CHAPTER II
LITERATURE REVIEW

2.1 Culinary Tour

Culinary Tourism Culinary tourism is an aspect that can build tourism and attract tourists. Based on Murray (2015), Culinary tourism is an alternative in supporting the potential of natural tourism, cultural tourism, historical tourism and marine tourism. Culinary tourism is often considered as a complementary tourism product. In addition, culinary tourism is developed because culinary can attract tourists to come to the city and interest in trying out the specialties of the region (Bersa, 2012).

The uniqueness of the city can be seen from the culinary. Leheup (2011), Culinary tourism includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques. It is also proved that with culinary tourism, tourist will learn to appreciate and consume the culinary from that place.

2.2 Promotion Media

Surbhi (2017) defines promotion media is a communication tool to help in the spread of messages related to latest news, education, sports, entertainment and promotion of goods and services, to a large group of people, in a very short time. Here are two kinds of promotion media:

1. Printed Media

Based on Surbhi (2017), printed media are forms of mass media as the name suggests the news or information is shared through printed publications. Printed media is the oldest means of sharing information/news. In printed media the news or information is published in hard copy and then it is released which is more reader friendly. Some forms of advertising media that are included in the print media are newspapers, brochures, flyers, magazine, and others

2. Electronic Media

According to Surbhi (2017), electronic media are forms of mass media as the name suggests the news or information is shared through electronic medium. Electronic media is the advanced means of sharing information/news. In electronic media the news or information is uploaded or broadcasted and then it can be viewed through electronic mediums which is more viewer friendly. Some examples of electronic media are picture, television advertising, radio advertising, online advertising, video and so on.

2.3. Script

Dainith (as cited in Norbury, 2014) stated that "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." While Malinda (2016) stated that "*Naskah adalah selembar rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwara dalam sebuah film atau drama.*" It means script is a sheet that consists of a draft plan and structural characterization in movie or drama.

There is the role of the script in the video, which is to convey the message in the video and also convey the information contained in the video. And also, the relation between video and script is they are two elements used to clarify the content, the audience not only watches the video but also supported by an explanation of the using the script. From the theory above the writer can be concluded the script is a basic idea and a plan when making the video. So, script is an important element for producing a good video.

2.4. Stages of Script Development

Friedman said (2006) "there are seven stages of script development" it means that there are stages in writing a video script.

1. Background research and investigation

Part of the process of scriptwriting often involves background research or investigation of the subject matter before you define the objective or outline the

content. Research can be undertaken in any several well-proven ways. You can consult encyclopedias, visit a library, or search the internet.

2. 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 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.

3. Pitching

Pitching is talking, not writing. It is part of the communicating and selling of ideas in the entertainment and communication industries. The narrator needs to tell the idea of the story in the meeting as well as write them down.

4. 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.

5. 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.

6. Revision

Every stage of 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.

7. 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.

Therefore, it can be concluded stages of script development are background research and investigation, concept, pitching, treatment, first draft, revision and final draft. Those stages are needed in writing a good script.

2.5. Writing

According to Pranoto (2004) writing means pouring thoughts into written form or telling something to others through writing. Writing can also be interpreted as an expression or expression of feelings as outlined in writing. In other words, through the writing process we can communicate indirectly. Moreover, Suhendra (2015) states that writing is the skill of a person to pour ideas into a paper. This means that writing emphasizes the way people express ideas. From the statements above, the writer concludes that writing is one of the most expressive and productive language skills of a person in creating ideas or feelings in the form of essays or stories to deliver information.

2.6. Domestic Tourist

A person must be away from their usual place of residence (but still in their home country) for at least one night to qualify as a domestic tourist. Dale (2010) defined domestic tourists as *"People who are travelling in their own country for tourism purposes"*. In line with it, A domestic tourist is a citizen of a country who travels within the borders of his own country without crossing the borders of his country, so here there are no foreign elements, both nationality and money spent and the travel documents they have (Tourism Teacher, 2022).

Henky Manarung as Expert Staff for Crisis Management Ministry of Tourism and Creative Economy in Antaranews (2021) stated, "*Wisatawan domestik adalah pahlawan yang menghidupkan seluruh aktivitas wisata*". which means that domestic tourists are one of the important elements in the world of tourism.

Based on these stetment above, it can be concluded that Domestic tourist Is a person who travels within their own country without leaving the country's borders which is an important element in the tourism industry.

2.7. Video

Video is an audio-visual medium that is very useful to increase the knowledge today. This statement is supported by the opinion of Purwati (cited in Apriyansyah & Arris, 2020) that stated, *"Video merupakan media penyampai pesan yang bersifat fakta maupun fiktif, informatife, edukatif maupun instruksional".* It means that video is a media that can deliver any factual, fictive, informative, educative, and instructional. Further, Greenberg & Zanetis (as cited in Kosterelioglu, 2016) said that, "Videos have educational effects, such as providing interaction with the content, allowing transfer of knowledge in the mind and facilitating recall". The other definition of video also reveals from Busyaeri et al., (2016) that said, *"Video itu berkenaan dengan apa yang dapat dilihat, utamanya adalah gambar hidup (bergerak; motion), proses perekamannya, dan penayangannya yang tentunya melibatkan teknologi".* It signifies that video is related to what can be seen, mainly is a live image (moving), the recording process, and its broadcast and involves technology. Based on the definitions above, it can be concluded that video is a medium for conveying anything that is factual, fictional, informative, educational, and instructional, where the process of making up to broadcasting involves the role of technology. There are 3 parts needed in producing video, namely synopsis, story board and script