

CHAPTER II LITERATURE REVIEW

This chapter describes the related theories of the final report. They were copywriting, elements of a good copywriting, video script, criteria of a good, Video Script tourism destination, and Suji Lake.

2.1 Copywriting

According to Arouff (2017), what is copywriting? It is written to promote ideas and opinions, as well as people and business activities. Copywriting is primarily conversational and is based on persuading people to take action. Its purpose is to attract prospects and persuade them to act or react to the cause. This can be a product purchase or simply a subscription to something (Act). It may also be used to discourage people from their beliefs and actions (React). It's important to note that advertising is different from copywriting. Advertising raise product awareness and copywriting makes people take action straight away. Words such as "click, download, enter, complete, and buy" are action words that should be done "now".

People behave differently because they have different emotions and desires. It is believed that words can change people's thoughts, attitudes, and beliefs, actions, one of the best ways to do this is to use one that has been tested and proven to work. Copywriting AIDA (attention, interest, desire, action). The first time, therefore, all you have to do is get the viewer's attention. When it's done, it's important to arouse his interest and create a desire to buy (His heart). Finally, the prospect is in the buying mood, so let him take action to do so.

Copywriting is everywhere and there are different types of copywriting techniques. Headlines, emails, banners, slogans, commercial scripts, It is a press release and is also posted on signboards, pamphlets, online sites, etc. advertising media. The key to successful copywriting is prospect great headline (attention). For

example, when writing a headline heading in 5-8 words. Get the reader's attention by providing the basics profit promise. Example: Losing 15 kg in 7 days (that is, telling the reader) what it does for him).

While Aston (2020:1) states that:

“Copywriting is the art of selling through writing. A science that every marketer and seller must master. There are many ideal copywriting techniques but the most popular and easiest to follow is AIDCA. A= Attention: attention, attract attention with an interesting headline. I = Interest: interest, tell me the problem and tell the solution. D = Desire: Desire, create a desire that can satisfy an emotional need. C= Conviction: belief, convert skepticism into trust with testimonials, statistical data etc. A= Action: Action, clearly indicate how they can get it”

2.1.1 Elements of a Good Copywriting

Jakacaping (2018) said there are four elements when making a good copywriting:

1. Hook

In this step, the writer had to find out the interesting words or sentences to attract viewers to stay in watching the video. It depended on the content of the video. The content of this video was about a promotional video of Suji Lake.

2. Introduction

In this step, the writer started the video script from the general information to the specific information. The video is about a promotional video for Suji Lake. The writer gave information about Palembang as general information.

3. Body

In this step, the writer had to explain the video content because it was the main point that should be supported with the details regarding the content. This step

made the viewers want to know about the video. In this video, the writer directly gave information about the location of Suji Lake.

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.

It can be concluded that the elements of scriptwriting are hook, introduction, body, and closing.

2.2 Video Script

The video script is important in making a video. A script enables scriptwriters to generate ideas and imagination, and structure their creative works. Tristiawati (2014) holds that video scripts are a guide for a scriptwriter in transforming ideas into video, pictures, or images. Norbury (2014) states that script is "sequences of actions or events" presenting focal ideas and can be synchronized with other context scripts. The video script is crucial to help readers and viewers comprehend a text.

2.2.1 Criteria of a good Video Script

Cockerham (2004) said there are some tips to writing a good video script:

1. Write a Brief First

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

2. Turn Your Message into a Story

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 scriptwriting, 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

The writer will undoubtedly have several rounds of revisions to go through with any video script. Therefore, it can be concluded that the tips for writing a good video script are to write a brief first, turn your message into a story, speak in a language your audience understands, keep it short and sweet, do not use words, do several script readings, and check against your brief.

2.2.2 AIDA Formula

Advertising or promotion aims to provide information, persuade or remind target customers, advertisement are designed for creating attention or awareness,

interest, desire, and action. 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 concerning an action framework. The theory is messages that must get attention, become desired, and take action.

According to Kotler and Keller (2009), 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, after 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, then the decision will be made to buy the product.

From those explanations, the writer concluded that the formula of copywriting, among others, must attract attention, build a positive image or image about the product and producer (company), and be effective and efficient or on target.

2.2.3 Stages of Script Development

According to Friedman (2006) there are seven stages of script development:

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 several well-proven ways. Go to 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. 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 kinds of research and investigation is usually necessary to get going and to stimulate your thinking, so it logically precedes everything else. Research could also come later in response to your need to know about specific things 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. Related to The 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 and 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 communication 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 to the treatment. Both of these terms are universally used and understood. A writer must know what they are and how to write them. Treatment is about the 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.

From the explanation above, it can be concluded that the stages of script development are background research and investigation, concept, pitching, treatment, first draft, revision, and final draft.

2.4 Tourism Destination

According to the *Kamus Besar Bahasa Indonesia*, a destination means the place where the visit or delivery is intended. If this word refers to travel activities, then the destination has the meaning of a tourist destination. In general, there are more destinations with tourist destinations. A tourist destination has the meaning of a place that someone will use as a time destination while enjoying the beauty that exists.

The definition of a tourism destination according to Tuohino and Konu (2010) states that a destination is a geographical area as a location that can attract tourists to stay temporarily which consists of various tourism products that require various prerequisites to realize. Meanwhile, according to Kim and Brown (2020) tourism products themselves consist of a group of attractions, facilities, and services for tourists. Meanwhile, according to UNWTO (2009), the definition of a destination is a physical space that has physical and administrative boundaries that include a mix (mix) of services, products, and attractions. UNWTO (2009) also states that the attraction and experience of a destination can be shaped by various elements such as attractions, facilities, accessibility, human resources, image, and price.

Overall, from the definitions and explanations, the experts conclude that a tourist destination is a geographical area that has an attraction to be visited and occupied by individuals or groups temporarily on a trip.

2.4.1 Types of Tourism Destination

There are 5 types of tourism destinations according Tureac, C. E., & Turtureanu, A. (2010)

1. Beach areas

A beach is a narrow, gently sloping strip of land that lies along the edge of an ocean, lake, or river. Materials such as sand, pebbles, rocks, and seashell fragments cover beaches. Most beach materials are the products of weathering and erosion. Over many years, water and wind wear away at the land. The continual action of waves beating against a rocky cliff, for example, may cause some rocks to come loose. Huge boulders can be worn down to tiny grains of sand.

2. Natural Areas

Natural area means an area of land or water which has educational or scientific value or is important as a reservoir of the state's genetic or biologic diversity and includes any buffer area necessary to protect the area's natural values. Frequently, "natural areas" are important as a reserve for native biotic communities.

3. Towns and Cities

Holloway (2006) stated that towns and cities attract many tourists by growing interest in cultural activities for example visits to museums and art galleries, leisure activities like shopping, and entertainment to sports. There are many different towns in France, Spain, USA and China which are famous for its rich culture and heritage, delicious food and designer shops. Holloway (2006) says that Paris in France, Madrid and Barcelona in Spain are popular destinations where tourists arrive for city holidays.

4. Winter Sport Areas

Winter sports or winter activities are competitive sports or non-competitive recreational activities which are played on snow or ice. Most are variations of skiing, ice skating and sledding. Traditionally, such games were only played in cold areas during winter, but artificial snow and artificial ice allow more flexibility.

5. Areas Known for Culture and Heritage

Cultural heritage areas are the heritage of tangible and intangible heritage assets of a group or society that is inherited from past generations. Not all heritages of past generations are "heritage"; rather, heritage is a product of selection by society. Cultural heritage areas include tangible culture (such as buildings, monuments, landscapes, books, works of art, and artifacts) The term is often used in connection with issues relating to the protection of Indigenous intellectual property. Examples of areas known for culture and heritage are Pulau Kemaro, Kampung Arab Al Munawar, Benteng Kuto Besak.

Suji Lake is one type of natural tourism because this type of tourism is carried out with tourism objects in the form of natural beauty around. Our eyes will be spoiled with amazing and very beautiful natural conditions. Nature tourism that we can do include climbing, and camping.

2.5 Suji Lake



Figure 2.1 Suji Lake

Source: <https://images.app.goo.gl/NUU88BJAvqSSQJ7T6>

Suji Lake is located in Lembak Village, Lembak Muara Enim District, South Sumatra, about 70 kilometers from Palembang City, South Sumatra. This lake “HEAD” of the place (the position of the Japanese Headquarters). In this location, there is still a former Oil Well (Reg) owned by PT. Pertamina. The condition of Suji Lake is now worthy of visit by tourists because it already has several supporting facilities such as a large parking area, clean toilets, prayer rooms, etc.