CHAPTER II
LITERATURE REVIEW

2.1. 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.

2.2. Video Script

A video is one of the media to spread messages. Arifin (2018) defines that "*video adalah media yang mempunyai unsur visual dan audio, di mana media ini dapat dilihat gerakan visualnya dan dapat di dengarkan suaranya sehingga tampilannya menarik*". A video as a media that has audio and visual aspect, and it can be played visually with its sound which produce an interesting scenery. This statement is supported by the opinion of Sadiman (2009) stated that "*Video adalah media audio visual yang menampilkan gambar dan suara. Pesan yang disajikan bisa berupa fakta (kejadian peristiwa penting, berita) maupun fiktif (seperti misalnya cerita), bisa bersifat informatif, edukatif maupun instruksional*". It means that video is media that can deliver any factual, fictive, informative, educative and instructional. From some of the statements above it can be concluded that video is the most appropriate and very accurate in conveying messages in audio-visual form, besides that video will also greatly help

understanding in informative, educational, factual, and instructional. The another definition of video also reveals from Munir (2013) stated that,

"Video adalah media digital yang menunjukkan susunan atau urutan gambar-gambarbergerak dan dapat memberikan ilusi/ fantasi. Video merupakan sarana yang paling tepat dan sangat akurat dalam menyampaikan pesan dalam bentuk audio-visual, selain itu video juga akan sangat membantu pemahaman".

From some of the statements above it can be concluded that video is the most appropriate and very accurate in conveying messages in audio-visual form, besides that video will also greatly help understanding in informative, educational, factual and instructional.

In making video scripts, not only videos, scripts are also needed, because with a script it will be easier to know the flow in making a video script from beginning to end and other things that need to be prepared to create interesting video content. Script is also one of the important in producing video. Suprapto (2013) state that,

"Naskah merupakan penuangan ide atau gagasan yang mengandung fakta serta terperinci dalam susunan kata-kata, baik dalam susunan narasi atau dialog, rincian jenis shot gambar dan informasi tata dekorasi untuk acara televisi."

It means that script is a foundation that contains ideas that needed in producing a video. In video script, script help producer to establish the purpose and process of upcoming video. It means that script is a foundation that contains ideas that needed in producing a video. In video script, script help producer to establish the purpose and process of upcoming video.

2.2.1. Elements of Script Writing

A script generally contains explanation or descriptions of messages or information. 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. 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 and sentences to attract viewers stay in watching a video. It depends on your content of video.

2. Opening

  Opening means starting the video script from the general information into the specific information.

3. Body

  In this step, 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. In this case, the writer will directly give the information about the location. Kinds of food and price range.

4. Closing

  If your video content is about promotion, give your viewers recommendation because the viewers 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.

2.2.2. Stages of Script Development

  According to Friedmann (2006) said "there are seven stages of script development". First, "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. 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. You might see a specific need for expert knowledge at this point. For example: the owner of Ayek Pacar as an expert in providing information about the destination. So, background research and investigation are important way to get a lot of information on the topic.

Second, "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.

Third, "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. Meanwhile, Master Class (2022) sated that pitch is when a screenwriter presents an idea for a feature film to people who can help finance or produce it, in hopes of securing money to write the first draft. In this case, Pitching is not needed because pitching is effective for the movie that is produced by entertainment industries.

Fourth, "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. In this stage, the writer will divide the topic into some important points and arrange them into sequential scene.

Fifth, "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. In this stage, the writer will write all of the script based on the concept and treatment that has been made.

Sixth, "Revision" Every stage of scriptwriting process involves readers and critics. Revision is the hardest part of a writer's job because it means being 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, "Final Draft" The final draft is another self-explanatory term. Script writers, 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.

2.2.3. Writing a Good Video Script

Cockerham (2016) said that there are 7 simple steps that can help to write a good video script:

1.Write a Video Brief First

Before start writing a video script, the first is need to knuckle down and finish your video brief. This is the document that helps you set out your objectives, your audience, and the message in video. It will give you clarity on:

a. Why you are making your video,

b. What it needs to achieve,

c. Who you are speaking to,

d. What you want them to do after watching, and

e. What the message of your video is.

1. 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). A good story should grab hold of your audience and tell your message in such an engaging way that it guides them to a Call-to-Action for the desired action.

2. Speak in a Language Your Audience Understands

When writing your script, always talk in your audience's language rather than your own. Try to get outside of your own head. Remember, your video script needs to appeal to your target audience, not you. Your script should be in line with your brand voice. If you can include real words and phrases that your audience themselves use, you're well on your way to a great video script.

3. 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. Do not Just Use Words

You are making a video, not writing a novel. 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 voice over.

1. Do Several Script Readings

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

2. Tweak, Re tweak, and 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:

a. Is this script likely to achieve its objectives?

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

c. Does it communicate the core message(s)?

d. Does it tell an engaging story?

e. Does it use an effective mix of sound and visuals?

f. Does it include a compelling Call-to-Action?

g. Is it no longer or more complex than it needs to be?

2.2.4. Criteria of Good Script

In making a script, there are several criteria for a good script. These are the criteria of a good script according to Ramdan (2018), first, the title page. The

script will need title page, includes the title, name of the author, and contact information. Second, image titled. This criteria leads to use fonts, borders, and separation of pages that are correct to makes the display more professional and easier to read. Third, good details. This means use the information that explains things in more detail about a scene. The names of characters must be written in uppercase all above or next to their dialog (depending on the type of the script created). Fourth, correct formatting, means to use the correct format in punctuation, word choice, and grammar misuse. And the last is the simple script. Make the scripts simple but contain important and dense information so that the script looks professional and effective. To sum up, the criteria of good script includes the title page, imaged titled, good details, correct formatting, and simple script.

2.3.Tourism

Sugiama (2011) satate that "*pariwisata adalah rangkaian aktivitas, dan penyediaan layanan baik untuk kebutuhan atraksi wisata, transportasi, akomodasi, dan layanan lain yang ditujukan untuk memenuhi kebutuhan perjalanan seseorang atau sekelompok orang.*" Basically, tourism is a trip with the aim of entertaining which is carried out outside of daily activities that are in order to provide benefits or aim to entertain and also educate. It can be concluded that tourism is an activity or activity that is temporary in nature by leaving his place of residence to a tourist destination to enjoy the services and facilities needed while outside his place of residence.

Tourist destinations such as natural tourism and artificial tourism. Man-made tourist destinations have the understanding as tourist destinations that are made intentionally or tourist destinations that are made by humans. Man-made tourist destinations can be in the form of themed parks, cultural parks, or it could be facilities built around natural tourist attractions as an addition to the natural tourist attraction. One of artificial is artificial waterfall. Artificial waterfall is a water feature or fountain which imitates a natural waterfall.

2.4. The role of Video Script to Preserve Tourism

Technology is a tool, machine, method, process, activity or idea that is made to facilitate human activities in everyday life. According to the Directorate General of Aptika (2019), the presence of technology plays an important role in facilitating the lives of Indonesian people in various ways, one of which is the tourism sector. Changes in tourist behavior are seen when 70% of searches and shares have gone through digital devices. *"Terbukti bahwa teknologi dapat mempengaruhi dan membentuk cara seseorang melakukan kegiatan pariwisata, mulai dari merencanakan perjalanan, saat dalam perjalanan, hingga saat kembali dari perjalanannya,"* said Fransiskus (2019), Assistant Deputy for Strategic Management of the Ministry of Tourism. It means that information technology is something that is very fundamental and has a big role in the increasingly competitive tourism industry. Therefore, the presence of digital media influences the behavior of tourists a lot.

In writing this final report, the author uses YouTube as a digital media to communicate with a wide audience, either promoting the program or providing information to everyone in the world because tourists are more active in seeking information about tourist objects. Digital media such as YouTube is also currently a lifestyle, without access limits and can be done anytime and anywhere so it is very effective in promoting the tourism sector.