

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter the writer discusses about, English course, the purpose of English course, copywriting, step of writing a copy, copywriting style, AIDA formula, script, function of script, writing a good script, promotion, objective of promotion, video, the advantages of video and Global English Language Center.

#### **2.1 English Course**

##### **2.1.1 The Definition of English Course**

An English course is an informal institution as additional learning for students out of their studying hours at school. It can improve self-learnability outside formal institution. In English courses, students learn to improve their abilities based on their interests. An English course is a place for students to study every English subject that has not been taught at school and to develop their interest in learning the English language. Türk (2011, as cited in Hidayat, 2020) assumed that school is "the place where all kinds of education and training are conducted collectively" (p. 418). Therefore, school is one of learning centers where teachers transfer, enrich students' knowledge, and develop their talents in learning English language.

Based on the explanation above the writer summarized that English courses are helpful for high school students. English courses also help students to reach the level of English language proficiency from basic to advanced and serve students with a wide variety of educational backgrounds of the study also known in college as Pre-college courses.

##### **2.1.2 The Purpose of the English Course**

English courses aim to help students increase their interest and knowledge to achieve their goals. In the courses, students feel free to learn in their way. According to Shan (2019) the students who take the courses are quite flexible in their learned style. For example, it is good for introverted students to

learn in an English course because they are difficult to understand the teacher in the school and are hesitant to ask questions. The English courses can be an extra class for students who learned the subjects outside of school. In the courses, students can find some ways to answer the question and have time to practice because it is the best way to remember the material. Meanwhile, the students need time to enrich the knowledge of their interest in learning the English language and the English course will help the students to focus more on their interests.

## **2.2 Copywriting**

### **2.2.1 Definition of Copywriting**

According to Agustrijanto (2001) copywriting must be able to inspire, attract, call, identify, promote togetherness, and also communicate messages with comparative value to society. Moriarty et al. (2014) state that copywriting is a process to demonstrate the value and benefits offered by a brand. A copywriter is someone whose role is to create, shape, and create word art in advertising (copy). Copywriting is mainly conversational and based on persuading people to take action. It aims to hook the prospect and persuade them to act or react to a cause. This may be the purchase of a product or simply by subscribing to something (Act). It may also be used to dissuade people from their beliefs or action (React). It is important to note that advertising is different from copywriting. While advertising creates awareness for a product, copywriting induces people to take action immediately. Creating a compelling advertising message requires creativity, especially in terms of copywriting.

In the process of creating an advertisement, the compilation of copywriting is very important, even absolute because in every line, no matter how many words it uses, the words will always be used to create magic in the product or service offered. The writing must be able to attract attention (interest), desire (desire), trust (conviction), and action (action) as desired, otherwise, the sales message or ad copy has failed. Copywriters generally work as people who create script, text, or all forms of writing as well as verbal in an advertisement, in an advertising agency a copywriter works side by side with an art director and visualizer,

together to create an advertisement that has high appeal. From the definition above, the writer concludes that copywriting is a way to sell and promote something and also to attract readers to take any action by the writing.

### **2.2.2 Step of Writing a Copy**

Rieck & Dean (2008) explains that there are five steps **to write** a copy:

1. Prepare, this step includes information that will get through a question and answer section with the client, business, or company. The information is about the description of a product or service, the purpose of a product or service for the customer, the price of a product or service, important facts and specifications about a product or service, the history of awards from the owner, who the target customer is, and testimonials from the previous customers. The information which has been collected is for the background only;
2. Organize, this step will be run after getting the answers to the questions in the previous step. Here, the information is organized. The copywriting is starting to take shape. Writing and rewriting notes are great ways to focus the mind and shape ideas in this step. The detail items in this step are those most likely to be used directly in the copy;
3. Write, this step is the start of copywriting. How to run this step is by noticing and fulfilling some of the certain basic elements of copywriting. The first is the headline. Review the prime information, choose the information to be emphasized, writes several headlines, and choose the best one. The second is subheads. Review the prime information, choose the information that best expands on the headline, and write the subheads by using active voice and making every subhead a benefit statement. The third is the body, It may seem like the hardest part since the body copy will probably require the most number of words. However, body copy is relatively easy to write once headlines and subheads are ready. The last is closing. Review the prime

information, write the closing part including all the information that applies by using an active voice and being straightforward and clear, and look at similar advertisements to see how other writers have structured the closing section;

4. Edit, this step is essential for copywriting to get them clean and crisp results as they should be. Every word must add to the message. If anything is unclear or wordy, cut it out. A long copy is fine. Just make sure that every word is pulling its weight;
5. Review, this step is done by setting aside the copy for a few days and letting these steps work by showing the copy to a few objective people, making a list of all negatives, and considering one other way to write the advertisement.

Bly (2020) also states that there are five steps of writing a copy;

1. Intensive research, this step can be done by getting all previously published material on the product, asking questions about the product such as what are its features and benefits? how is the product different from the competition's?, what technologies does the product compete against?, what problems does the product solve in the marketplace?, and many else to the seller or owner, determining the objective of the copy - such as to generate store traffic, to introduce a new product or an improvement of an old product, to keep in touch with prospects and customers, and so forth.
2. Interview, collecting background material is not always enough to fulfill the incomplete data and information. For that reason, a copy writer should get additional facts from the product experts employed by the client: engineers, designers, salespeople, product managers, or brand managers. In this case, new information will be given at a frantic rate. It is best to use a tape recorder or note taking.

3. Organizing the information, the next step to get ready to write a copy is to type up the notes on a PC and print them out for quick and easy reference. By filtering the information when typing up the data, there will gain more familiarity with the facts of the products. Once a copy writer has gone through the process of typing, the material will be fresh and the copy writer will probably be able to write a copy with only an occasional glance at the pages to confirm a fact or search for a missing bit of data.
4. Writing process, each writer has his or her own way of putting the words on paper. Some writers start with a headline and rough drawing of the visual, and then fill in the body copy. Others write the body copy first. Then they extract the headline from the body copy or from their rough notes. Some writers like to start with the longest or most difficult section of a brochure or annual report. Others prefer to "warm up" by typing up the easy sections first: the list of the board of directors; the company branch offices; the cover note. After all, the key to writing great copy is rewriting two, three, four, five, six, seven drafts, or as many as it takes to get it right.
5. Documenting the sources, a copy writer is responsible for documenting the sources for all of the information being used in the copy. For instance, when writing a brochure for a fertility clinic and say, "one out of six couples in the U.S. is infertile," copy writers need to document the source. Some copywriters document references only for facts taken from outside sources, such as articles or websites. Others document everything, including facts taken from the client's own materials (brochures, ads, Web site) and even phone calls and e-mail correspondence with the client.

It can be concluded that both experts in determining the steps of writing a copy have the same number of steps, which is five steps. Bly (2005) state that there are five steps namely intensive research, interview, organizing, writing, and documenting. Meanwhile, Rieck (2008) explained that the five steps are preparing, organizing, writing, editing, and reviewing. Finally, the writer chose to follow Rieck's (2008) methods for writing a copy because they are basic yet comprehensive and reliable.

### **2.2.3 Copywriting Style**

According to Agustrijanto (2001), in compiling copywriting, a copywriter needs to understand the type of words and language style of an advertisement to be conveyed. They are:

1. Exploratory, explore or review sharply the nature of products and services inaccurate words. The exploration of the question words strengthens the image and shows the facts.
2. Narrative, in the form of a story (narrative), describes the advertised product in a storytelling setting. The choice of words contains an element of imagination and makes consumers continue to prioritize facts.
3. Argumentative, opinions whose contents affect consumers clearly and significantly. The form of argumentative writing underlines the idea or thought of the writing by relying on logical and objective opinions or arguments based on evidence. The style and type of words used to put forward the advantages of their products so that potential consumers are influenced by the information conveyed.
4. Rhetoric, expressing the truth honestly, the style and type of the words are simple, but the impression it creates must be able to be accepted by everyone who sees it.

5. Informative, inform in detail about the products offered. Several supporting data are conveyed communicatively and avoid new styles even though in essence they are also information.

According to Romeltea (2016), the following is the style of language that is commonly used in writing ad copy. They are:

1. Explorative, the advertisement script explores the advantages of the product as deeply as possible, with accurate words and not too much, to convince the public of the advantages and benefits of the product for them.
2. Denotative, the words used are not ambiguous so the message is clear and firm.
3. Narrative, describe the product in the form of a story with the choice of words and language style as attractive as possible.
4. Imaginative, the choice of words contains imagination and "cradles" while still prioritizing the truth of the product facts and not containing lies.
5. Argumentative, influence the audience clearly and significantly with justifiable arguments.
6. Informative, provide detailed information about the product. Several supporting data are conveyed communicatively and avoid News Style, even though the fact is that it contains information.
7. Persuasive, persuading the audience to immediately use the product introduced or offered.

Based on the explanation above, Agustrijanto (2001) explained there are five Copywriting styles. While Romeltea (2021) stated there are seven Copywriting styles. In summary, the writer concluded that both experts have similarities and differences between their theories. Agustrijanto (2001) in his

theories copywriting style has 4 point as same as Romeltea (2021) which is Explorative, Narrative, argumentative and Informative. The differences are Agustrijanto theories do not have 3 points in Romeltea (2021) such as detonative and imaginative.

#### **2.2.4 AIDA Formula**

Advertising or promotion aims to provide information, persuade or remind target customers, advertisement are designed for creating attention or awareness, interest, desire, and action. The AIDA formula is the most often used to help plan an advertisement as a whole, and this formula can be applied to an advertisement. Using the AIDA model will clarify the concept of change, attitude, and behavior concerning an action framework. The theory is messages that must get attention, become desired, and take action.

According to Kotler and Keller (2009), the indicator of purchase interest is through the AIDA stimuli model, namely attention, interest, desire, and action. The explanation of each indicator of buying interest is as follows:

1. Attention, a person's buying interest begins with the stage of attention to a product, after hearing or seeing the product promoted by the company.
2. Interest, after getting information about products that are promoted by the company, then there is consumer interest in these products. If consumers are impressed by the stimuli provided by the company, then at this stage there will be a sense of interest in the products offered.
3. Desire, after consumers explore the advantages of the product, at this stage consumers will have the desire and desire to buy the product.
4. Action, at this stage consumers have gone through several stages, starting from seeing and hearing a product being promoted, so that attention, interest, and interest in the product arise. If there is a strong desire, then the decision will be made to buy the product.

From those explanations, the writer concluded that the formula of copywriting, among others, must attract attention, build a positive image or image about the product and producer (company), and be effective and efficient or on target.

## **2.3 Script**

### **2.3.1 Definition of Script**

There are several opinions about script definition. According to Norbury (2014) states that "Scripts can be defined as generic ordered sequence of actions or events. They capture the central themes in a narrative and can be matched against other scripts or situations." Hanifa (2021), states that

*“Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah video. Sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan”.*

It means that a script is a main required idea in video making. The better video script, the better video will be produced. Usually, the video script contains description of message or information delivered to the viewers. In addition, Febriani (2018) also mention that script writing is a component from media development or a part of the media production activities sequences through planning steps, development design and evaluation.

Based on the explanation above the writer concluded that theoretically script is a component or basic idea required in the production of a video that contains a description of the information and the sequence of events to be delivered.

### 2.3.2 Function of Script

The script is needed in producing a video because by writing a script the video will be more organized. Mikroskil (2021) stated that the functions of the script are a basic concept, direction, and reference. First, the function is a basic concept. Script as a basic concept means the quality of the script will determine the outcome of the video-making process later. It is because scriptwriting usually consists of important elements in producing a video such as information or messages. Those elements will be conveyed through the storyline, settings equipment, and types of cameras used. For this reason, the script serves as the basic concept of a video. Second, the function is direction. The script that functions as a direction in this case the script must be followed by the content and storyline that has been outlined in the script, to organize a video. Third, the function is a reference. This function can be understood as all activities related to the process of making videos that must refer to or follow the script that has been made. Similarly, Ayu (2019) states that "*Terdapat 3 fungsi utama naskah dalam sebuah video*". It means that there are three main functions of the script in a video. They are basic concepts, direction, and references. Yet, the expert adds three other functions to the video script. They are as follows:

1. Basic of Determining Character, the scriptwriter should have a character in the script to create the whole story. Therefore, the script will be the basis of deciding the character.
2. Budget Calculation, the script is the foundation of the video, and through the script, there are some elements of the video written. Hence, the script will be able to see and calculate the budget of the elements during the video designing process.
3. Final Result.

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

It can be concluded that the function of the script is a basic concept, direction, and reference. Therefore, the writer needs to make the video based on the script that has been made.

### **2.3.3 Writing a Good Script**

A good script can support the quality of a video. According to Friedman (2006), there are 7 stages of script development:

1. Background research and investigation, part of the process can consult encyclopedias, visit a library or research the internet. Another example of research is collecting background information about a product or a process for a corporate program needs to read manuals and brochures and interview people in the company who are knowledgeable about the product, or finding pictures and getting visual information from which, it can construct a script.
2. Concept, the function of the concept is to set down in writing the key ideas and vision the program. The concept is written in conventional prose, there is no special format for it, and has no fixed length, no fixed form.
3. Pitching, pitching is talking, not writing. This is part of the communication and selling of ideas in the entertainment and communication industries. It talks about ideas as well as write them down.
4. Treatment, a writer must know what they are and how to write them. Treatment is about the structure and arrangement of scenes. The narrative order must be clear.
5. First Draft, the first draft script is the initial attempt to transpose the control of the treatment into a screenplay or script format appropriate to the medium.

6. Revision, revision is the hardest part of a writer's job because it means being self-critical. 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 a self-explanatory term. This document should mark the end of the writer's task and the completion of any contractual arrangement.

Meanwhile, Bond (2021) said that tips for writing scripts in the video are:

1. Identify the target viewer, when it first gets the green light to create video marketing content, it might be tempted to start scripts immediately. This is why this is a mistake. Without a clear picture of the person targeted with the video, the content will be less focused. So, the first step toward writing effective video scripts is identifying the target viewer.
2. Write as it speaks, write the first video script with enough reasonable thoughts.
3. Keep the paragraphs short, by dividing the script into a series of short paragraphs, the size of one bite (we say a maximum of four or five sentences)
4. Structure the information logically, previously, it needed to write while talking to clarify the information being shared and increase viewer understanding. After all, if the prospect leaves the video without learning anything, what is the point of investing the time and money in creating that content.
5. Maintain visual aids, when talking about video content, most people want to see more than just a static head. However, a video that shows nothing but someone who talks for a few minutes immediately becomes very boring. Plus, it should not ignore the fact that many people are

visual learners. Without some form of picture or graphic to accompany the speakers, the video content will not be as effective as it should leave a lasting impression on the prospects.

6. Create opportunities for clips to be shared, after making a video, the video is ready to be published.

Based on the explanation of some experts above, they have different opinions about how to write a script. Friedman (2006) stated there are seven steps to writing a video script background research and investigation, concept, pitching, treatment, first draft, revision, and final draft. While Bond (2020) stated there are six steps to writing a video script. In this final report, the writer applied the steps of writing a video script by Friedman (2006). The writer chose Friedman's steps because the step can be understood easily by the writer among these two experts' ideas.

## **2.4 Promotion**

### **2.4.1 Definition of Promotion**

There are several opinions on the promotion definition. According to Umami (2015), promotion is a form of communication used by companies to inform, persuade, or remind people about products, services, images, ideas, or involvement of companies and communities with the intention that people can accept and do the actions that the company wants. Moreover, Alma (2016) states that promotion is a type of communication that provides explanations and convinces potential consumers about goods and services intending to get attention, educating, reminding, and convincing potential consumers. In addition, Suharman et al. (2020) mentioned that promotion is a communication technique that is used or delivered by using media such as press, television, radio, signboards, posters, and others, to attract consumer interest in production results.

Based on the definitions above, the writer concluded that promotion is communication that companies use with various media to inform, remind, convince, and attract public attention about a company's products and services.

## **2.4.2 Objectives of Promotion**

There are several opinions about promotion objectives. According to Tasruddin (2015), promotion can be done based on the following objectives:

1. Behavior modification, promotion tries to change behavior and opinions. The seller always creates a good impression about himself or encourages the purchase of company goods and services to change the behavior and opinions of an individual, from not initially accepting a product to being loyal to the product.
2. Provide information, promotional activities are intended to inform intended consumers about a product. This information includes price, quality, buyer terms, product usability, features, and so on.
3. Persuade, persuasive promotions are widely used today, this is done to encourage purchases.
4. Remind, Promotions that are reminders are carried out primarily to maintain the product brand in the hearts of the public and need to be carried out during the maturity stage in the product life cycle. This means the company is trying to retain existing buyers.

From those explanations, the writer concluded that the objectives of promotion are to provide information, persuade, and attracting new customers. The basic idea behind promotion is to make people aware, attract and induce to buy the product, in preference over other similar products available in the market.

## **2.5 Video**

### **2.5.1 Definition of Video**

There are several opinions on video definition. According to Junarius (2013) "*Video adalah gambar yang bergerak yang menuturkan cerita.*" It means that Video is moving pictures that tell something or provide information. Meanwhile, Rasyid (2012) stated that video is a technology for capturing, recording, processing, transmitting, and rearranging moving images, usually using

celluloid film, electronic signals, or digital media. Moreover, "*Video merupakan salah satu jenis media audio-visual dan dapat menggambarkan suatu objek yang bergerak bersama-sama dengan suara alamiah atau suara yang sesuai*". (Melinda et.,al 2017). It means that video is one type of audio-visual media and can describe an object moving together with natural sounds or appropriate sounds. In addition, Yuanta (2020) stated that video is an electronic media that can combine audio and visual technology to produce a dynamic and attractive presentation.

Based on the explanation above the writer concluded that video is an electronic media that conveys something or information with moving images combined with audio and visual technology.

### **2.5.2 The Advantages of Video**

Video is a good medium to promote learning institutes. According to Maulani et al (2018), the advantages of video are video an effective and efficient promotional media in terms of delivery time and the information in the video is easily accepted by the public.

There are several advantages of using video for promotion (Day, 2020) they are:

1. Customers are watching more videos, the statistics prove that audience is watching a video, 92% of prospects consume online video, 4 billion videos are watched on YouTube every day, and about one-third of shoppers will purchase a product after viewing a video promotion.
2. Video ads convert sales, the biggest names in online marketplaces, including Amazon and eBay, report that adding a video to a product description increases the chances of a shopper buying that item by up to 35%.

3. People share a video, those who view a video and find it interesting or valuable will share it with their followers on social media. More than 700 videos are shared by Twitter users every minute. This phenomenon can increase video exposure exponentially.
4. Video does well among mobile users because the number of people watching videos on mobile devices continues its upward climb.
5. Video is an excellent format for informing and educating, because it incorporates audio and visual elements that appeal to multiple senses, video performs as well as an educational tool. They are especially effective when used for product demonstrations or as How-To guides, as viewers can see how certain things work or learn a new skill.
6. Distributing videos via social media, posting them on blogs and embedding them on your website increases the likelihood that your audience will find you when searching for relevant information.
7. Video conveys huge amounts of information in a short time, you can say more in a shorter amount of time on video as compared to text. Video is more engaging to the senses, so it can convey more information by showing and telling at the same time.
8. Video tells your story better than other formats. the emotional impact of video is significant. You make a more solid personal relationship when you're storytelling through sight and sound, connecting a viewer's emotions to your product or service.
9. Analytics are telling, the primary video sites, including Facebook and YouTube, include features that enable you to see how your content performs. Knowing the views, shares, likes and social interactions can help you plan future campaigns, which makes your content more effective at reaching your target audience.

From that explanation, Day (2020) explained the detailed advantages of video, while Maulani et al (2018) stated the general advantages of video. In short, the writer concluded that the advantages of video are more accessible to many people, more effective and efficient, and an excellent format for informing and educating because they are easily accepted by the people.

## **2.6 Global English Course**

### **2.6.1 History**

Global English Language Center (GELC) was established in 1997 and inspired by a semi private teaching. This English course provided with English atmospheres extra activities such as Module activity, Morning Daily Meeting, Grammar Class, Gazebo Class & Afternoon Daily Meeting. The objective of Global English Language Center is to motivate the students to feel confident to speak English fluently and improve their ability in English conversation.



*Figure 2.1 Global English Language Center overview*

### **2.6.2 Location**

Global English Language Center is located at Jalan Demang Lebar Daun No.2564, 20 Ilir D. III, Kecamatan Ilir Timur I, Kota Palembang, Sumatera Selatan 30151.



*Figure 2.2 Global English Language Center Locations*

### **2.6.3 Programs**

Global English Language Center put on some learning program for their student to apply while studied in global, the following programs are;

1. General Conversation (GC)

The general conversation is an ideal way to learn and use English effectively in a everyday environment. This program is good for the beginners who learn English for the first time. It comprises the skill of daily conversation.

2. English Conversation (EC)

This program is designed for the students to improve their ability in productive and fluent communicative skills with emphasis on speech before Public speaking and listening.

### 3. Advance Conversation (AC)

This program is designed to develop communicate skills in discussion, debates and presentation. It features high-interest topics and focuses on fluency without neglecting accuracy of grammar.