

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Designing a Video Script**

##### **2.1.1. Design**

Design is a part of applied art that studies planning and designing various forms of visual communication information. Design is an activity that produces a work to create a product creating an attractive appearance and valuable functions. As stated by (Treder, 2017) “Design can be defined as the process from which a set of requirements and restrictions apply to an object represented by an agent and meant to achieve specific goals in a given context.”

Moreover, (William, 2004) stated that “Design is the process of making something, not the product of making something.” In other words, it is a set of thought-filled events and procedures that lead to creating what is being planned. This thought process also includes all of the activities that go along with thinking about, talking about, writing about, drawing, modelling, and constructing. Meanwhile, (Netto & Paulo, 2004), explain design as a set of process that transforms requirements into specific characteristics in order to realizing a product.

##### **2.1.2. Video**

Video is a medium that is created to provide images and can create sound in the image. Videos often have an audio element that equals the image displayed on the screen. According to Spielmann (2006), video is an electrical medium which necessitates electronic signal transport and continual motion. They can circulate throughout the recording and transmission system since they are formed within the camera (the closed circuit). Using processors and keyers, we can change video signals and show them visually, audibly, or both at the same time (we can "hear" what we "see" and vice versa). In addition, Sholechan (2012), states that video is a technology for capturing, recording, processing, transmitting,

and rearranging moving images. Usually, cellulose film, electronic signals, or digital media are used.

Smaldino *et al* (2007), stated that video is the Recording of moving images in video format that can make on tape in various ways, each of which can differ in size, shape, speed, recording process, and playback mechanism. As a video creator, he/she has to pay attention about how to make a good video. According to Gearshift Studios (2021), there are six steps of making a video, namely:

1. Coming up with a concept.

Determine the concept for the video beforehand. Without this vital initial step, you run the risk of danger of making videos that don't resonate with your audience or achieve your marketing objectives.

2. Writing a script.

Scripts must be simple to comprehend, based on the desired video length, and contain changes in camera angles, attire, or backgrounds.

3. Performing pre-production planning.

The bare minimum of pre-production planning is a location scout. If necessary, obtain permissions, acquire all the essential equipment, study your script, chat with performers about their roles, determine a budget, and select a shooting date and time. There are seemingly many other issues that must addressed before a shoot, such as camera batteries, makeup, and attire.

4. Shooting the video.

There are a million details to do perfectly, similar to the pre-production planning. Everything should run well if it has completed the tasks outlined in the first three steps.

5. Editing the video.

Edit the video footage Software for editing has become easy to use. A skilled editor has a critical eye and can assist in creating an excellent video. However, beyond basic editing, it is prudent to seek professional assistance.

6. Promotion of the video.

Promotion is the final phase in the video creation process.

The video's objectives may involve:

- a. Sending a commercial to a local news station.
- b. Gaining shares and likes on social media.
- c. Including the video in your following email newsletter.

### **2.1.3. Script**

Script writing is deliberately writing scripts for things like movies, TV shows, and video games. Scriptwriters are in charge of analyzing the story, coming up with the plot, writing the screenplay, and giving it to the people in order of development. Most of the time, the process includes all of the dialogue and explanations of the set, costumes, and sound effects. Muslimin (2018), stated that script is a screenplay of film explained in a sequence of scenes, places, conditions, and dialogue structured in a dramatic setting or structure and used as film making principles.

As a script writer, he/she has to pay attention about elements of the script that can be used to make a good script. According to Jakacaping (2018), there are four basic elements of a good script, namely:

#### **1. Hook**

This step requires the narrator to pick words or phrases that will entice people to continue viewing the film. It depends on the video's substance. Therefore, the subject of this film is the promotion of athletic tourism attractions.

#### **2. Introduction**

Introduce yourself initially because the audience does not know you. This phase requires you to describe your material. An example concerns a promotional video for a sports tourism attraction. You must provide some information about your video's content. Give people a reason to watch the video.

#### **3. Body**

At this point, you must explain the topic of your video, as this is the primary point that includes supporting details. This component makes viewers curious about your video.

#### 4. Closing

If the focus of your video material is promotion, provide your visitors with recommendations. In addition, this movie will include advice on the best ways for viewers to preserve their health. Therefore, the narrator will advocate advertising the martial arts DVD as a sports tourism attraction.

#### **2.1.3.1. Stages of Writing Video Script**

There are a few stages to writing a video script that make it easy to follow. Ranga and Koul (2017), elaborate more about the stages of writing video script. They are finding idea, creating outline of video, researching, selecting material, planning message, arranging structure, making storyboard, drafting script, and testing the script.

##### 1. Finding Idea

In this stage, the scriptwriter needs to discuss the idea and evaluate the idea for video production.

##### 2. Creating Outline

The scriptwriter should select the ideas that have been discussed and test the ideas into a brief or outline in terms of title, target audience, duration, program objectives, and synopsis. It is the first written statement which forms the basis of a video script.

##### 3. Researching

During the research stage, the scriptwriter may find materials and other important, interesting information on the topic. The sources can be books, journals, experts, and knowledgeable people.

##### 4. Selecting Material

After finding the materials, the scriptwriter might need to select the most relevant materials, resources and ideas with the topic that will be presented in the video.

#### 5. Planning Message

It is important to design the presentation strategy. On the other words, in this stage, the scriptwriter needs to pay attention for providing creative way to deliver the materials.

#### 6. Arranging Structure

In this stage, the scriptwriter needs to arrange the opening, the body, and also the closing that will be delivered on the video.

#### 7. Making Storyboard

Storyboard related with the visual and spoken words on the video. This stage can help the scriptwriter to think visually and develop the script.

#### 8. Drafting Script

At this stage, the scriptwriter can write the whole script. The scriptwriter would discuss the draft script with colleagues, experts and production team members to get reactions and suggestions for improvement.

#### 9. Testing Script

The last stage is to test the effectiveness of the script. This stage is to assess the presentation, comprehensibility of the content, difficulty of language, and relevance of material.

### **2.1.3.2. Functions of Video Script**

Ayu (2019), states that the function of video script on a video as basic concept, direction, and reference. Yet, she adds 3 other functions of a video script. They are as basic of determining character, budget calculation, and final result.

#### 1. Basic Concept

Script as a basic concept means that the quality of script will determine the final outcome of the video making process later. It is because a script usually consists of important elements in producing a video such as: ideas, information or messages. Those elements will be conveyed through story line, characters, settings, equipment and types of camera used.

## 2. Direction

In this case, the script writer needs to make the content and story line based on the script that has been made. The video will be more organized because of the video script.

## 3. Reference

Script will be a reference that means script is used by the writer as the reference of producing the video. Every single activity related on the process of producing video must be based the script that has been made.

## 4. Basic of Determining Character

The script writer should have character in the script in order to create the whole story. Therefore, script will be the basic of deciding the character.

## 5. Budget Calculation

A script is the foundation of the video, and through the script, there are some elements of video written. Hence, the script writer will able to see and calculate the budget of the elements during video designing process.

## 6. Final Result

A script can be used as determinants related to the interests and responses of audiences or message receiver of the video.

## 2.2. Promotion

Promotion is one of the activities used to introduce a product to a target market by sharing information, influencing, and persuading the target market. Promotion is a communication system or set of solutions, forms, and shapes that deliver information about products, services, and general consumers to businesses and the greater community. According Kotler and Amstrong (2012), promotion is an element to spread information and persuade people about product or service through publication. Moreover, promotion involves promotion mix consists of advertising, sales promotion, event, publicity, personal selling, direct marketing, and online interactive marketing.

While Waldron (2016), stated that the most important part of any promotional video is the parts of a good promotional video.

1. The video starts with a personal connection, making it more interesting. There are many ways to make an emotional connection with your audience, like by introducing yourself.
2. The video should be worth something. It refers to how your film will make people feel after seeing it. The video can make the audience want to learn more.
3. The last thing. After the viewer sees your video, they do something, like want to buy the product.

### **2.3. Tourism**

Tourism is a trip made to find activities in other places in a short time. According to Goeldner and Ritchie (2006), tourism can be described as the processes, activities, and consequences that arise from the relationships and interactions among tourism, tourism suppliers, host governments, host communities, and surroundings that are involved in attracting and hosting visitors. Meanwhile, Marpaung and Bahar (2000), tourism is a trip taken for a short time from one location to another, leaving their home, with a purpose and a plan, not to make a living or look for places to visit, but to enjoy picnic activities and entertainment to satisfy a variety of interest.

According to Singh (2011), there are 11 kinds of tourism:

1. Recreational tourism, Tourism is an activity done for fun, like when you want to change things up and take a break. The tourists get to breathe pollution-free air on this tour.
2. Environmental tourism. This tour takes people to places that aren't very well known.
3. Historical tourism. It's good to find out how your ancestors lived and ran things in a certain place.
4. Ethnic tourism. Those going to faraway places are looking at their routes and taking care of family things.

5. Cultural tourism. People who go on trips like this one want to learn about other people's ways of staying alive and making money by learning more about the culture.
6. Adventure tourism. An "adventure" trip is one where you can go trekking, rock climbing, river rafting, and more.
7. Health tourism. Visits to nature cure centres and hospitals specializing in treating individuals are included.
8. Religious tourism, this tourism is a tour to attend the religious duties and visit important places of religion.
9. Music tourism. It can be part of a trip to have fun. People can sing and listen to music and enjoy it.
10. Village tourism. It involves going on trips and setting up tours to spread about village tourism destinations.
11. Wild life tourism. People who go on vacation to see wild animals in their natural environment are called "wildlife tourisms".

### **2.3.1. Categories of Tourism**

According to Rikania (2010), tourism can be divided into two categories:

1. Socio-Cultural Tourism.
  - a. Archaeological heritage and monuments, these tours include cultural groups, national monuments, historic buildings, cities, villages, religious buildings, and other historical places such as battle fields which are the main tourism attractions in many countries.
  - b. Museums and other cultural facilities, tours that relate to aspects of nature and culture in a particular region or region. Museums can be developed based on the theme, including archaeological museums, history, ethnology, natural history, arts and crafts, science and technology, industry, or with other special themes.
2. Nature Tourism.
  - a. Coastal tourism (Marine tourism), is a tourism activity supported by facilities and infrastructure for swimming, fishing, diving, and other water



sports, including accommodation, eating and drinking facilities and infrastructure.

- b. Ethnic Tourism, is a journey to observe the realization of the culture and lifestyle of people who are considered attractive.
- c. Nature Reserve Tourism (Ecotourism), is a tour that is much associated with the fondness for natural beauty, fresh air in the mountains, rare wonders of living animals (wildlife), and plants that are rarely found in other places.
- d. Buru Tourism, is a tour carried out in countries that do have areas or forests where hunting is justified by the government and promoted by various agents or travel agencies.
- e. Agrotourism, is a type of tourism that organizes trips to agricultural, plantation and nursery projects where tour groups can conduct visits and reviews for study purposes and enjoy the fresh plants around them.

### **2.3.2. Agrotourism**

According to Barbieri and Mshenga (2008), Agrotourism is any practice developed on a working farm with the intention of attracting visitors. While, Rambodagedara (2015), Agrotourism is becoming an increasingly popular concept around the world since it gives a specific focus for diversifying income-generating activities for farmers, ultimately leading to the development of rural communities. Esti *et al* (2020), said that Agrotourism is an activity that integrates the agricultural system and the tourism system so that it forms an attractive tourist attraction.

According to Ireine *et al* (2017), there are advantages of agrotourism is divided into several parts, namely:

1. Increase in aesthetic value and natural beauty. Beautiful natural surroundings, neatly arranged panoramas and can offer comfort and natural nuances that can be fascinating, combined with the human ability to handle them, create an aesthetic value of their own for an agrotourism.
2. Providing of recreational value. The combination of leisure activities with the use agricultural products can become the economic value of agrotourism, such

as the sale of cereals to visitor by visitors who harvest themselves. The harvest is then weighed and visitors can buy it. In addition, the collection of agricultural products or other species has a high recreational value and at the same time an educational value for visitors.

3. Improving scientific activities and scientific development. Improving the quality of agrotourism through research activities can also promote relationships with research and educational institution. They have the opportunity to conduct research in the field of agrotourism, which is supported by the providing of research facilities. Then researchers and training will contribute research result for the development of agrotourism in the future.
4. Achieve economic benefits. The purpose of agrotourism management is not only agricultural recreation but also economic benefits, especially for the region and the community, such as production and quality, increasing popularity.

## 2.4. Hydroponics

According to (Bradley and Marulanda, 2000), hydroponics is one technique of soilless agriculture in which plants are cultivated in mineral-nutrient-rich water. As stated by (Ammar, 2019) there are varieties of hydroponic techniques exist, Wick, Deep Water Culture (DWC), Ebb and Flow (Flood and Drain), Drip (recovery or non-recovery), Nutrient Film Technique (NFT), Aeroponics, and Fogponics. Meanwhile (Iqbal, 2016) stated that

*Hidroponik mempunyai berbagai kelebihan apabila dibandingkan dengan bercocok tanam sistem konvensional, antara lain adalah tidak menuntut lahan yang luas sehingga mungkin diterapkan oleh masyarakat perkotaan dengan ketersediaan lahan kosong yang terbatas.*

It means that hydroponic farming does not require a great amount of land, allowing it to be used in urban settings with limited access to vacant ground.

Planting locations can be located everywhere. There is a wide variety of plant types that can be planted. A faster growth rate results in a quicker harvest. The maintenance procedure is relatively simple so that virtually anyone may employ it.