**CHAPTER II**

**LITERATURE REVIEW**

In this chapter, the writer disscussed about equestrian tourism, the role technology of tourism promotion, video, and script.

**2.1. Equestrian Tourism**

(Ampascachi, 2021) states that “equestrian tourism is a type of tourism that focuses on horseback riding. This includes events where visitors take part directly, such as riding trip”. According to (Sorina, 2019), “equestrian tourism is a rapidly expanding industry that is seen as an active kind of adventure tourism, ecotourism, or nature-based tourism”. “Equestrian tourism is also growing in popularity in rural and semi-urban regions” (Iliev, 2014).

Therefore, equestrian tourism is widely available in various cities in Indonesia, such as De Ranch in Lembang, Branchsto in Tangerang, Havana Horses in Salatiga, etc. Equestrian tourism focuses on the activities of visitors who want to ride horses and are interested in learning about horses. There are also 3 equestrian tourism attractions in Palembang, namely Lazara Stable, D'Sultan Stable, and 3D Stable.

Based on the definition above, the writer concludes that equestrian tourism is an activity of tourism in riding horses for recreation, this type of tourism is realized due to the existence of special interest tourism and at the same time provided adventure tourism or nature-based tourism.

**2.2 The Role Technology of Tourism Promotion**

“*Digital tourism merupakan salah satu strategi yang efektif dalam mempromosikan berbagai destinasti dan potensi pariwisata Indonesia*” (Kemenparekraf.go.id, 2021). It explain that digital tourism is an efficient technique for marketing different travel locations and Indonesia's tourism potential. Moreover (Dewi, 2019) defines “digital tourism is an integration of the growth of ICT

(Information and Communication Technology) and the travel and tourism sector”. It implies that digital tourism is increasing the number of foreign visitors to Indonesia by both introducing and extensively disseminating the beauty of tourism. Furthermore, Indonesia's tourism industry and the creative economy would undoubtedly benefit greatly from the digital tourism trend. Because people's lifestyles tend to be quick and in close contact with the internet, digital tourism easily increases people's literacy levels and helps them adapt to technology advancements. “Websites, social media, online advertising, forum discussions, and mobile applications are just a few of the five ways that digital tourism may be used” (Heliany, 2019).

According to (Cisco, 2019) states that “digital advertising strategy is more memorable and popular than other types of media”. Similarly, (Boomtownig, 2016) argues that “people say they would rather watch videos than read text to help them find information”. It means that the importance of digital tourism can help people easily share information among internet users using video. Halim et al. (2020) state that “YouTube is not only considered as a channel for video sharing, but also as an effective marketing channel of products and services”. It means video continues to be one of the most effective elements in sharing information for the purpose of promoting tourism.

The writer concludes that promotion using digital advertising is more memorable and popular than other types of media, and easily helps people find information about tourism destinations. As people know, it is impossible for potential tourists to know the tourism destination in Palembang or one of the tourism objects before they go there. Therefore, by watching a video promotion on youtube the tourists can know and get the information easily, so they do not have to be confused when they go to the tourism destination in 3D Stable in Palembang.

**2.3. Video**

Nowadays, both printed and electronic media can be used by people to obtain a wide variety of information. “Video is one of many different types of electronic media. A video is watched with a beginning, a conclusion, and tells a story” (Haskin, 2013). Additionally, according to (Kausar, 2015: 3) “video is the technology for capturing, processing, transmitting, storing, and rebuilding still image sequences”. By electronically portraying moving scenes, video offers rich resources and real-time multimedia applications. In other terms, “video is a collection of digital images and audio elements that are shown on a videotape and viewed through a video player” (Rusman, 2012).

Based on the opinion above, the writer concludes that video is a technology for recording, processing, transferring, storing, and moving images that are accompanied by audio elements presented on videotape, and can be seen through video players.

**2.3.1. Steps of Designing Video**

(Budijuno, 2017) said there are three steps of desiggning a video, “(1) making script and storyboard, (2) recording, (3) editing”. First making script and storyboard. Make the script based on topics you like, figure out what topic you are interested to discuss in your video, and write down everything that you need to talk about during the video. You can also use code to show something that could be pictures to be shown in the video. Make sure that you put detailed information about the topic you want to discuss in your video. After you write all the necessary information, it is time to type the script and make a storyboard. The storyboard is an important foundation to make a video because it is the reference for the director in making the video. The storyboard is an activity to transfer your words into draws. To make a storyboard you need plain paper and divide your paper into some squares by lining it up with a pen or pencil. Then you can go to scene I, draw everything you want to show during the video, and make sure it is related to the script you have made before. Continue until all scenes are connected with the scripts.

Second recording, after making a script and storyboard, then you can continue to record the video. To record the video you need a camera or smartphone, a tripod for holding the camera if necessary, and an audio recorder from your smartphone. Before you record the video, you need to prepare the location where you want to record the video and set the camera setting. Do not forget to record your voice using an audio recorder while you are recording the video. If you need to talk in front of the camera you have to remember the script and talk as if you are talking with the viewers. After all sets are ready you can begin to record your video and check the scenes that you have recorded on the storyboard.

Third editing, move all the files that you want to edit from your camera or smartphone to your computer. Make a new folder and put all the files you want to edit there, you also can rename your files to ease you, such as changing the audio record title to the same title as the video. You can edit the video using adobe premiere pro or other applications. Edit your video based on the storyboard you have made before.

**2.4 Video Script**

Dainith (as cited in Norbury, 2014) states that video script is “Sequences of actions or events. They capture or encapsulate the central themes in a narrative and can be “matched” against other scripts or situations”. (Rosianta and Sabri, 2018) add that “a video script is a written text explaining about the information that will be added on a video”. Additionally, (Tristiawati, 2014) states that “video scripts is a guide for a script writer in transforming ideas into video, pictures or images”.

In conclusion, a video script is a crucial element for creating a good video containing all of the words that will be explained on the video. It is also contains for a script writer in transforming ideas into video, pictures or images.

### 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 such as “(1) basic concept, (2) direction, (3) reference”. First, 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. Second, direction. A script has functions as a direction of the video, which refers to the flow or plot of the whole video. Third, reference*.* A script can be used as a reference to realize the idea into a communicative video program.

Similarly, (Ayu, 2019) states that the function of video script on a video is basic concept, direction, and reference. Yet, she adds 3 other functions of a video script. They are as “*dasar penentuan peran*, *dasar perhitungan anggaran, dan penentu hasil akhir”.* It means three function of video script are, first basic of determining character. The script writer should have character in the script in order to create the whole story. Therefore, the script will be the basis of deciding the character. Next, budget calculation. A script is the foundation of the video, and through the script, there are some elements of the video written. Hence, the script writer will be able to see and calculate the budget of the elements during the video designing process. Last, final Result. A script can be used as determinants related to the interests and responses of audiences or message receivers 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.

**2.5. Script**

A script should comprise a draft that is organized during a video program and should be the fundamental plan required by the video program. The program's final outcomes are determined by the script. It suggests that writing a strong script is crucial to create an original video. According to Dainith (as described in Norbury, 2014), "Scripts can be characterized as generally organized sequences of actions or events. They can be "matched" against other scripts or scenarios and capture or encapsulate the main elements in a story”. “*Naskah merupakan ide dasar yang dibutuhkan dalam produksi video promosi, kualitas naskah menentukan hasil akhir dari sebuah video untuk promosi*” (Hanifa, 2013). It means a manuscript generally contains a description of the messages or information conveyed.

From the above understanding, the writer concludes that the script is the reference and basic idea required for making video and product development, so they can capture the central themes in the narrative and match with other situations. It means that a script is a foundation that contains ideas that are needed in producing a video. Without a script, the process of producing a video will be messy and also be bad for the contents and messages in the video. The script determines the final result of a program, and it means that script is an important element of producing a good video.

**2.5.1 Types of Script**

(Dontigney, 2017) states that “there are five types of script writing”, first is screenplays. Screenplays are scripts written specifically to be produced for a visual medium, such as film or television. For the most part, screenplays are fictional in nature and designed to tell a story. Screenplays typically include a variety of information including setting, dialogue, and camera instructions and may include editing instructions. It should be noted that most screenplays are not produced as written. The director, production crew and even the actors may all directly or indirectly alter the script during production.

Second playwriting. Play is live performances that take place on a real stage, as opposed to the metamorphic stage of cinema or television. A play script has dialogue and instructions, just like a screenplay. A play script, according to script frenzy, will have stage directions, scene descriptions, character names, and character descriptions.

Third audio drama. Scripts for audio dramas share a number of components with screenplays and the scripts for stage plays, often sharing terminology. There tends to be more extensive use of the so-called narrator to provide a third-person perspective than in other fictional scripts. The dialogue is also different in that it includes more descriptive language about the surroundings to help establish a setting.

Fourth news script. Most news anchors use Teleprompters to read scripts while they appear natural on camera. The content of news scripts is often informational and minimal. The parts of the script that the anchors do not read out loud usually contain instructions for the production team on when to broadcast a clip or switch to a live anchor in the field.

Fifth other Script writing. Other scripts writing genres include creating dialogue and storylines for educational films, video games, podcasts, online marketing materials, and even advertisements. The general structure of these scripts is similar to that of plays, audio dramas, and screenplays. It means the general structure reveals information seamlessly so viewers will be hooked to keep watching more. Without realizing it, a well-structured video causes viewers to be interested in the information presented.

* + 1. **Elements of Good Script**

According to (Jakacaping, 2018), “there are four elements when making a good script”, including (1) Hook. In this step, the narrator has to find interesting words and sentences to attract viewers to stay to watch a video. It depends on the content of the video. The hook is made with sentences that are not too long but can attract the viewer's interest to stay in the video. For example: “Usually, their annual picnic has been a peaceful, joyous outing where everyone gets along. And, at first that’s why it was this July 4, 1990”. The sentence indicates something will happen next on July 4th and arouses curiosity. (2) Opening. Opening means starting the video script from the general information into the specific information. (3) Body. In the body, you have to explain your video content because it is the main point of the video. This element will make the viewers want to know about your video. The narrator must make sure every important point of information conveyed stands out and is connected to the topic. Make three to five important points, so the audience does not hear unnecessary information. (4) Closing. Closing is the last element of a good script. Closing means ending the narration by repeating important information with an invitation to the viewers, then ending with a farewell or a thank you.

**2.5.3 Stages of Script Development**

According to (Friedmann, 2014), there are seven stages of script development, “(1) background research and investigation, (2) concept, (3) pitching, (4) treatment, (5) first draft, (6) revision, (7) final draft”. First, background research and investigation is done before defining the outline of the script content. Before creating a script, the writer need to know information about the subject that will be covered in the script. Therefore, the writer collects information that allows to find out information about the subject. For example: the owner of 3D Stable as the expert of giving information about the equestrian tourism. So, background research and investigation are important way in getting much information of the topic.

Second, concept. The concept are outlines or the key ideas of the content of the manuscript. There is no special format for it. It does not provide any plot details or content, nor does it include dialogue or voice narration. The importance of a concept to the writer is that the vision of the manuscript is clearly expressed and clearly understood.

Third, 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. In this case, Pitching is not needed because pitching is effective for the movie that is produced by entertainment industries.

Fourth, treatment. A screenwriter must know what it is and how to write it. 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, the first draft 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 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.

The last, 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.This document should mark the end of the writer’s assignment. Therefore it can be concluded that there are 7 steps in developing a script. In this study, the author will only use 6 steps, without pitching because the pitching is carried out in the process of developing the film script, while in this research, the author will create a script for the video script.

**2.6** **Narrative Paragraph**

In this report, the writer used narrative paragraph to write the video script. According to (Oshima, 2007), a paragraph is a group of statements about a subject developed by the writer. Meanwhile, a narrative paragraph is a paragraph written by telling a real or fictional event. As stated by (Oshima, 2007) that “When you write a narrative paragraph, you write about events in the order that they happen.” Furthermore, she also stated that in a narrative paragraph there is a time order which serves to show the sequence of events from beginning to end. Examples are in the morning, the next day, next, now, henceforth, and finally. Narrative paragraphs also use compound sentences, which is a sentence composed of at least two simple sentences using a comma and a coordinating conjunction.