bay of Jakarta, Lake Toba, the beach island of Bali and the neighboring small islands, marine park in the Maluku Islands and so on. This type is also called water tourism.
- c. Travel Nature Reserve (Wildlife Conservation). This type of tourism is usually organized by an agency or a travel agency that specializes efforts by regulating travel to the place or area nature reserves, protected parks, forests and mountain areas so that its continuity is protected by law. Tourism nature reserve is mostly done by the fans and lovers of nature in relation to the hobby photographing animals or wildlife and trees colorful flowers that do get protection from the government and society. This tour will be heavily linked with a penchant for the natural beauty, the freshness of the air in the air of the mountains, the magic of live animals and rare wildlife and plants that are rarely found in other places.
- d. Agricultural Tourism. This type of tourism means that a farm tours are organizing a journey undertaken to agricultural project plantation breeding ground and so that travelers can group visits and review for the purpose of study and look around while enjoying the 9-fresh crop of colorful and fertile breeding various types of vegetables and other crops around the estate visited. E. Heritage Tourism the National Trust for Historic Preservation in the United States in Lusetyowati (2015) defines heritage

tourism as “travelling to experience place and activities that authentically represent the stories and people of the past”, while according to Georgia Department of Natural Resources defined that heritage tourism is a personal encounter with tradition, history, and culture. Heritage tourism based upon the concept that each community has a story to tell. Those researchers all agree that heritage tourism has concept of history. Based on the opinion of those researchers, the logical conclusion would be that heritage tourism is the places that have history

2.7. Script

The manuscript is a story script that outlines the sequence of scenes, places, circumstances, and dialogues, which are arranged in the context of a dramatic structure to become a reference in the production process. Aside from being a reference material in the production process, the screenplay script also functions as a basis for unifying perceptions between producers and film crews about the film to be produced. An opinion delivered by Ayu (2019) she stated that

“naskah sendiri merupakan suatu landasan yang berisi ide atau gagasan yang diperlukan dalam pembuatan suatu video. Sebagai suatu landasan maka tanpa adanya naskah, proses pembuatan video akan kacau bahkan juga dapat berpengaruh buruk terhadap isi maupun pesan yang terdapat di dalam video”.

It means, script is a foundation that contains ideas that are needed in producing a video. Without script, the process of producing a video will be messy and also be bad for the contents and message in the video.

According to Kusumawati (2003:10) manuscripts are essays that are still written by hand. Meanwhile, 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. In the Big Indonesian Dictionary, Edition III in (2005) the script is: Essays that are still written by hand, Essay of someone who hasn't published, News materials that is ready to be set and draft.

2.8. Good script

A good video script will make a good video. Jakacaping (2018) said “*Ada 4 elemen dalam pembuatan naskah video.*” It means that there are four elements when making a good script”.

1. Hook. In this step; the narrator must find interesting words and sentences to attract viewers to keep watching a video. It depends on your video content.
2. Introduction. It means starting the video script from the general information into the specific information.
3. Body. In this element, you have to explain about your video content because it is the main point of the video. This element will make the viewers want to know about your video.
4. Closing. If your video content is about promotion, give your viewers recommendation, because the viewer not only want to find the information, but also want to get the recommendation.

It can be concluded that the elements of script are hook, introduction, body and closing. Those four elements are needed in writing a good script.

2.9. Video Script

Video script is important in making a video. A script enables script writers to generate ideas and imagination, and structure their creative works. Tristiawati, (2014) holds that video script is a guide for a script writer in transforming ideas into video, pictures or images. According to Norbury (2014) script is “sequences of actions or events” presenting focal ideas and can be synchronized with other context scripts. Video script is crucial to help readers and viewers comprehend text.

2.10. Steps of Script Writing

Based on Hanifa (2013) steps of script writing usually consists of activities, they are:

- a. Formulate an idea. The idea of a story that will be made into a video and television program can be taken from a true story (true story) or non-fiction and fiction or fiction.
- b. Research. Research in this context is an attempt to study and gather information related to the text to be written. Information sources can be in the form of books, newspapers or other publications and people or resource persons who can provide accurate information about the contents or substance to be written.
- c. Outline. Outlines generally contain an outline of information that you will write into a script.
- d. Synopsis. The synopsis must be clear so that it can give an idea of the contents of the video or television program we are going to make.
- e. Treatment. A treatment must contain a clear description of the location, time, player, scene and property that will be recorded into the video program.
- f. Script writing. Although in writing a script the writer can make changes, but the changes made should not be changes that are substantive. Change should be creative and not change the substance of the program.
- g. Script Review. Draft manuscripts that have been completed need to be reviewed to see the truth of the substance and also the way of delivering the message. The draft script must be reviewed by people who understand the substance of program content (content experts) and who understand the media (media specialist).
- h. Finalize the Finalization of the script is the final step before the manuscript is submitted to the producer and director to be produced. The final paper is

the result of a revision of the input provided by content experts and media experts.