# CHAPTER II
# LITERATURE REVIEW

## 2.1. Design

According to Eames (1989), design is a plan for arranging elements in such a way as to best accomplish a particular purpose. The other meaning of design is the field of human experience, skill, understanding, and imagination that is concerned with the conception and realization of new things and events and particularly with man's appreciation and adaption of his surroundings in the light of his material and spiritual needs. Archer (2005). Moreover, Helfand (2014) states that design is a complex combination of words and images, figures, and graphics, photographs and illustrations that require the special thought of an individual who can combine these elements, so they can produce something special, very useful, surprising, or subversive. Meanwhile, according to Jhonston (Kaspirin, 2011), design is a process of making something that inherently has emergent products or spatial patterns in given time frames that manifest the ever-changing realities in a community occurring within the process.

Based on the definitions above, it can be concluded that design is a plan or process of making combinations of words, images, figures, or photographs into new creations that are special, useful, or surprising in order to deliver visual messages from communicator to communicant.

## 2.2. Culinary Tourism

Culinary tourism is an aspect of tourism that can build tourism and attract tourists. Based on Murray (2015), culinary tourism is an alternative to supporting the potential of natural tourism, cultural tourism, historical tourism, and marine tourism. Culinary tourism is often considered as a complementary tourism product. In addition, culinary tourism is developing because it can attract tourists to come to the

city and an interest in trying out the specialties of the region (Bersa, 2012).

The uniqueness of the city can be seen from the cuisine. According to Leheup (2011), culinary tourism includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition, or culinary techniques. It is also proved that with culinary tourism, tourists will learn to appreciate and consume the cuisine of that place.

## 2.3. Dairy Product

Dairy products are the kinds of foods that are obtained primarily from or contain milk of mammals such as cattle, goats, sheep, etc. Dairy products include a variety of foods such as cheese, butter, yogurt, and many more. They are consumed throughout the world, excluding some parts of central Africa and some countries in East and Southeast Asia (Neelakantan, 1999). Buffalo is one of the animal that is often used for meat and milk productions, work, sport and social status. The main potential products of buffalo is buffalo milk because it has good nutrient content and can be used for making traditional food or medicine. Swamp buffalo milk from Pampangan (Bubalus Bubalis Carabauesis). The milk consumed by Pampangan residents is frequently used in the production of Gulo Puan and other processed buffalo milk products, both of which are produced using ingredients that can only be found in the region.

## 2.4. The Issues of Video

A video is a visual multimedia source that combines a sequence of images to form a moving picture. The video transmits a signal to a screen and processes the order in which the screen captures should be shown. Videos usually have audio components that correspond with the pictures being shown on the screen. According to Haskin (2013), a video is something that is watched that has a beginning, an end, and tells a story. Then Shi (1999), states that video is referred to as visual information, which includes both single frames and frame sequences. In practice, it is

often used to mean frames exclusively. Meanwhile, Yudianto (2017) said that video media can help audiences, namely, viewers who are weak and slow to capture a message, become easily accepted and understand the innovations presented. This is because they are able to combine visuals (images) with audio (sound).

### 2.4.1. The Advantages of Video

According to MacFarland (2014), video is a powerful tool for promotion. He mentions several advantages of video. They are:

1. Video has become so easy to use that a person can simply use a smartphone, tablet, or computer to record a video.

2. A video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in and place you inside the environment of the video.

3. A video is being watched online more and more every year including an 800 % increase in online video consumption over the past six years, a 55 % majority of video news viewers among Internet users and 2 billion video views per week are monetized on YouTube.

### 2.4.2. The Components of Making a good Video

According to Ciampa (2016) there are four components to make a good video as follows.

1. Good lighting (as opposed to merely adequate lighting) needs to bathe the subject in a flattering way, as shown. It does not matter if using a sophisticated light kit 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. Visual elements can easily be accepted when the sound is clear

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

recommended.

4. Short structure. A good video displays the object in different shot types and angles. The editor should strive for a nice selection of shot types and angles in order to keep the viewer engaged.

Moreover, Hazelton (2019) gives four components in producing videos.

1. Concise and clear message. Video should engage the shopper, telling her why she needs the product. Every product has a purpose, and the video should explain it factually.

2. Attention grabbing opening. Shoppers are impatient, first show the problems the products fixes. The first few seconds need to be relatable to consumers. Otherwise, you will lose them.

3. Discussing the pain point. Every product presumably solves at least one pain point. Good product videos discuss the problem and the solution.

4. Minimizing dead air. Dead air can describe the lack of audio in videos. Many users will not watch a video with little or no sound. This is why so many professionally produced video contain background music. To minimize dead air, use appropriate background noise and sound effects.

### 2.4.3. The steps of designing a video

Budijuno (2017) gives the steps of designing a video as follows.

1. Making script and storyboard

Makes the script based on topics you like, figure out what topic you are interested to discuss in your video, write down everything that you need to talk during the video. You can also use code like to show something could be pictures to be shown in the video. Make sure that you put detail 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 storyboard is an important foundation to make a video because it is the reference for the director in making video. Storyboard is an activity to transfer your words into draws. To make a storyboard you need a plain

paper and divide your paper into some square by lining it up with pen or pencil. Then you can go to scene 1, draw everything you want to show during the video, make sure it is related with the script you have made before. Continue until all scenes are connected with the script.

2. Recording

After making script and storyboard, then you can continue to record the video. To record the video, you need camera or smartphone, tripod for holding the camera if necessary, and 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 audio recording while you were recording the video. If you need to talk in front of the camera you have to remember the script and talk as if you can begin to record your video and check the scenes that you have recorded on the storyboard.

3. 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 as 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.

In addition, according to Jones (2020). There are some stages of producing videos. Those are pre-production, production, and post-production.

1. Pre-Production

This stage is all about planning. It's easy to forget or rush through this stage for a short video if you're eager to get to the filming and editing, but pre-production is essential for ending up with a worthwhile video. Time spent on pre-production makes the rest of the process more efficient. Pre-production includes:

a. Research: What is your story? What can you shoot? Finding and developing an idea takes research. Educate yourself about any related topics and issues, and check for

other media coverage.

b. Storyboard/ Shot List: A storyboard doesn't need to include sketches (though it can) — this should be an outline of how you picture the video turning out. From that outline, make a list of all shots you need to get.

c. Script: A news story won't have scripted dialogue like a fictional video, but it may include audio or text narration.

d. Scout locations: Plan where you're going to shoot, and check out those spaces ahead of time to assess the lighting and sound conditions. Get permission if you need it for any private property.

e. Casting: News never involves actors, but you still make choices about who will be in the video. Who is your main source? Is that person comfortable on camera and reliable?

f. Filming schedule: Arrange shooting times with everyone involved, leaving time for a back-up shoot in case something goes wrong. How long will it take? What does everyone need to know ahead of time?

g. Project folder: Set up a project folder with everything you've collected so far, and make sure you have digital storage for all your files

2. Production

This stage is about capturing footage. There is a lot of pressure during production, because it's costly or impossible to go back and get footage later if you don't get what you need.

a. Explain expectations: Tell sources what you're planning to shoot and what your process will look like. Everyone will feel more comfortable if they know what you're doing.

b. Capture all shots, plus extra: Did you get an establishing shot? Enough CU shots? Keep your shot list on hand so you don't forget anything you need.

c. Check footage as you go: Use headphones to monitor your audio, and play footage back if you're unsure about it. Make sure your camera is recording when you think it is! Your footage should not be a surprise.

d. Stay in the moment: Some of the best moments in video are unpredictable. Don't get so caught up with your game plan that you ignore opportunities for interesting shots, interactions or interview questions.

3. Post-Production

This final stage is about editing all the pieces together to create the final product, usually using video editing software such as Premiere.

a. Log and label footage: Organize your footage and take note of anything that deviates from your original storyboard. Review each moment of the acquired footage and identify good shot and reject the shot that is not required.

b. Build sequences: Choose your best material and organize it on your timeline. It's most efficient to do a "radio edit" that prioritizes audio first, then build visual sequences around audio spine.

c. Effects and transitions: Consider color correction, audio levels and balance, and any other effects between shots or scenes that improve the storytelling.

d. Graphics and credits: Use a consistent visual style for titles, lower thirds, credits and other graphics.

e. Closed captions and translations: Add closed or open captions in Premiere, or closed captions later in YouTube. This is essential for hearing impaired viewers, but useful for everyone.

f. Get feedback: Whether you have a formal process with an editor or a more informal process, always get at least one or two other people to check your video for errors and clarity.

g. Export: Finalize your video by exporting it from Premiere. You may export multiple versions for different lengths or file formats.

h. Distribute and share: Get your video out there! Usually this means uploading it to YouTube, Vimeo or other platforms with a useful title and description. Always follow up with sources so they can see your finished work.

**2.5. The Matters of Script for Videos**

Baried (1985) states that script is a concrete object that can be seen and held. Script is the design of the delivery of stories or ideas with the film media Biran (2006). Meanwhile, Norbury (2014) states that scripts "sequences of actions or events" presenting focal ideas and can be synchronized with other context scripts. A script need to encompass the exact words the people in the video will say. It needs to use conventional language that speaks at once to the viewer. Avoid the use of lots of sentences, jargon, technical terms, and acronyms in order to the viewer easy to understand the information from the video. The producer will produce the video based on the video script.

### 2.5.1. The Types of Script Writing

There are five types of script writing, namely: Screenplays, playwriting, audio drama, news script and other scriptwriting (Dontigney, 2017).

1. 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, 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.

2. Playwriting

Plays are productions that occur live, on a physical stagerather than the methaphoric stage of film and television. Like a screenplay, a play script includes dialogue and directions. According to script frenzy, a play script will include stage and scene instructions, as well as provide character names and descriptions.

3. Audio Drama

Scripts for audio dramas share a number of components with screenpalys and the scripts for stage plays, often sharing terminology. There tends to more extensive

use of the so-called narrator to provide 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 setting, reports crazy Dog Audio Theatre. Instructions lean toward the necessary audio components that need to accompany a given scene and may also give direction to the voice actor about how a line should be delivered.

4. News Script

While appearing natural on screen, most news anchors are provided with scripts to read via Teleprompters. News scripts tend to be bare-bones affairs that provide informational content. The components of the script the anchors do not read aloud generally include directions for the production staff about when to run a clip or to cut to a live anchor in the field.

5. Other Scriptwriting

Other types of scriptwriting include producing story/dialogue for video game, education films, online content such as podcast or marketing materials and even commercials. These scripts tend to follow the same general patterns as plays, audio dramas and screenplays.

**2.5.2. The Functions of Script in a Video**

Ayu (2019) said that there are three main functions of Script in a video.

1. Basic concept

Script as basic concept means 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. For this reason, the script serves as the basic concept of a video.

2. Direction

Script is a document that is used as a direction in producing the video. The

video will be more organized by having script because it will avoid the video out of the content. In this case, the 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 as 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.

### 2.5.3. The Four Elements of Making a good Script

Good video script will lead to a good video. Jakacaping (2018) stated that there are four elements when making a good script.

1. Hook

In this step, the narrator has to find the interesting words and sentences to attract viewers stay in watching a video. It depends on your content of video.

2. Opening

Opening means starting the video script from the general information into the specific information.

3. Body

In this step, you have to explain about your video content because it is the main point of the video. This element will make the viewers want to know about your video. In this case, the writer will directly give the information about the location.

4. Closing

If your video content is about promotion, give your viewers recommendation because the viewer not only want to find the information but also want to get the recommendation.

### 2.5.4. The Seven Stages of Script Development

Friedman (2006) gives seven stages of script development in writing a video

script.

1. Background research and investigation

Part of the process of scriptwriting often involves background research or investigation of the subject matter before you define the objective or outline the content. Research can be undertaken in any several well-proven ways. You can consult encyclopedias, visit a library, or search the internet. Another example of research is collecting background information about a product or a process for a corporate program. In order to write about the client's product, you may need to read manuals and brochures and interview people in the company who are knowledgeable about the product.

2. Concept

The first formal document you create in the scriptwriting process is called a concept or an outline. The function is to set down in writing the key ideas and vision the program. This document is written in conventional prose. There is no special format for it. It is difficult to characterize a concept because it has no fixed length, no fixed form.

3. 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.

4. Treatment

After the concept comes the treatment. Both of these terms are universally used and understood. A writer must know what they are and how to write them. A treatment is about structure and the arrangement of scenes. The narrative order must be clear.

5. First draft

The name of this documentary 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.

6. 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.

7. Final Draft

The 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.

**2.6. Gulo Puan**

Gulo Puan, this sweet snack from Palembang is said to have been the food of the nobles, inherited from the kings of the Palembang Darrussalam Sultanate. Over time, this food became the hallmark of the people of Palembang. According to Sartika (2019), Gulo Puan is a delicious food made from sugar and buffalo milk, which is processed into caramel with a sweet and savory taste. Gulo Puan comes from the Palembang language, namely Gulo means sugar and Puan Dalam means real milk liquid from dairy animals.

Whereas, in general, Gulo Puan can be known by the name of milk sugar. Gulo Puan, or milk sugar, is made from fresh milk from buffalo typical of the Pampangan area, Ogan Komering Ilir (OKI), South Sumatra. The distance is about 85 km from the city of Palembang or about 50 km from the city of Kayu Agung, which is the capital of the OKI district. Gulo Puan means milk in the regional language of South Sumatra; Gulo Puan means milk sugar, according to the basic ingredients. It is cooked, like making caramel cake. The difference between caramel cake and white

sugar  is the texture of this cake becomesover time, gritty, with a brownish tint.

Although it is a typical OKI dish, it is not easy to find this dish. It is only at certain times, such as during Friday prayers at the Palembang Grand Mosque, and sold at street vendors at a price quite deep into the pocket, Rp. 100 thousand for each kilogram.



Figure 2.1 The picture of Gulo Puan
Source: https://images.app.goo.gl/Rv5wd3gYFfujgn2MA

### 2.6.1 History

It is said that long ago, this sweet snack from Palembang was the food of the nobles, inherited from the kings of the Palembang Darussalam Sultanate. Over time, gulo puan has also become a typical snack for the people of Palembang.

The main ingredient of this gulo puan, or milk sugar, is fresh milk from buffalo from the Pampangan area, Ogan Komering Ilir (OKI), South Sumatra. Pampangan is about 85 km from the city of Palembang or about 50 km from the city of Kayu Agung, which is the capital of the OKI Regency. In the regional language of South Sumatra, Puan means milk. According to the basic ingredients, Gulo Puan means milk sugar. In the manufacturing process, Gulo Puan is cooked like making caramel cake. The difference is that the caramel cake uses white sugar while the gulo lady uses brown sugar. The texture of this Gulo Puan is soft, sandy, with a brownish color. It tastes sweet and savory, like a blend of caramel and cheese. Gulo Puan is not

only delicious to enjoy as a beverage with tea or coffee, but also delicious eaten with white bread.

## 2.7. The Subtitles in Video

Translation Journals (2016) mentions that subtitles and captions are widely relied on by viewers. The followings are the ways to make subtitles in the video:

1. Avoid presenting too much text onscreen at one time. Make sure the subtitles are easy to read and follow. Always allow enough time for each subtitle to be read.

2. Ideally, each subtitle should contain a single complete sentence, wherever two lines of unequal length are used, the upper line should preferably be shorter to keep as much of the image free as possible and in left-justified subtitles in order to reduce unnecessary eye movement.

3. It is important to caption all important dialogue and to distinguish between speakers. In subtitling, you should simplify the text to make the subtitles easy to read so that the viewers can understand them at first sight.

4. Using a large enough text size. The font must be easily readable. There should be a high contrast between the caption (text) and the background.

5. Position subtitles at the center/bottom and avoid clashing with any on screen. The normally accepted position for subtitles is center/bottom of the screen, but in obeying this convention it is most important to avoid obscuring 'on-screen' captions or any part of a speaker's mouth or eyes.

6. Always ensure accuracy in captioning. The target point for synchronization should always be at naturally occurring pauses in speech-sentence boundaries, or changes of scene. This has to be the most important best practice in subtitling and closed captioning.

## 2.8. Narrator or Voice Over

Fastwork (2019) defines voice over is an audio production technique separate from the original narration. The followings are some steps to make a good voice over given by Fastwork (2019)

1. Adjusting volume and sound clarity.

   Make sure you don't make a sound toolow that it sounds like a mumble. Also avoid speaking too loudly because it can give the impression of being noisy and disturbing. adjust the distance between your position and the microphone. Do not approach the microphone when it is loud. Instead, move closer to the microphone when speaking quietly.

2. Paying attention to the pronunciation.

   Make sure your pronunciation in voice over is correct. making a script when going to do voice over will serve as a guideline. With a script, you can also practice pronunciation before doing voice over.

3. Avoiding talking too fast.

   Some people speak quickly when they are feeling enthusiastic. As a result, when they tell stories it is difficult to understand. Use the script that has been made to mark how fast the tempo to take and what kind of intonation is needed. That way, your voice can sound more organized when doing voice over.

4. Choosing the right place before doing voice over.

   Choose a quiet location or not too noisy.