

CHAPTER II

LITERATURE REVIEW

This chapter describes about video script, steps writing video script, tips writing better video script, tourism destination, types of destination, domestic tourist, teenager as tourist, promotion, language for promotion and social media as promotion media.

2.1 Video Script

2.1.1 Definition of Video Script

To understand about video script, it is necessary to review definitions of video script based on the expert. (Tristiawati, 2014) in (Nadjmuddin, Sunani, Ariyanti, Zamzami, Novitasari, & Oktarya, 2019) stated that video script is a guide for a script writer in transforming ideas into video, pictures, or images. Meanwhile (Sciasci, 2020) in Clipchamp site defined a video script is a document that outlines how your marketing video is going to run. Essentially, it conveys the narrative and message of your video and includes the following elements:

1. Scene description, descriptions that provide context for filming scenes.
2. Dialogue, what your talent is going to say in your video.
3. Directions, what actions your talent is going to perform in the video.
4. Camera cues, instructions for how the video should be filmed.
5. Post-production notes, descriptions of how the video will be edited in post-production.

Based on definitions above, the writer can conclude script is written idea which contain information and has function as a guide in making videos or images.

2.1.2 Four Elements When Making a Good Script

The script is very helpful in making videos and also the script can display the information and messages contained in the video.

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 or sentences to attract viewers stay in watching video. It depends on your content of video.
2. "Introduction", in this step you have to talk about your content and also introducing the objects of video first because viewers do not know it before.
3. "Body", in this step you have to explain about your video content because it is the main point that has supporting details about the content. This element makes the viewers want to know about your video.
4. "Closing", if your video content is about tell specific information, be sure give your viewers information relate about that.

2.1.3 Tips Writing Better Video Script

(Bond, 2021) in WordStream stated there are 6 tips for writing better video scripts:

First, identify your target viewer. It needs to identifying viewers first in order to make the product marketable, attract, and engage the right people. The ways to identifying viewers, there are Demographics (what is their age, gender, occupation, relationship status, parental status, education level, and income bracket), Behaviours and interests (what do they do on a regular basis? how do they like to spend their free time? what matters most to them?), Goals (what are they trying to accomplish? what is their definition of success?), pain points (what is keeping them from achieving that success? what problems need to be solved in order for them to succeed?).

Second, write like you speak. This is important because the more natural the speakers in videos sound, the clearer message will be. When there is a weird word while read, it will most likely sound weird to viewers.

Third, keep your paragraph short. Short paragraphs make for easy shooting days. The more information you ask your speakers to memorize for each take, the more takes you can expect to do. Even if you're fortunate enough to have a

teleprompter, limiting your paragraphs to three or four sentences each is still a good idea.

Fourth, structure your information logically. From a viewer comprehension perspective, just as important as the information you share is how you organize that information. Even the most insightful content is practically useless if it's illogically organized. Once you've settled on the overarching topic of the video you're creating, structure the script such that it starts with the most general information and gets progressively more specific and complex.

Fifth, keep visual aids top-of-mind. When it comes to video content, most people want to see more than a static talking head. After all, a video that shows nothing but a person speaking for several minutes straight gets pretty darn boring. Without some form of images or graphics to accompany your speakers, your video content won't be as effective as it needs to be to leave lasting impressions on your prospects.

Sixth, create opportunities for shareable clips. As is the case with visual aids, you should have social media clips at the top of your mind as you're writing your video scripts. You should have social media clips at the top of your mind as you're writing your video scripts. If you script an entire video without thinking about its promotion on social media, you'll force yourself to find shareable clips after the video's been shot and edited—so you'll run the risk of working with sub-par source material. This could lead to not-so-enticing clips and a lack of engagement with your promotional posts.

2.1.4 Writing Good Video Script

A script writer needs to pay attention to some aspect in writing good script. According to (Cockerham, 2016) there are 7 ways to write effective script for video.

1. Writing Video Brief

A video brief is a planning regarding to the video. In addition, a video brief also help the script writer to set the objectives, audiences, and messages.

2. **Creating Message into a Story**
A video is the media to communicate message. Therefore, in the script, the message should be translated into a story.
3. **Using Comprehensible Language**
A scriptwriter needs to use language that is easier to be understood by the audiences.
4. **Writing Short Script**
Writing short script is better since commonly, a video duration is about 2-3 minutes. Yet, this is also related with the duration of the video.
5. **Using More Than Words**
In this part, using more than words refers to the other aspects regardless the script, for instance, music, sound effects, and voiceover.
6. **Re-reading the Script**
Re-reading the script is important as it help the script writer to feel whether the script sounds natural or not.
7. **Checking the Script**
This step is to check the suitability between the final script and the video brief that has decided before

2.2 Tourism Destination

2.2.1 Definition of Tourism Destination

Tourism is a travel activity carried out by individuals or groups of people from one place to another with a specific purpose (Yulianto, 2021). In addition (Saraniemi & Kylänen, 2020) stated a destination is usually seen as the unit of action where different stakeholders, such as companies, public organizations, hosts, and guests interact through cocreation of experiences. Meanwhile (Arismayanti, Budiarsa, Bakta, & Pitana, 2020) said that tourist attraction is also described as anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits.

So, it can be concluded, tourism destination is area that is a place for tourism activities with supporting elements in it and the interaction between tourists and the people who involved to creating a shared experience.

2.2.2 Types of Destination

According to (Buhalis, 2000) developing a destination typology is a difficult task, as different visitors use destinations for different purposes. Nevertheless, most destinations can be classified in several categories which represent their principle of attractiveness.

Table 2.1

Types of destination Buhalis (2000)

Type of Destination	Customers	Activities
Urban	Business-MICE	Meeting-Incentives-Conferences-Exhibitions-Education-Religion-Health
	Leisure	Sightseeing-Shopping-Shows-Short breaks
Seaside	Business-MICE	Meeting-Incentives-Conferences-Exhibitions
	Leisure	Sea-Sun-Sand-Sex-Sports
Alpine	Business-MICE	Meeting-Incentives-Conferences-Exhibitions
	Leisure	Ski-Mountain sports-Health
Rural	Business-MICE	Meeting-Incentives-Conferences-Exhibitions
	Leisure	Relaxation-Agriculture-Learning activities-Sports

Type of Destination	Customers	Activities
Authentic third World	Business-MICE	Exploring business opportunities-incentives
	Leisure	Adventure-Authentic-Charities-Special interest
Unique-exotic-exclusive	Business-MICE	Meetings-Incentives-Retreats
	Leisure	Special occasion-Honeymoon-Anniversary

Meanwhile, citing from World Tourism Organization in (Zakaria & Suprihardjo, 2014), types of Destination:

1. Cultural Tourism
2. Rural Tourism
3. Nature Tourism: Ecotourism, and Adventure Tourism
4. Sun and Beach Tourism
5. Business Travel
6. Fitness – Wellness and Health Tourism

Based on the types above, Kampoeng Wisata Yasaman Cindo included in Ecotourism. Ecotourism is a form of tourism that very closely with the principles of the environmental conservation. In developing the strategy of ecotourism it is used the sustainable ecosystem management. Thus ecotourism is very feasible in maintaining the sustainability of ecosystems. Directly and indirectly, activities of ecotourism also play a significant role in efforts to protect and manage the natural habitats and species that are found in them, and create economic benefits for the surrounding communities (Butarbutar & Soemarno, 2013).

2.3 Domestic Tourist

2.3.1 Definition of Domestic Tourist

According to (Nazwirman & Zain, 2019) *“Wisatawan lokal (domestik) adalah wisatawan yang merupakan penduduk asli/warga negara dari suatu negara tersebut yang sedang melakukan kunjungan wisata di suatu tempat.”*. It means domestic tourist is people from a country who are do tourism activities in an area from their country. Meanwhile, (Suwena & Widyatmaja, 2017) stated *“Domestic tourist adalah seseorang warga negara suatu negara yang melakukan perjalanan wisata dalam batas wilayah negaranya sendiri tanpa melewati perbatasan negaranya.”*. It means domestic tourist is a person from a country who travels to a tourist destination in that country, not in a country outside its borders.

So it can be concluded, domestic tourist is local people or people who are not from other countries who do recreation in tourism destinations in their country.

2.3.2 Teenager as tourist

According to Badan Kependudukan dan Keluarga Berencana (BKKBN) teenager age range is 10-24 years old and unmarried. In addition (Ali & Asrori, 2006) stated that

“Remaja adalah suatu usia dimana individu menjadi terintegrasi ke dalam masyarakat dewasa, suatu usia dimana anak tidak merasa bahwa dirinya berada di bawah tingkat orang yang lebih tua melainkan merasa sama, atau paling tidak sejajar.”

It means teenager is the age of a person between 10-24 years or it can be said under the age of maturity and unmarried but considers it equal to older people. In this research the writer targets teenagers as audience of the video script because teenager is the age of someone who has a high curiosity and easy to be influenced, so the writer has the opportunity to promote Kampoeng Wisata Yasaman Cindo.

2.4 Promotion

2.4.1 Definition of Promotion

According to (Kotler & Armstrong, 2012) promotion means activities that communicate the merits of the product and persuade target customers to buy it. In line with that, (Yolanda & Wijanarko, 2018) stated that

Promosi merupakan komunikasi untuk memberi tahu keistimewaan suatu produk atau jasa, membujuk seseorang untuk membeli dan mengingatkan keberadaan produk atau jasa tersebut.”

It means promotion can be used as a communication medium whether direct promotion, photos, videos, brochures, and others to inform the existence and features of a product or service which will be introduced, and promotion also used as an attempt to persuade someone in order to get interested in the promoted goods or services. In addition, (Rangkuti, 2009) stated that

Promosi dilakukan oleh suatu perusahaan dengan tujuan memberitahukan keberadaan produk tersebut kepada pembeli. Promosi merupakan salah satu cara yang digunakan untuk meningkatkan volume penjualan”.

Promotion is a company effort to introduce its products. Promotion is also carried out with the aim of increasing the sales, because the more people know about the promoted product, and then there will be a greater chance for people to be interested.

The similarities of these three statements above, promotion is an activity to inform the merits of a product or service and also as an effort to persuade people to buy the product in order to increase sales volume. So, it can be concluded that promotion is an activity to increase sales to customers in order to make people familiar and influenced by the promoted goods or services.

2.4.2 Language for Promotion

Promotional language affects the attractiveness of an advertisement or product to be promoted. The language used for promotion is different from the

language used in everyday life. The language used for promotion usually contains an element of solicitation/persuade. In addition, it must also contain a good message in order to give a good impression. In writing the video script, the language used must be considered so the message can be conveyed properly and attract the audience. According to (Wibowo & Kristina, 2018)

“Bahasa memiliki peran penting dalam mempromosikan daya tarik wisata agar dapat menumbuhkan ketertarikan wisatawan untuk mengunjungi daya tarik tersebut. Agar memiliki kekuatan menarik wisatawan untuk datang ke daerah tujuan wisata, ekspresi bahasa yang digunakan dalam promosi seharusnya tidak hanya berupa ekspresi deskriptif dan informatif tetapi juga harus didukung dengan ekspresi bahasa persuasif.”

It means in promoting a tourist attraction we must pay attention to language so the tourist are interested in visiting the promoted destination. The aspect that must be considered is the expression of language which is not only descriptive and informative but also accompanied by persuasive language. In this research the writer will convey messages using simple and clear language so that it can be easily understood and information transfer process between the media and viewers can run fluently.

2.4.3 Social Media as Promotion Media

Based on a survey conducted by Hootsuite in January 2021, the number of smartphone user in the world reached 5.22 billion people. Meanwhile, the number of internet users in the world is now 4.66 billion. Interestingly, the majority of internet users are social media users. The number of social media users is 4.2 billion users.

There are several social media platforms that can be used as promotional:

1. YouTube: Video is a promotional medium that can attract viewers and YouTube is one of the best social media for uploading videos. Through YouTube, people will easily access uploaded videos, even the whole world can reach them. Citing data from Backlinko on Limapagi.id site, Friday, October 15, 2021, as many as 42.9 percent of global internet

users access YouTube every month. YouTube is also the most popular social media among users aged 15-35 years.

2. Instagram: Instagram is one of the most used social media. With many features, it makes the possibility to upload photos and videos that can be easily accessed by many people just by adding hashtag (#) to the post caption. Report by Napoleon Cat's, it shows that there are 91.01 million users Instagram in Indonesia in October 2021.
3. TikTok: TikTok is a popular social media among Generation Z, so it is possible to do promotions. Having a music feature, promoting something can be easily accessed by users when promoting using trending music. Moreover, if the promoted video can enter For Your Page (FYP), it will easily go viral. According to App Annie analyst, TikTok has grown rapidly. Currently the number of TikTok users reaches 1 billion monthly users per July 2021.
4. Facebook: Being the largest social media in the world, there is no doubt that Facebook can be used as a promotional medium. Based on Internetworldstats, Facebook users in the world reached 2.8 billion. In addition, Facebook also has a very wide reach and it is used not only by Generation Z, but also by adults.