

CHAPTER II

LITERATURE REVIEW

2.1. Writing

Dalman (2015) stated that writing activities have implications for several elements, namely, the writer as a messenger, the content of the message, the media used and the resource person. So it can be concluded that writing is an activity of conveying information in writing, so that the writing activity itself involves several elements including the writer as a messenger, the content of the message, the media used by the speaker and the source.

Meanwhile, Iskandarwassid and Ristianti (2010) argues that writing skills, as one of these productive language skills, encourage a person to convey ideas, thoughts, desires and feelings to others through written language. Moreover, Subandi (2014) writing is a language skill used to pour ideas or ideas that are in the mind through written language so that it can be read and understood by others. From this explanation, it can be concluded that writing is a writing skill that is used to convey ideas or ideas, desires and feelings to others through the language of writing so that it can be read and understood by others.

2.2. Video Script

A video script is one of the basic parts of a video. "*Naskah merupakan sebuah landasan yang diperlukan untuk membuat sebuah program video dan televisi apapun bentuknya*" (Widianita, 2009). A script is foundation to direct the flow in a video and television program. In more complete way, Rosianta and Sabri (2018) add that a video script is a written text explains about the information that will be added on a video. Similar to Rosianta and Sabri (2018), Common Craft LCC (2021) defines a video script as all spoken words on the video. In brief, a video script is an important element for creating a good flow of a video contains all of the words will be spoken on the video.

2.2.1. Video

According to Kustandi (2013) stated that “Video adalah alat yang dapat menyajikan informasi, memaparkan proses, menjelaskan konsep-konsep yang rumit, mengajarkan keterampilan, menyingkat atau memperlambat waktu dan mempengaruhi sikap”. Besides, to Arsyia (2011) video is a picture in a frame, where frame by frame is projected through a projector mechanical that on the screen there is a live picture. It means that video is a medium to convey information, explain concepts, explain complex concepts, and also a video is a frame that is strung together on the screen of a living image.

Nowadays, digital video is widely used as a medium to promote and convey information such as culinary, museums or other historical places, promote a tourist destination, and much more. And through the video tourists who will visit the city of Palembang have known information in advance about Waterfront tourism destinations that have been promoted through video media. The video media can make tourists who visit Palembang can easily find out information about Waterfront tourism in Palembang city.

Ritchie (2017) said, “There are five reasons why video is more effective than text”.

1. Videos Grab People’s Attention

When you run digital advertisements, half of the battle is getting people to look at them. Think about what grabs your attention when you are scrolling through a website. Your eyes are attracted to movement, so the movement that videos produce naturally draws people’s attention. Video advertisements also pique interest more than a standard static advertisement. People are over 27 times more likely to click on an online video advertisement than a static banner advertisement.

2. Video Engage Viewers

Videos do not only grab people’s attention but also keep it. Video is one of the most engaging media you can use. They strike a deep connection and illicit strong emotional responses that make people want to share, comment, and like. Videos get 1,200% more shares than text and images combined. If it is produced correctly and naturally, videos can give clear information and will be easy to interpret in a short

amount of time. It has been said that a one-minute video is worth 1.8 million words. Your brain can also process visuals much quicker than the text. About 90% of the total information transmitted to your brain is visual. On top of that, your brain can process these visuals 60,000 times faster than text. The human brain is not only more used to seeing visuals but is also better at interpreting them.

3. Videos Drive More Traffic to Your Website

A video can bring as much benefit to your site regarding SEO as multiple web pages. Companies that use videos on their websites have 41% more web traffic from searches than sites that don't use video at all. Video also drives organic traffic up by 157%. You can also take advantage of this increased traffic by placing videos on the landing pages of your website. Embedding videos on landing pages can increase conversions by 80%. Search engines are taking videos more into account and ranking them higher than ever before. When people share your video or link back to your web page, it creates an inbound link. Inbound links are an important factor in your SEO ranking. The more inbound links your site has, the more writer native your site looks to Google. Also, videos are more likely to be shared and in turn, generate more inbound links. Because of this, videos are 45 times more likely to rank on the first page of Google than text results.

4. Videos are Memorable and Improve Brand Recall

Have you ever found yourself reading an entire page of a book and all of a sudden realizing that you have no idea what you just read? You then have to waste time going back to re-read something that you have already seen before. This phenomenon is called regression. Regression can be frustrating when reading the written text, but videos almost eliminate it. Studies show that viewers retain 95% of a video's message compared to 10% when reading text. Also, according to HubSpot, 80% of customers remember a video they viewed in the past month. Videos allow you to package the information you are trying to get across into a short narrative that will engage viewers in a way that text cannot. This makes them more memorable because people are far more likely to remember a story than a list of facts. Using video also plays into the strengths of the majority of the population. Most people need visual aids to learn, and 65% of people consider themselves to be

visual learners. Videos accommodate this learning style and help people retain information better than they would a large wall of text.

5. Videos Help Increase Buying Intent

The success of any marketing campaign is based on conversions, or in other words: how many people bought or expressed interest in your product or service. Videos do a great job of pushing customers closer and closer to purchase. A positive experience from a customer with a video ad can increase purchase intent by 97%. Also, 64% of customers are more likely to buy a product online after watching a video about it. While you can increase your conversion rate by using video marketing, you can't just make any video and stick it out there hoping for favourable results. Your video needs to plug into your buyer's pain points, presenting your product as the compelling solution to the pain. But if done well, video is more effective than text in communicating marketing messages.

2.2.2. Script

According to Vinci (2014) stated script is a document that details every aural, visual, behavioural, and lingual element needed to describe a story in detail. Norbury (2014) states that scripts are "sequences of actions or events" presenting focal ideas and can be synchronized with other context scripts. It means that the script is an action that can be presented through ideas and then can be poured into the context of the script. In conclusion, a script is a document that details every event in a story sequentially and then presented ideas so that a script is formed.

Angelo (2010) stated that, "*Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah program. Sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disimpulkan*". Which means that a script is a basic idea needed in creating a video program, and the quality of the script determines the final result of a program.

Jakacaping (2018) said, “There are four elements when making a good script.”

There are:

1. Hook

In this step, the writer has to find out the interesting words or sentences to attract viewers to stay in watching the video. It depends on the content of the video. The content of this video is about a promotional video of a souvenir store.

2. Introduction

In this step, the writer started the video script from the general information into the specific information. The video is about a promotional video of a souvenir store in Palembang. The writer gave the information of Palembang as the general information.

3. Body

In this step, the writer has to explain about the video content because it is the main point that should be supported with the details regarding the content. This step makes-the viewers want to know about the video. In this video the writer directly give the information about the location of the souvenir store, when the store started operating, kinds of the souvenir, and the range of price in that store.

4. Closing

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

Cockerham (2016) said, “There are some tips to writing a good video script”:

1. Write a brief first.

In order to write a script that drives the results you want you will definitely need to write a video brief. Not only does this help you understand your objectives, it also helps you to understand your audience when you want to demonstrate to them.

2. Turn your message into a story.

For any piece of video content you want to communicate with your briefs will help you identify these. 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 your script, always talk in your audience's language rather than your own. Your script should be in line with your brand voice, but never to the detriment of viewers. If you can conclude real words and phrases that your audience uses on your way to a great video script then your audience will understand what you mean.

4. Keep it short and sweet.

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

5. Do not use words.

You are making a video, not writing a novel. You have got more than just words to play with your script. The story in video content is told through editing, motion graphics, music, sound effects and voice over, so do not feel like you need to communicate everything through dialogue.

6. Do several script readings.

Once you have got a workable draft of your video script, you should start reading it out.

7. Check again your brief.

You will undoubtedly have several rounds of revisions to go through with any video script.

Therefore, it can be concluded that the tips to writing a good video script are write a brief first, turn your message into a story, speak in language your audience understands, keep it short and sweet, do not use words, do several script readings, and check against your brief.

According to Friedman (2006), "There are seven stages of script development":

1. Background research and investigation.

Part of the process of script writing often involves background research or investigation of the subject matter before you define the objective or outline the content. Research can be undertaken in several well proven ways. You can consult encyclopaedias, 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. At what stages do you do your research? Some kind of research and investigation is usually necessary to get going and to stimulate your thinking, so it logical precedes everything else. Research could also come later in response to your need to know about specific things in order to make accurate statements. At a later stage you may need to do audience research. If your product has a commercial purpose, it is quite possible that questionnaires, surveys, or focus groups would be called for.

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 of 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. It just has to convince, persuade, and embody the seed of the script to come.

3. Pitching.

Pitching is talking, not writing. It is part of the communicating and selling of ideas in the entertainment and communication industries. You have to talk about your ideas 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 the 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.

2.3. Promotion

Surbhi (2017) defines promotion media is a communication tool to help in the spread of messages related to latest news, education, sports, entertainment and promotion of goods and services, to a large group of people, in a very short time. There are two kinds of promotion media.

1. Printed Media

Based on Surbhi (2017), printed media are forms of mass media as the name suggests the news or information is shared through printed publications. Printed media is the oldest means of sharing information/news. In printed media the news or information is published in hard copy and then it is released which is more reader friendly. Some forms of advertising media that are included in the print media are newspapers, brochures, flyers, magazine, and others.

2. Electronic Media

According to Surbhi (2017), electronic media are forms of mass media as the name suggests the news or information is shared through electronic medium. Electronic media is the advanced means of sharing information/news. In electronic media the news or information is uploaded or broadcasted and then it can be viewed through electronic mediums which is more viewer friendly. Some examples of

electronic media are picture, television advertising, radio advertising, online advertising, video and so on.

2.4. Tourism Destination

According to Prayogo (2018) Tourism can simply be defined as the trip of a person or a group of people from one place to another making plans within a certain period of time, for the purpose of recreation and getting entertainment so that his wishes are fulfilled. In addition, Sinaga (2010:12) explained that tourism can be interpreted as a planned trip made individually or in groups from one place to another with the aim of obtaining satisfaction and pleasure. From these two opinions, it can be concluded that tourism is a planned trip carried out by a person or group of people with a certain purpose and recreation for the sake of satisfaction and pleasure, which is carried out from one place to another.

2.4.1. Types and Kinds of Objects of Tourism Destination

Palembang city, has a lot of tourist destinations that can be visited by local and foreign tourists, both groups and individuals. Palembang city itself is a geographical city where the area is a waterfront area or can be called a waterfront city. It same as opinion from Yoeti (2016) There are so many kinds of tourism that classified into some aspect divided it into three main points, namely:

1. Natural Tourism

Natural tourism is defined as tourism centered primarily on natural resources such as relatively undisturbed parks and natural areas that consist of flora and fauna.

2. Man-made Tourism

Man-made tourism is tourism that created by human. There are many products from this kind of tourism, namely:

- a. Culture (sites and area of archaeological interest, historical buildings and monuments, places of historical significance, museums and art galleries, political and educational institutions, and religious institutions).
- b. Traditions (pilgrimages, fairs and festivals, arts and handicrafts, dance, music, and customs).

- c. Entertainment (recreation parks, sporting events, zoo, cinemas and theatres).
- d. Business (convention and conferences).

3. Mix Tourism

Mix tourism is tourism that combines natural and man-made tourism. In this kind of tourism natural resources is collaborated with man-made attractions. Such as beach that accompanied with resort.

Based on the explanation above, the topic that the writer choose that is Waterfront Tourism Destinations are related to second and third point of kind of tourism by Yoeti (2016), which is a combination of Natural and Man-made tourism. Mix tourism is a combination of Natural and Man – made tourism, where Natural tourism is part of water tourism such as beaches, and rivers, then Man - made itself is tourism in the form of a building, such as a bridge or can be called a man-made attraction.

2.4.2. Waterfront City

According to Carr (2006), the Waterfront is a part of the city bordering a river, sea, or lake that serves as a public space that accommodates public recreation activities. While public space itself is a shared owned space where the public can carry out various activities and is not charged to enter the area.

In addition Campo (2002), revealed that tourism is the focus of attraction for the waterfront area is that it has an interesting environmental historical, and ecological heritage while facilitating "vernacular" activities such as art performances, concerts, and community meetings. So it can be concluded that the waterfront is a tourist attraction of the city bordering the sea or lake where the public can do various activities and if you want to enter the area is not charged.

2.5. The Role of Video Script to Introducing Tourism Destination

Based on James (2013): The whole gamut of tourism is taken beyond its place through visuals and literature on it. Professionally penned literature on tourism speaks volumes of its originality, divisibility, uniqueness, and beauty which attract probable tourists to the spots.

According to Muljadi (2009: 9) in the World Trade Organization, video is an

informative and communicative publication media. Video is considered the most informative and communicative because it can convey information that can be shown with a combination of audio, visual, and textual. Along with the times, video is not only used in the dissemination of information in the form of event news and as an educational media, but also as a medium for 31 markets of a product. Because of the highly informative and communicative nature of video, the target of consumers eating is more easily attracted by the product being marketed than by only displaying an image or audio media.

It can be concluded that the writer considers the video script as a good medium to be a promotional event for waterfront tourism destinations in Palembang. By promoting these tourist destinations, it will arouse the curiosity of viewers who watch the video script to find out more about the places that have been mentioned by the writer. In addition, it can indirectly increase the percentage of tourist visits. In tourist destinations that have been displayed in the form of video script .

2.6. Waterfront Tourism in Palembang

Waterfront tourism destinations located on the banks of the Sungai Musi. This tour is the starting point is at Kuto Besak Fortress (Benteng Kuto Besak) where to get to this point you can use land transportation or water transportation, namely by using a ketek or ship. There are many destinations located on the banks of the Musi River (Sungai Musi), there are Kuto Besak Fortress (Benteng Kuto Besak), Ampera Bridge (Jembatan Ampera), Sultan Mahmud Badaruddin II Museum (Museum Sultan Mahmud Badaruddin II), Great Mosque (Masjid Agung), Kapitan Village (Kampung Kapitan), Merchant House Ong Boen Tjiet (Rumah Saudagar Ong Boen Tjiet), Kemaro Island (Pulau Kemaro) and much more.

2.6.1. Location

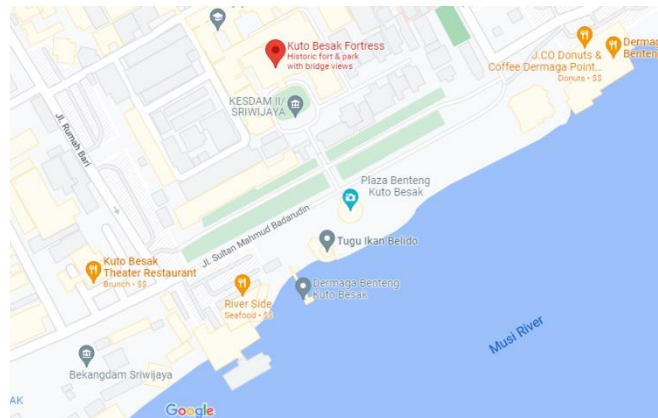


Figure 2.1. The main point Location of Waterfront Tourism

The map red point Kuto Besak Fortress (Benteng Kuto Besak) , which is the main point of the Waterfront tourism destinations. This tourist distance is located in the area of Kuto Besak Fortress (Benteng Kuto Besak) which is very strategically located. The road to Kuto Besak Fortress (Benteng Kuto Besak) is quite easy to access, the distance from the Pale Town square is only 4 kilometers, with a travel time of 10-15 minutes drive via Veteran road.

1. Ampera Bridge (Jembatan Ampera)

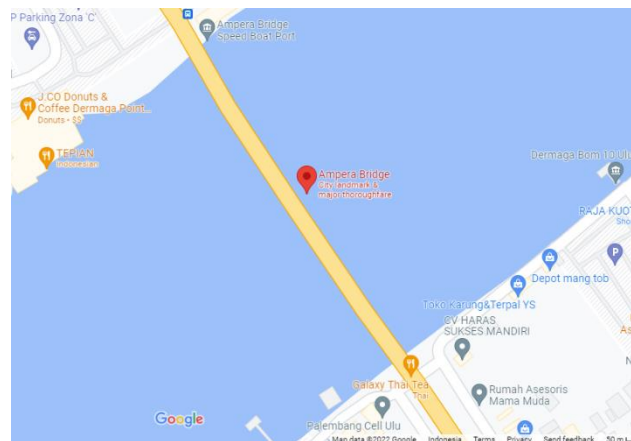


Figure 2.2 The location of Jembatan Ampera (Ampera Bridge)

The map red point Jembatan Ampera (Ampera Bridge), for its own location it is located on Mayjen. H. M. Ryacudu Street, this bridge is located in the middle of Palembang which connects two parts of the city of Palembang, namely opposite the ulu and opposite the ilir.

2. Sultan Mahmud Badaruddin II Museum

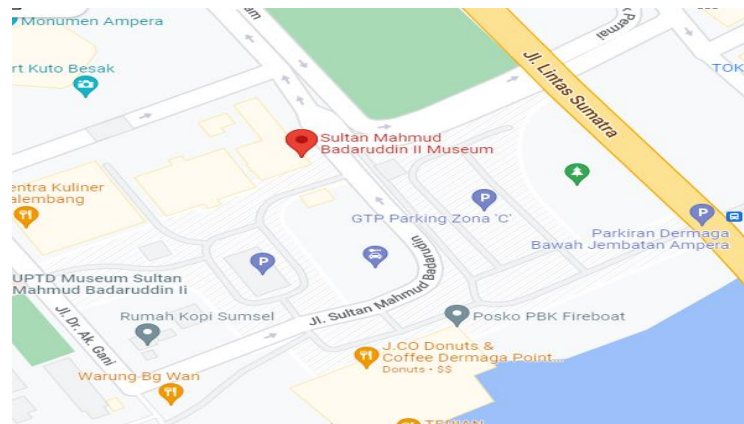


Figure 2.3 The location of Museum Sultan Mahmud Badaruddin II

The map red point Sultan Mahmud Badaruddin II Museum (Musium Sultan Mahmud Badaruddin II). The location of this museum is on the edge of Kuto Besak Fortress (Benteng Kuto Besak) , which is addressed Sultan Mahmud Badarudin street, 19 Ilir, Bukit Kecil District, Palembang City, South Sumatra 30113. To get to the location of this museum, you can use water and land transportation. For the entrance ticket price itself, it is 1,000 for students, 2,000 for students, 5,000 for the general public and 20,000 for foreign tourists. The operational hours of this museum itself are, Monday closed, Tuesday – Thursday open from 08.00 – 15.30 WIB, Saturday – Sunday at 09.00 – 15.30 WIB.

3. Great Mosque (Masjid Agung)



Figure 2.4 The location of Great Mosque (Masjid Agung)

The map red point Great Mosque (Masjid Agung). The location of this mosque is located in the middle of Palembang which is adjacent to the 16 Ilir market. Jendral Sudirman Street, 19 Ilir, Bukit Kecil District, Palembang City, South Sumatra

30111. The great mosque itself is an old mosque that is very important in the history of Palembang. The 259-year-old mosque is located not far from the Ampera Bridge. This mosque itself is a landmark of the city of Palembang until now. For the entrance ticket to the Great Mosque itself, which is free of charge, if tourists use their vehicles, they need to pay for parking of 2,000 rupiah for motorbikes, 5,000 rupiah for cars and 25,000 rupiah for buses.

4. Kapitan Village (Kampung Kapitan)



Figure 2.5 The location of Kapitan Village (Kampung Kapitan)

The map red point Kapitan Village (Kampung Kapitan). Located on the outskirts of the Musi River, precisely Pier KH. Azhari Street, 7 Ulu, Seberang Ulu I District, Palembang City, South Sumatra 30111. Kapitan Village (Kampung Kapitan) is the first ethnic Chinese in Palembang. The entrance ticket to Kapitan Village (Kampung Kapitan) itself is free and not pegged to pay how many later operating hours itself is from 08.00 – 17.30 WIB.

5. Merchant House Ong Boen Tjiet (Rumah Saudagar Ong Boen Tjiet)

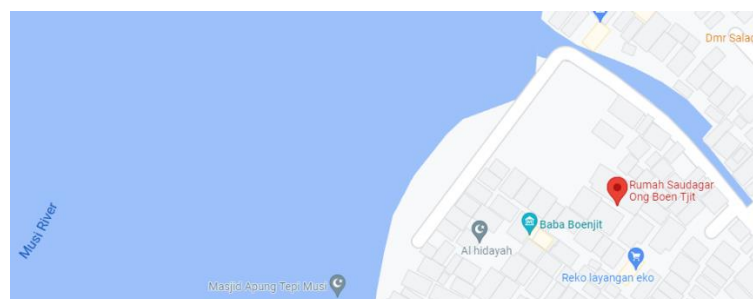


Figure 2.6 The location Merchant House Ong Boen Tjiet (Rumah Saudagar Ong Boen Tjiet)

The map red point Merchant House Ong Boen Tjiet (Rumah Saudagar Ong Boen Tjiet). This house is a cultural heritage located on the banks of the Musi River. This house is thought to have been built in the 17th century which was inhabited and guarded by the sixth generation Ong Boen Tjiet Budiman and his wife Ani. To get to this house, you can use water transportation, namely by using a ketek or boat, you can also use land transportation, namely only by using a motorbike because the aisle is small so that cars and buses cannot enter it, and an alternative transportation is to use water transportation. Then for the entrance ticket itself, which is 10,000 thousand rupiah per person.

6. Kemaro Island (Pulau Kemaro)

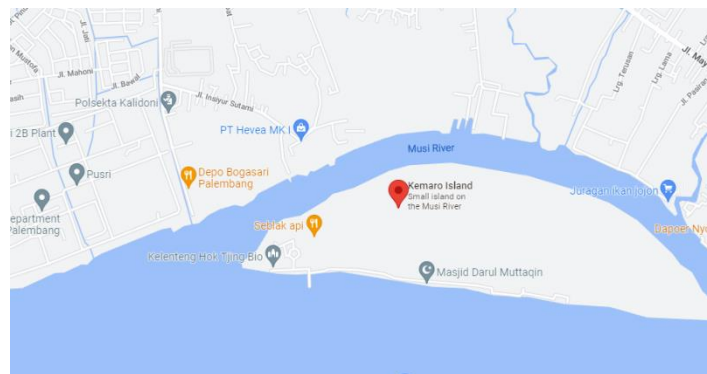


Figure 2.7 The location Kemaro Island (Pulau Kemaro)

The map red point Kemaro Island (Pulau Kemaro). The location of Kemaro Island itself is 1 Ilir, East Ilir II, Palembang City, South Sumatra. Which is located in the Musi River area which can be reached 20 minutes from the pier of Kuto Besak Fort (Benteng Kuto Besak), this island is not too big because the area is approximately only 30 hectares and is inhabited. To get to Kemaro Island, tourists can only use water transportation, namely by using ketek or boats. For the entrance ticket itself is free.