

CHAPTER II

LITERATURE REVIEW

2.1. Designing Video Script

2.1.1. Designing

Design is the creation of plan or convention for the contraction of an object or a system (as in architectural blueprints, engineering drawings, business processes, circuit diagrams, and sewing patterns) Design has different connotation in different fields. The other meaning of design is a specification of an object, manifested by some agent, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to some constraints (Treder, 2009). In addition, principle looks at the technical aspects, functions, materials, without releasing the elements of color, lines, texture, composition, balance, and shape (Beta, 2008). It can be concluded that, design is project or concept to create a product using data analysis and project planning.

2.1.2. Video

The video is the image in the frame, where frame by frame is projected through the lens of projector mechanically so that the screen looks like real image (Arshad, 2011). Moreover, video is a technology for capturing, recording, processing, transmitting, and rearranging moving images. Usually use celluloid film, electronic signal, or digital media (Zulkang, 2017). The second, video is able to seize 94% of the message's incoming channels or information into the human soul through the eyes and ears, and able to make people in general remember 50% of what they see and hear from program impressions. It can be concluded; video is

one type of audio-visual media to convey information through images combined with audio that aligns and it is look like real.

2.1.3. Script

Script is the basic idea that is required when Makin video. Also the quality of a script is really important and crucial in the final outcome of the video. A script generally contains explanations of descriptions of messages of information (Hanifa, 2013). In conclusion, even the script is the basic idea required in making a video but it is very important and crucial element for final outcome of a video.

2.1.4. Stages of Script Writing

In writing a script there are some satge. Based on Hanifa (2013) stages of script writing usually consists of some activities, they are:

1. Formulating Idea

According to (Rosni, 2021), Idea is “The thoughts that arise are the result of stimuli such as observation, experience, developments during the world of art and conversation”. As long as the idea has not been poured into a concept with real writing or images, then the idea is still in the mind. Ideas lead to the emergence of a concept that is the basis of all kinds of knowledge, both science and philosophy. The idea is an intellectual property such as copyright or patent.

2. Doing Research

Research is necessary one you have found an idea that will be made into a program. Research in this context is an attempt to learn and collect information related to the script to be written. Sources of information may be book, newspaper, or other publication and person or resource person who can provide accurate information about the content of substance to be written.

3. Writing Outline

Outline is the framework, stretch, stroke, global synopsis, and summary of the whole story. Outline is a plan of writing by making outlines of an essay to be worked on; a series of ideas that are organized systematically, logically, clearly,

structurely, and orderly. Outline is very important as a step-by-step guide in the writing process (Hanif, 2013).

The stages of script writing above were also supported by Ranga and Koul (2017), but they also added other points of script writing. They explain that there are 9 steps to writing a video script, including finding ideas, creating a video outline, researching, choosing material, planning a message, organizing a structure, creating a storyboard, drafting a script and testing the script.

a. **Finding Idea**

At this stage, the script writer needs to discuss the idea and evaluate the video production idea.

b. **Creating Brief Plan** From the ideas that have been discussed, the screenwriter should sift through the ideas and test them out briefly or outline. This includes the title, target audience, duration, program objective, and summary.

c. **Researching**

During the research stage, the script writer can find any material related to the topic to be written. Sources come from books, magazines, experts and knowledgeable people.

d. **Choosing Material**

After finding the materials, the script writer might need to select the most relevant material with the topic that will be presented on the video.

e. **Planning a Message**

It is important to design the presentation strategy. In other words, at this stage, the script writer needs to pay attention to providing creative ways to deliver the materials.

f. **Organizing a Structure**

In this stage, the script writer needs to arrange the opening, the body, and also the closing that will be delivered on the video.

g. **Creating a Storyboard**

Storyboard related with the visual and spoken words on the video. This stage can help the script writer to think visually and develop the script.

h. Drafting a Script

At this stage, the script writer can write the whole script.

i. Testing Script

The last stage is to test the effectiveness of the script. This stage is to assess the presentation, comprehensibility of the content, difficulty of language, and relevance of material.

To sum up, scriptwriting involves complex steps, starting from finding an idea of what to write until writing the final script. For the product in this report, the writer applied the steps proposed by Ranga and Koul (2017). The steps are finding ideas, creating a brief plan, researching, choosing material, organizing structure, creating storyboard, drafting, and testing

2.1.5. Script Regulation

Script consists of the title, name of the writer and number of draft. All of them are written in capital letters. This is a regulation of script outline (Kartawiyudha, 2017):

1. Number of Scene

It means that each scene consists of one place or one theme.

2. Scene Heading

There are two kinds of scene heading based on where the scene takes place. EXT (exterior) indicates the location outside the room and INT (interior) indicates the location inside the room. They are followed by indication of place and time. Scene heading is written down with capital letters.

3. Name of Character

The character name is written with a capital letter.

4. Visual Description

In visual description, the writer should avoid using ambiguous and poetic words. Visual description only contains what will be seen later on a movie screen such as a layout of objects inside, room or movements and actions done by character.

5. Voice Instructions

In the visual description there is a voice description, for example a phone, ringing, doorbell, or music, this should be written in capital letter.

6. Parenthetical

Parenthetical shows how to pronounce dialogue.

2.1.6. Developing Writing Script

The best tour scripts do not feel as if they have been written by anyone at all, but the cruel irony to effortless sounding, entertaining scripts is that they take a lot of hard work to write and develop. Creating, improving and refining your script will be a lengthy process, and one which starts as you begin developing your tours, and evolves over time. Below are our basic tips for developing tour scripts (Kost, 2015):

1. Keep it entertaining

The number one rule for a great script is to make sure to keep it entertaining. The last thing you want are tour attendees getting bored and distracted. On tours that involve activities (like food tastings) it can be easy to think that the script can take a back seat. However, most people going on tours are looking for a full-on experience, and that includes an entertaining guide.

2. Have a introduction and conclusion

Think of the start and end of your tour script as the book ends to your tour. You want to layout expectations for the day when you start and sum up the experience at the end.

3. Have effective transition

You don't want your guides abruptly changing topics throughout your tour for a few reasons;

- a. It can be disorienting and difficult to follow
- b. It makes memorizing and giving presentations more difficult for your guides.
- c. Effective transitions don't only make topic changes more logical, they help your script carry a common thread throughout. It will help your attendees

remember key facts, and help the tour make sense as it progresses. Transitions should be added into the script at major topic changes or when moving from one location to the next.

4. Keep it grounded in fact

Your script should aim to stick in the realm of factual commentary rather than opinion. Not only will this keep things neutral, but it also let your attending form their own conclusions about their experience.

5. Check those facts

Always check your facts to ensure accuracy. If any of your facts are more timely be sure re-check them sporadically to make sure numbers or stats have not changed.

6. Have a good ratio of content

With a tour like food tours, where there is a central activity at hand, we like to have a good ratio of information built around the activity. Keeping presentations varied makes them interesting, while still staying on point. You don't want to end up veering too far off from the subject at hand.

7. Constant revisions

We hate to tell you this, but your script is never really done. There will always be opportunities to add new information and make improvements or adjust based on how your guides are presenting your script. You will find as you begin your tour you will learn new tidbits from your guides, vendors and even your participants. We recommend on initial writing you go through extensive revisions and then re-visit the script at least once a season for maintenance.

2.1.7. AIDA Formula

AIDA is a simple abbreviation that has been made for a long time as a reminder of the four stages of the marketing process, AIDA stands for Attention, Interest, Desire, and Action. This is a model that quite simple and can be used as a guide. In marketing communication, it is necessary to formulate the objectives to be achieved from the marketing communication process that will be carried out.

AIDA is a concept in which marketing plays an important role (Rofiq, Arifin, & Wilopo, 2012).

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 in relation to an action framework. The theory is a message that must get attention, become interested, become interested, and take action. This theory conveys the quality of a good message (Kotler & Keller, 2009).

According to Kotler and Keller (2012: 503), 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, 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 and desire, then the decision will be made to buy the product.

2.2. Tourism Destination

Tourism destinations are multidimensional with an emphasis on the diversity of tourism facilities and services within a unified territory, marked by the

many attributes attached to the destination. Moreover, the law of the Republic of Indonesia concerning tourism number 10-year 2009 mentions that tourism destination is a different geographical area or region within an administrative region or more within which there are elements; tourism attraction, tourism facilities, accessibility, community and tourism that are interconnected and complementary to the realization of tourism activities.

Whereas, the tourism destination is an identity in a particular geographic area within which there are components of tourism products and services, as well as other supporting elements such as tourism industry actors, communities, and developer institutions that form a synergistic system in creating the motivation of visits and the totality of tourist visits for tourists (Legawa, 2016).

Based on the explanation, it can be concluded that tourism destination is a place that has components of tourism products and services, in order to creating the motivation of visitors.

1. Types of Tourism Destination

There are so many types of tourism destination that can be classified into some aspect. Yoeti (2008) says that there are 3 types of tourism destinations, namely natural tourism, man-made tourism, and mix tourism.

a. Natural Tourism

This type of tourism is a feature which appeals to tourists because of the nature of the landform or the beauty of the landscape in which the attraction is set. Natural attractions include: lakes, rivers, mountains and landforms such as waterfalls, gorges and caves.

b. Man-Made Tourism

This type of tourism is everything that comes from the work of humans, and can be used as tourist objects such as history, culture, religion and human procedures.

c. 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.

2.3. Oziel Amazing Garden



Figure 2.1. Oziel Amazing Garden

Oziel Amazing Garden is one of natural tourism destination in Pagaralam. This beautiful can take visitors go around the world in a day. Visitors can enjoy the Eiffel Tower like in Paris, the Dutch windmill park, to the beauty of the cherry trees that are always blooming and so on. When visitors come to this place, visitors will be presented with the beauty of a colorful flower garden. Also, the visitors can enjoy the natural landscape, lush and beautiful rice fields, green trees, and strawberry gardens and enjoy the coolness of the mountain air which very fresh. The visitors will be spoiled by the beautiful colors of flowers, various kinds of miniature buildings that are deliberately placed in various corners of the park. Then, visitors will be satisfied with some photo spots at Oziel Amazing Garden.

2.3.1. History of Oziel Amazing Garden



Figure 2.2. Rice Field View

This Amazing Garden is a rice field owned by a townsman of Pagaralam which has been converted into an attractive tourism destination in town. This tourism destination carries a natural theme which can be the object for selfie spots. The owner of this place intentionally turns his rice field into a tourist spot called Oziel Amazing Garden, but still preserves the rice field itself. This beautiful place are exactly in front of Mount Dempo and Bukit Barisan so it has a very beautiful view. After Oziel Amazing Garden was opened, it turned out that the interest of visitors who came to take selfies was very high.

2.3.2. The location of Oziel Amazing Garden



Figure 2.3. The location of Oziel Amazing Garden

To find the location of this place is not that difficult because it is very close to the downtown. The location of Oziel Amazing Garden is at Cawang Baru

Village street, North Dempo District. If the visitors go from downtown of Pagaralam it only takes about 10 minutes. Indeed, there is no public transportation to the location, but there are some motorcycle taxi (ojek) to get to the destination or visitors can bring private car

2.3.3. The facilities at Oziel Amazing Garden

Oziel Amazing Garden provides some facilities such as parking area, toilet, prayer room, food stalls, Hanbok Korean clothes rental, and playground. For some facilities like Hanbok Korean clothes rental and playground are not free so the visitors need to pay.