CHAPTER II

LITERATURE REVIEW

This chapter discusses the related theories or topics of this final project. They are copywriting, video, video definition, the advantages of video, script, script definition, the elements of writing script, the video script, religious tourism, and the Cheng Hoo Mosque.

2.1. Copywriting

Copywriting is the process of writing a persuasive marketing and promotional materials. (Trijanto, 2006: 27) stated that "*Copywriting adalah seni menulis pesan penjualan. Dalam membuat copywriting harus ada AIDA di dalamnya (perhatian, minat, keinginan, tindakan) agar masyarakat menjadi lebih tertarik dengan produk yang sedang dipromosikan*". It means that copywriting is an art of writing sales message. In making copywriting there must be AIDA on it which contains: attention, interest, desire and action, so people become more interested. However, (Tutang, 2007) stated that *" tulisan yang dinyatakan baik memiliki tiga karakteristik, yaitu mudah dipahami, ramah, dan akurat"*. It means that good writing has three characteristics that consist easy to understand, friendly and accurate. (Cahyani and Hodijah, 2007: 128) also stated that *" penulis harus memilih, menetapkan tujuan, kemudian memasukkannya ke dalam bahasa yang mudah dibaca dan digunakan pembaca"*. Based on all above statements, it can be concluded that copywriting is an art of writing sales message and to know the good writing, it has three characteristics that consist easy to understand, friendly and accurate. The writer also should choose, set goals, and insert the language that easy to read and used by the readers. In writing copywriting, the language used must be clear and can make people interested in what has been said. Copywriting can also be called entrepreneurship through print media. Jefkins (2004: 11), stated that "a copy can be created because of the existence of copywriting, which is the writing of copywriters in the form of adverts that are

made as attractive aspossible". In a similar opinion Moriarty (2009), stated "copywriting is a process to show the value and benefits offered by a brand, but aside from being part of an ad layout that serves as an adverb, copy itself is sometimes also a point of focus within a layout". Therefore, copywriting is a word that is summarized in the sentence into an art of writing sales messages to show the value and benefits that contain AIDA (attention, interest, desire, action) to sell a product so that people are more interested in the product.

2.1.1. AIDA Formula

According to (Kotler and Keller, 2009), "the AIDA formula (Attention, Interest, Desire, Action) is the formula most often used to help plan an advertisement as a whole, and the formula can be applied to an advertisement". This plan consists of; (Attention), making product interest (Interest), making a wish to own a product (Desire), and inviting customers to do action in purchasing a product (Action). Using a model AIDA (Attention, Interest, Desire, Action) will clarify the concept changes, attitudes, and behavior about a framework action. According to Kotler and Keller explaining AIDA Theory (Attention, Interest, Desire, and Action) is a message that must be getting attention, being attracted, being interested, and taking action. "This theory conveys the quality of the message well " (Kotler & Keller, 2009).

1. Attention (Attracting Consumer Attention)

The first formula of AIDA aims to attract consumers' attention to the products being sold. Use the right strategy to match the products you sell. The way you can do this is by making interesting headlines, using interesting pictures, videos, or opening lines. According to research from SilverPop in 2013, "we as sellers should be able to attract the attention of visitors in at least 8 seconds, and every 4 seconds human eyes always blink, so your work must be able to attract the attention of consumers with two blinks". "Attention can be obtained by utilizing position in publications (whether it's full-page ads or advertisements on a portion of the page), or by utilizing the size or shape of advertising itself" (Jefkins, 1996:

12). Examples of concerns at AIDA are as follows: Want healthy and qualityfood?

2. Interest (Attracting Consumer Interests)

After being able to attract the attention of consumers, the next step is to attract consumers' interest by highlighting the benefits of the product being sold. At this stage of interest, a seller must be able to highlight the benefits of the productbeing sold so that consumers have an interest and are interested in buying it. Somedata can be displayed to increase the interest of potential customers such as using facts, statistical data, case studies, and reasons for using products to sell. "Mightbe interesting can be displayed by coloring, drawing, or copying ads interesting, and this, in turn, will be further strengthened by the originality of the appearance and preparation of the sentence in the ad copy" (Jefkins, 1996: 12). Examples of interesting applications such You will feel like you are in your 90s.

3. Desire (Attract Customers to Buy)

Consumers must be made more than just feel interested and captivated, they must be encouraged to want a product or service advertised. How creative an advertisement can raise the desire of consumers to have a product advertised? There is an exchange situation: what will the consumer get by spending some money on the product to be made advertising. "Why do they have to sacrifice their money must get the goods or services advertised?" (Jefkins, 1996: 12). Examples of desires: Fortunately, the foods we sell all use natural ingredients, making them safe for kids to eat

4. Action (Inviting Consumers to Action)

"The final step in AIDA is to take action by inviting consumers to immediately make a product purchase. Some specific advertisements only remind, i.e. others build interests and desires for the future come when a purchase might be made, but others expect immediate action" (Jefkin, 1996: 12). Examples of using Call to Action such as "Buy Now", "Order Now", "Shop Now" and others.

2.2 Video

The explanation of video is divided into its definition and its advantages.

2.2.1 Video Definition

The video transmits a signal to a screen and processes the order in which the screen captures should be shown. Video usually has audio components that correspond with the pictures being shown on the screen. According to Sholechan (2012), "video is a technology for capturing, recording, processing, transmitting, and rearranging moving images". Usually use celluloid film, electronic signal, or digital media". Ciampa (2016) proposed, that there are four components that makea good video, "(1) good lighting, (2) top-quality video, (3) steady camera, (4) shot structure".

1. Good Lighting

Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It does not matter if you are using a sophisticated light kit or ambient illumination or depending on the sun, as long as the final product looks good.

2. Top-Quality Audio

The better a video sounds, the better it looks. Less-than-stellar visual elements can easily be accepted when the sound is clear.

3. Steady Camera

A steady camera will produce a steady shot well. It will ease the editor when selecting the best shots. The result of the video will look professional if the display does not shake or move too much. Therefore, using a tripod is highly recommended.

4. Shot Structure

A good video displays the object in different shot types and angles. The editor should strive for a nice selection of shot-type angles to keep the viewers engaged.

In short, the writer can conclude that video is one type of audio-visual media to convey information through images combined with audio that aligns and they look real. Besides, a video is a good medium to promote traditional furniture.

2.2.2 The Advantages of Video

Video is a good medium to promote learning institutes. According to Maulani (2018), "*kelebihan video adalah video merupakan media promosi yang efektif dan efisien dalam hal waktu penyampaian dan informasi dalam videotersebut mudah diterima oleh masyarakat*". It means the advantages of video are video is an effective and efficient promotional medium in terms of delivery time and the information in the video is easily accepted by the public

There are 9 advantages of using video for promotion stated by Day (2020), "(1) customers are watching more videos, (2) video ads convert sales, (3) people share a video, (4) video does well among mobile users, (5) video is an excellent format for informing and educating, (6) distributing videos via social, (7) video conveys huge amounts of information in a short time, (8) video tells your story better than other formats, (9) analytics are telling.

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 to35%.

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) explains the detailed advantages of video. Meanwhile, (Maulani, 2018) stated that

> "*keuntungan umum dari video. Singkatnya, penulis menyimpulkan bahwa keunggulan video lebih mudah diakses oleh banyak orang, lebih efektif dan efisien, serta format yang sangat baik untuk menginformasikan dan mendidik karena mudah diterima oleh masyarakat*".

It means that the general advantages of video. In short, the writer concludes that the advantages of video are more accessible to many people, more effective and efficient, and an excellent format for informing and educating because easily accepted by the people.

2.3 Script

The term 'script' is discussed by its definition, elements of scriptwriting, and video script.

2.3.1   Script Definition

According to Daintith (2014), "the script can be defined as generic ordered sequences of actions or events. They capture or encapsulate the central themes ina narrative and can be matched against other scripts or situations".

Malinda (2019) refered script as naskah in Indonesia said "*Naskah adalah selembar rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwara dalam sebuah film atau drama*", it means a script is a sheet that consists of a draft plan and structural characterization in a movie or drama. Without a script, the process of producing a video will be messy and also bad for the contents and messages in the video. The viewers will not get the message fromthe video directly but they try to get the messages by their selves. In this case, the script is an important element of producing a good video.

2.3.2   The Elements of Writing Script

According to Jakacaping (2018), there are four elements when making a good script. "(1) hook, (2) introduction, (3) body, (4) closing". First, the element is the "Hook" in this step, the narrator has to find interesting words or sentences to attract viewers to stay watching the video. It depends on the content of the video. So, the content of the video is about the promotion of the Cheng Hoo Mosque as areligious tourist destination.

Second, the "Introduction" has an important role. Introducing the narrator

first, because viewers do not know she/he before. In this step, she/he has to tell about the content. For example, promotion videos of sports tourism attractions. The narrator has to give some information about the content of the video. Let the viewers know why they should watch the video.

Third, the " Body " in this step, has to be explained in the video content because it is the main point that has supporting details about the content. This element makes the viewers want to know about the video.

Fourth, the "Closing" is crucial if the video content is about promotion, and gives the viewers recommendations. And also, this video will give the viewers recommendation about what is the best way to maintain their health. So, the narrator will recommend promoting the video of the Cheng Hoo Mosque as a religious tourist destination.

2.3.3   The Video Script

According to Cockerham (2016), there are some tips to make a good video script:

1. Write a Video Brief First

To write a script that encourages good results, writing a brief video is the key. This helps you understand your objectives and also helps to understand the audience and what to demonstrate to them.

2. Turn Your Massage into a Story

For any piece of video content, it has to communicate. The trick is translating these core messages into a simple story for your script to follow.

3. Speak in a Language Your Audience Understands

When writing a script, always talk in the audience's language rather than your own. The script should be in line with the brand voice, but never be to the detriment of viewers. If it can include real words and phrases that the audience uses on the way to a great video script.

4. Keep It Short and Sweet

When it comes to scriptwriting, less is always more. Say what you needto say and keep it as short and succinct as possible.

5. Do Not Just Use Words

Making a video is not writing a novel. Getting more than just words to play with the script. The story in video content is told through editing, motion graphics, music, sound effects, and voice-over. So, do not feel like to need to communicate everything through dialogue.

6. Do Several Script Readings

Once it has gotten a workable draft of the video script, then you have to start reading it.

7. Check Against Your Brief

Undoubtedly it needs several rounds of revisions to go through with any video script.

2.4 Religious Tourism

In general definition, religious tourism is a form of tourism, whereby people of faith travel individually or in groups for reasons related to religion or spirituality in their quest for meaning. Griffin (2007, p17) added that "these religious or spiritual travelers are often ignored as a distinct grouping by traditional tourism research". "Religious tourism encompasses all kinds of travel that is motivated by religion and where the destination is a religious site, and these sites may not necessarily be associated with current religions since many religionsin the history of the world have been extinct" (Blackwell 2007, p37).

According to Anwar (2018), "religious tourism is an important part of the tourism industry it is called special interest tourism, which is usually related to the followers of particular faiths who visit locations that are considered holy sites". Religious sites are not only visited by pilgrims but also visited by non-religious

tourists since they have cultural, historical, and religious significance. The most niche of the tourism industry is directly affected by economic instability but this religious tourism is less affected by these economic issues. It is because the reason for traveling is very strong and it plays a very important role in their lives so money does not play a very vital role to stop them from visiting a destination.

Religious tourism is the pioneering form of tourism that has begun almost with the dawn of humanity. From ancient times religious destinations were not only a part of the cultural landscape but also had become a vital factor in local marketing and prime parts of the economy of hosted destinations. Some of the religious places such as Mecca in Saudi Arabia, Fatima in Portugal, and Lourdes in France attract millions of religious tourists, charity workers, missionaries, and humanitarians creating a huge financial transaction in the destination.

2.5 The Cheng Hoo Mosque

Based on Dinas Kebudayaan & Pariwisata website about the Cheng Hoo Mosque. The Cheng Hoo Mosque is relatively new and was founded by the Indonesian Chinese Islamic Association of South Sumatra or PITI in 2008. Named Cheng Hoo in honor of Admiral Cheng Hoo who contributed to spreading Islam to Indonesia. Based on historical records, Admiral Cheng Hoo visited Palembang seven times during his trip.

The design of the Cheng Hoo Mosque combines elements of Palembang's local culture with Chinese and Arabic nuances. The minarets on both sides of the mosque imitate Chinese temples and are painted in red and jade green.

Figure 2. 1 Cheng Hoo Mosque

This mosque was built in 2008, it was founded by the Indonesian Chinese Islamic Association of South Sumatra PITI. The land of The Cheng Hoo Mosque is *waqf* by South Sumatera Governor at that time, named Mr. Syahrial Oesman. It is located on Cheng Hoo street.
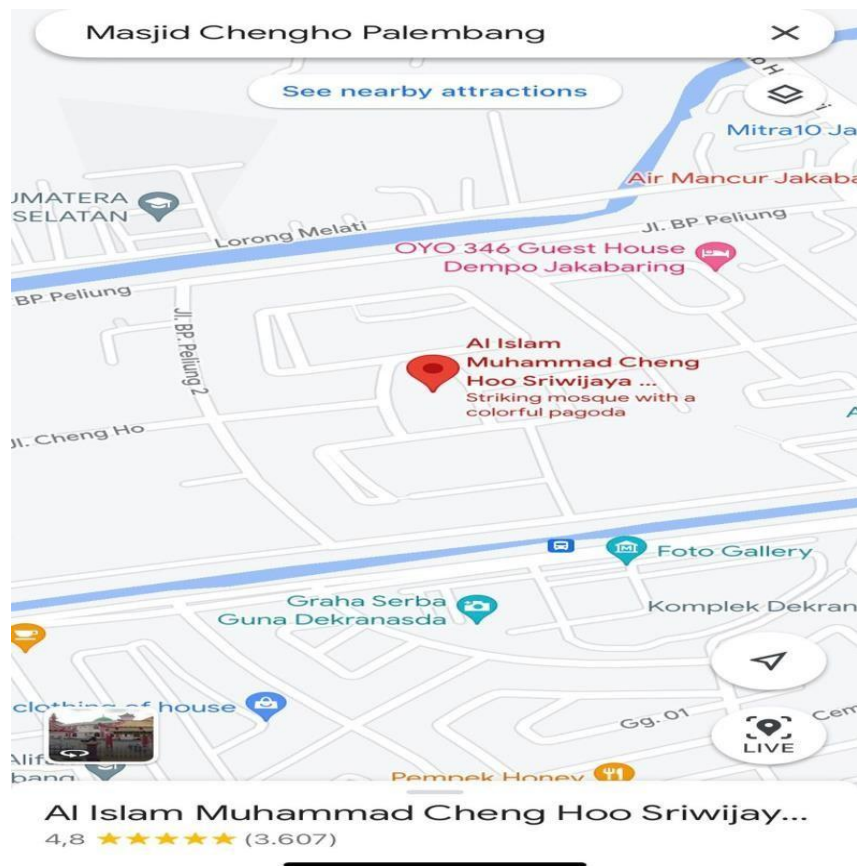
Figure 2. 2 The Cheng Hoo Mosque provides the map from Google Maps