CHAPTER 2

LITERATURE REVIEW

2.1 Design

In creating something, people need to design and based on the definition of design stated from expert, Archer (1976) states that design is one form of physical and spiritual needs of human are described through a variety of experiences, expertise, and knowledge that reflects the attention to the appreciation and adaptation to surroundings, especially relating to the form, composition, meaning, and value. According to Gunarto and Murtihandi (1982, p.19), design is an idea concept to create something, through planning until the thing has created a goods, or design means something that the plan has several elements to actualize something become real. Furthermore, Kusrini (2007), the design is a process the development of a new system specification based on the recommendation system analysis. In other word, design is a process to create and design a new system. Hardt (2006) defines that Design as process deals with uniting such factors as technology, marketing, sales, recycling and disposal to create the balance between the commercial, immaterial and aesthetic values of a product. According to Nurhayati, 2004 (in Istiqoma, 2012) design is a process of organizing the elements of line, shape, size, texture, color, sound, light, aromas, and other design elements to nurture the work. Sachari, 2005 (in Istiqoma, 2012) design is an outline, plan, such as the art activities, the building, and the idea of the machine that will be made.

Based on the statements above, the writer concludes that design is an idea concept or process to create something become real which deals with uniting such factors as technology, marketing, sales to create the balance between the commercial and aesthetic values of a product that reflects the attention to the appreciation and adaptation to surroundings.

2.2 Cultural Identity

Musi Banyuasin regency is a district that has certain characteristics that distinguish it from other districts. Characteristic of a district bias is defined as an identity for the district. Unidentified districts do not have authenticity that can be introduced to the world.

Yusuf et al., (2013) states Identity is an identifier that belongs to a place of culture created by the community of a place. Culture raised into a nation's identity is not created simply, but it takes a long time to be known, acknowledged, obeyed and implemented into the life of a nation's society which will become the identity of a nation.

The word identity comes from the English "identity" which has a literal sense, character, sign, or identity attached to a person, a group or something that distinguishes the other. Identity is also the totality or totality that indicates a person's particular traits or circumstances or the identity of the biological, psychological, and sociological factors that underlie the behavior of the individual.

Culture is the work of taste, creation, and intention created by human beings in a relatively long time that is recognized, known, obeyed, and applied in the life of society.

There are several the contents of culture and as a universal element are: (1) Religious systems and religious ceremonies; (2) Community systems and organizations; (3) System knowledge; (4) Language; (5) Art; (6) System of living livelihood; (7) Technology systems and equipment. (Koentjaraningrat, 1974, p.12 (quoted by Suwarna, 2016, p.2)

There are three kinds of cultural form as follows: (1) The form of culture as a complex of ideas, values, norms, rules; (2) The form of culture as a complex activity of patterned behavior of humans in society; (3) The form of culture as objects of human works. Koentjaraningrat (1974, p.15) (quoted by Suwarna, 2016, p.3)

So, the writer can conclude according to (Dorais, 1988) Cultural identity is a basic awareness of the special characteristics a group possesses in terms of

habits of life, customs, language, and values. Yusuf et al., (2013) Cultural identity is the sum total of a person's or group's feelings toward the symbols, values, and history of a society that makes them known as a distinct group.

> Levy et al., (2013, p.1) state the importance of cultural heritage. Some people may think cultural heritage is archaic traditions and no longer relevant, and that they are unnecessary during these modern times. But for others, exploring cultural heritage offers a robust variety of benefits. Culture can give people a connection to certain social values, beliefs, religions and customs. It allows them to identify with similarities of mindsets and backgrounds. Cultural heritage can provide an automatic sense of unity and belonging within a group and enable us to better understand previous generations and the history of where we come from. Understanding our cultural heritage can give a sense of personal identity.

> Ardiansyah (2017) states the important of conserving cultural arts and how the strategic. The need to maintain and conserve of cultural arts that are already inherent in the area is very important so as not to extinct and can survive the onslaught of globalization. Moreover if a cultural art that has been recognized to be a cultural heritage by the government. Determination as a cultural heritage in the area can give a little optimism to the public that there is something to be proud of their area. For that, need concerted and real steps between local governments, artists, and communities to be able to jointly maintain the tradition of our ancestors.

2.3 *Senjang* Art

Musi Banyuasin Regency has a number of cultural expressions that are oral traditions. Oral tradition according to Sibarani (2012: 123), is a traditional cultural activities of a community inherited from generation to generation orally from one generation to the next generation, both the tradition is the composition of oral words (verbal) and other traditions that are not verbal (nonverbal). Sibarani (2012: 14-27) (in Ardiansyah 2016) states that oral tradition can be a cultural power and one of the most important sources of identity and civilization. Oral tradition is not just delivering aesthetic, pragmatic, and ethical messages, but also historical functions. Gaffar's research, 1989, pp.13-21 (quoted by Ardiansyah, 2016, p.79) showed these traditions like *Senjang, Andai-andai panjang, Poem, Mantera,*

Serambah and Nyambai. The media of delivery used in those traditions is the language of Musi. From a number of those traditions, *Senjang* that still exists.

Irawan (2012, p.2) defines *Senjang* is a traditional art from Musi Banyuasin regency which is in form of *pantun bersahut* arts. According Djamaris (2002: 18) (as cited Maulana 2010), poem is very popular by the community to young people, children, and parents.

Senjang is a word from *keSenjangan* that defined as the gap between the community and the government, so causes the gap in the area, which is then poured in the form of aspiration through *Senjang* art. It is intended to connect between parents and child or younger generation or can also between the society and the government in conveying the expression of feeling on a condition. A gap may mean emotional outpouring, the media of the outpouring of the heart, both sadness, advice, message, and criticism (Amrullah, interview March 24, 2018). Secondly, the *Senjang* is interpreted as a figure of speech because of the poem (vocal song) that was delivered in "bersahut" and between the instrumental song and *peSenjang* do not meet each other (Yulia, interview March 24, 2018)

Maulana (2010), states *Senjang* has a fairly complex and interesting presentation. Form of *Senjang* poem consists of six, eight, or ten lines. If it consists of six lines, the first line to the third is sampiran, the fourth to sixth lines is the contents, and so on. *Senjang*'s form consists of opening, content, and closing. The first part is the opening section. This section contains a permission application for *PeSenjang* that will tell about *Senjang* art performance. The second part is the content of the *Senjang* to be delivered. The third part is the cover that usually contains apology and ask for leave by *PeSenjang*. *Senjang* is usually delivered by two people or pairs or can be individual. In old times, poems are usually brought by *peSenjang* spontaneously and no planning, but as the time progress, poem have been prepared well so that the delivery will be more directed, organized, and precisely. The musical instrument used in old times was tanjidor, as the time progress the musical instrument changes to orgen tunggal or guitar only.

Irawan (2012), states *Senjang* is accompanied by the musical instruments between songs and music. But it will not meet each other. It means that when the musical instruments sounds are silent, *pe-Senjang* will start singing and when the poem is sung by *pe-Senjang*, the musical instruments are silent. *Pe-Senjang* only moves to dance to the music of *Senjang*. This is the uniqueness of the *Senjang*.

According to Dinas Pemuda, Olahraga, dan Pariwisata kab. Muba, there are three function of *Senjang* itself they are *First, Senjang* is to entertain because *Senjang* contains funny lyrics.

Second, Senjang is to tell some advice to children, teenangers, and parents. Third, *Senjang* is to a tool for critic or social control. It means *Senjang* contains critic and praise for government and usually is done when the formal situation.

According to Maulana (2010), Types of *Senjang*:

1. *Senjang*'s advice
   The *Senjang*'s advice contains parental advice to the child. Through *Senjang*, parents can advise their children to become useful people. Such advice functionate to realize and control who listen *Senjang* performance not to do things beyond the norms of society as Suan (2008).
2. *Senjang*'s criticism
   Senjang's criticism contains satire to a person. This type is addressed to a person regardless of social status
3. *Senjang*'s expression of feeling
    Senjang's expression of feeling is the *Senjang* which contains expressions of feelings, such as love, sadness, and happiness

Senjang is usually held on family occasions such as the wedding ceremony, the inauguration of a new house, and another thanksgiving (Tarmizi, interview 26 September 2013, Irawan, 2012, p.5). *Senjang* performance is highly anticipated by the community, in addition to entertaining can also contain advice, comedy, and humor and even sometimes describes the situation and conditions that occurred at that time (Irawan, 2012, p.5)

2.4 Promotion Media

Zimmerer (2002) defines promotion is all forms of persuasion communication designed to inform customers about the products or services that include publicity, individual sales and advertising. Furthermore, Tjiptono (2001) as cited in Noer (2014) states that promotion is those marketing activities publicity that stimulate consumer purchasing and dealer effectiveness, such as display shows, demonstrations, expositions, and various other non-current selling efforts, not in ordinary routine. Meanwhile, Alma as cited in Nugroho (2016) defines promotion as a kind of communication that gives explanations and convinces potential consumers about the goods and services in order to gain attention, educate, remind and convince potential customers.

Based on the definitions above, the writer can conclude that promotion is any kind of communication in marketing activities to inform and give explanations about the products or services, and also to convince potential consumers in order can be persuaded to use a service or buy goods.

Activities of promotion have a purpose to be achieved. According to Tjiptono (2000), the purposes of promotion are: (1) Grow the customer's perception of a need; (2) Introduce and provide an understanding of a product to the customer; (3) Encourage the selection of product; (4) Persuade and attract the customer to buy product: and (5) Embed the image of the product and company. Similar to Rangkuti (2009) (in Wahyono 2013) There are several purposes of the promotion. The purposes of promotion include:

1. Behavior modification
   The purpose of this is to attempt to change the behavior and opinions of the individual, from not accepting a product to be loyal with the product.
2. Notify or Inform
   Promotional activities aimed at providing information to the targeted market about the company's marketing, regarding the product related to price, quality, buyer's terms, usability, privileges, and so forth.
3. Persuade
   Such promotions are primarily to encourage buyers. This is so that promotion can give effect in a long time to buyer behavior. Companies do not want to get a response as soon as possible, but prefer to create a positive impression.
4. Remind
   Promotion that is reminiscent of this is done primarily to maintain the product brand in the hearts of people.

Andi (2002) defines promotion media as a tool to communicate a product service, image, company or the other to be better known the wider community. There are various promotional media that can be used in promoting a product or service. Liu (2016) mentions promotional media that can be used in promoting is printed media and electronic media. First is printed media. Printed Medium is one of the mass media that is static and prioritizes visual messages generated from the printing process and the means of delivering the message using paper. It can be shaped as a document of everything about the recording of events that have been

changed in words, pictures and photographs arranged in such a way as to attract the public's attention. Some forms of printed media promotion such as:

1. Newspaper

Picture 2.1 Newspaper

Source: Stacks of newspaper www.infophoria.com

2. Magazines

Picture 2.2 Magazine

Source: ne-junior.blogspot.co.id

3. Tabloid

Picture 2.3 Tabloid

Source:

https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images

&cd=&ved=&url=http%3A%2F%2Ftabloid-desa.com%2Fedisi-

cetak%2Fedisi-24-cetak-periode-21-jan-6-feb-

2017%2F&psig=AOvVaw0TAQPd4R49uLXAi9956YxJ&ust=152993
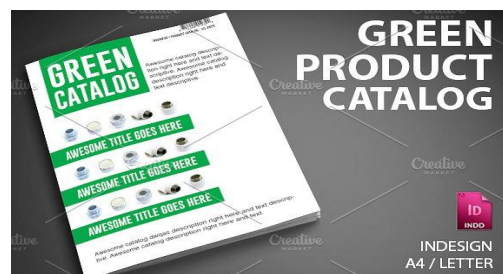
8418469875

4. Journal

Picture 2.4 Journal

Source: https://www.usd.ac.id/lembaga/lppm/jurnal.php?id=1

5. Booklet

Picture 2.5 Booklet

Source: http://www.ilmubahasainggris.com/contoh-functional-text-

tentang-booklet-dalam-bahasa-inggris/

6. Product catalog

Picture 2.6 Product catalog

Source: https://creativemarket.com/smartybundles/345998-Green-

Product-Catalog

7. Calendar

Picture 2.7 Calendar

Source: https://www.quora.com/What-is-the-best-way-to-organize-

your-calendar

8. Brochure / Pamphlet / Flyer

Picture 2.8 Brochure

Source: https://www.mycreativeshop.com/commercial-cleaning-

service-brochure-template.aspx

Picture 2.9 Pamphlet

Source: https://fkist-uinsuka.com/seminarbisnis/pamflet-seminar-fix/

Picture 2.10 Flyer

Source: https://edinburghbanners.co.uk/product/flyers

9. Poster / Billboard

Picture 2.11 Poster

Source: https://www.canva.com/templates/posters/

Picture 2.12 Billboard

Source: https://www.aceadvertisingsigns.com/billboards/guide-creating-great-billboards/

10. Banner

Picture 2.13 Banner

Source: https://www.freepik.com/free-vector/geometric-banner-with-orange-shapes_1052702.htm

Second is electronic media. Electronic media is a type of audiovisual communication medium by informing an event simultaneously to the audience by using electronic devices. As we know in everyday life they are:

1.   Television

Picture 2.14 Television

Source: https://www.amazon.in/Samsung-inches-32J4003-SF-Ready-Television/dp/B00ZG29MPG

2.   Radio

Picture 2.15 Radio

3. Online media like websites, blogs, or social media. This online media can be video recording, audio recording, and multimedia presentations.
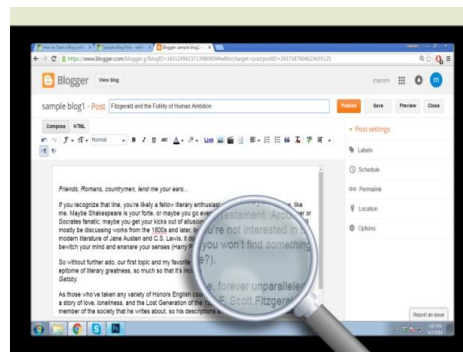

Picture 2.16 Website

Source: https://en.wikipedia.org/wiki/Website

Picture 2.17 Social Media

Source: https://www.adlibbing.org/2018/02/12/4-lessons-from-top-social-media-publishers/

Picture 2.18 Blog

Source: https://www.wikihow.com/Start-a-Blog

Picture 2.19 Video

Source: http://contentdesigned.com/steps-to-create-a-promotional-video/

2.5 Video

Video is one of the main content of multimedia information used in information technology and multimedia communication. Visually, video is a set of frame images recorded by the sensor in a given time unit. (Madenda, 2015, p.254)

Videos make it easy for visitors to capture messages that you want to convey or simply to quote from other sources in the form of streaming video (Budiarto, 2008, p.90). Furthermore, Usman (2015, pp.9-11) states tools you need to make a good video, they are:

1. Camcorder: It is good if you have the camcorder to record your video, but you have to spend hundreds of dollars just to get a good camcorder.
2. Phone: It is the one of alternative tools to record video if you don't have a camcorder. Camera in the phone is the easiest and probably cheapest way to record a video.
3. Webcam: If you will be filming yourself, your laptop's webcam is another good option. Just like with the phone, this is also a cheap option because almost all laptops now have these.
4. Tripod: It is a tool that has function for making your videos in phone or camera become balance.
5. Audio: Viewers can endure a terrible video, but if the sound is bad, they will walk away even if the video is great. This just shows how important it is to get the audio right. This will ensure that only the subject is the prominent voice in the video.
6. Storage: It is one thing you shouldn't compromise. The price of storage has fallen considerably, you really have no excuse of not investing in this.
7. A good computer: If you will be editing your videos, a decent computer is crucial. This can be a Mac or a PC, as both get the job

done. However, all this is nothing without lots of ram. Ideally you should have at least 4GB, but 8GB is recommended. If you can take a ram even higher, 16 GB to be specific, it is even better. Also, you will need to have a fast hard drive with lots of space.

8. Headphones: Although these are not always necessary, they will make your work a lot easier. It is better to realize that the audio is wrong while shooting rather than when you are editing. So if you do not want to go through the hassle of shooting again, it pays to get a good pair of headphones.

So, there are 8 tools you need to make a good video. They are camcorder, phone, webcam, dedicated camcorder, audio, storage, a good computer, and headphones.

According to Ciampa and Moore (2016) there are four components that make a good video, they are:

1. Good lighting
   Good lighting (as opposed to merely adequate lighting needs to bathe the subject in a flattering way, as shown. it doesn't matter if using a sophisticated light kit or depending on the sun, as long as final product looks good.
2. Top quality audio
   Better a video sounds, better it looks. Visual elements can easily be accepted when the sound is clear.
3. Steady camera
   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 do not shake or move too much. Therefore, using of 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 types and angles in order to keep he viewers engaged.

So, the writer concludes that there are some elements or components that able to make the video blog or vlog more interesting to watch they are sound, lighting, editing, length, and entertainment, top quality audio, steady camera, and shot structure.

According to Prayoga (2017), there are some processes in video editing such as capturing, drafting, hard and soft cutting, linking, superimposing, effects, sound illustrations, dubbing, final touch, and review. Here are the explanations:

1. Capturing is the process of selecting (transfer) images contained in a video cassette (tape) into the computer.
2. Drafting is to classify different file types different. Making new folder consisting of audio, video, title, and image can facilitate efficient file searching and reduce our confusion in finding files in project editing.
3. Hard and Soft Cutting is the cutting of video clips used to select which videos for cutting and used for editing.
4. Linking is the process of clipping, scene by scene, sequence by sequence from the cuts.
5. Superimposing is giving a title, logo, or symbol on a video clip to provide clearer written information to the viewer. The title selection should be based on clarity, suitability, neatness and clear readability for a few seconds.
6. Effects is the process of applying effects to video clips used to support the editing process
7. Sound illustrations is giving music rhythm or back sound to the video clip in order the video is more alive and have meaning in the presentation.
8. Dubbing is the narration of narrators to clarify the purpose of the video that will be displayed to the audience
9. Final touch is the process of checking or finishing the end result of the project consisting of several clips are neatly arranged
10. Review is the process of viewing the results of the video that has been edited.

Whereas Kamilah (2012), some processes in video editing like logging, capturing, offline editing, online editing, sound scoring, mixing, rendering and exporting. Here are the explanations:

1. Capturing is the process of selecting (transfer) images contained in a video cassette (tape) into the computer.
2. Logging is recording and selecting the image that we would choose.
3. Offline Editing is the process of selection and preparation of shots in accordance with the concept without applying certain effects
4. Online Editing The process of adding certain effects such as transition effects, color effects, motion effects, captions, and other effects according to the needs of the story
5. Sound scoring is giving music rhythm or back sound to the video clip in order the video is more alive and have meaning in the presentation.

6. Mixing is the process of mixing and arranging audio materials ranging from sound level settings to filler arrangement of music illustrations to emphasize certain emotional conditions
7. Rendering is the process of unifying all the existing file formats in the timeline into a unified whole
8. Export is the process of selecting (transfer) editing results into the form in accordance with needs such as VCD, DVD, or video cassette (tape)

Another opinion about the steps of designing a video comes from Budijono (2017), he gives explanations about the steps in making video as follows.

1. Making script and storyboard

    Make 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 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. Storyboard is an important foundation to make a video because it is the reference for the director in making a video. Storyboard is a sketch drawing sequentially arranged in accordance with the script, with storyboard we can convey our story ideas to others more easily, draw everything you want to show during the video, make sure it is related with the script you've made before.

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 recorder 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 are talking with the viewers. After all sets are ready 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 others application. Edit your video based on the storyboard you have made before.

Ayawaila (2017) says the main key that is required from a narrator is the flexibility in adapting to the tempo and storyline rhythm and also theme in general. The followings are several criteria for a narrator given by Ayawaila (2017).

1. Having a dramatic sensitivity and timing (based on the tempo and rhythm of speech).
2. Able to master and animate the meaning and the purpose of every words and / sentences when processing the speech.
3. Able to give action and reaction to visual elements.
4. Able to use the sense in applying dramatic elements to the speech, in accordance with the understanding of the content and theme of the video, so there is harmonization and mutual support between the narrative and the visual sequence.
5. Able to understand quickly and precisely when the narrative serves as a supporter, and when as a main information, especially if the visual ability is rather weak in providing information to the audience.

Moreover, Nugroho (2014) in his book Teknik Dasar Videografi states several things that need to be considered in recording process as follows.

1. The records should be free from noise and unnecessary sounds.
2. The words or sentences must be spoken clearly and understandable to listeners.
3. Setting the mic into the right position.
4. Sound effect and music illustrations are choosen then entry and discharge according to conditions and fixed time.

Inpusar (2016) states that over the past year, video as a medium is being hotly discussed in the context of entertainment, art, including promotion and marketing. This year's video content trends are also expected to continue in the coming year. Videos become one of the most popular and sought-after content by internet users.

According to McFarland (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 and access video anytime, anywhere.
2. 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. 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.

In addition to Riyanto (2015) mentions the advantage of video. Videos can introduce products in exciting ways and can reach a wider market. A good video marketing will make the audience very entertained and helpful. By uploading videos to social media then product information will quickly spread and many people watched moreover the video content is interesting so the potential of online video for promotion is huge. (GiantLeapStudio, 2014) Video is the most effective content to deliver a message to the consumer. A mix of audio and visual elements from a product video, enabling marketers to present the exciting benefits of a product, and videos can help you to attract people's attention. Proven presence of social media videos like YouTube, shows that Internet users have a deep interest when watching videos and it's a pleasure to be able to get a lot of knowledge, entertainment and information on products and services. It is because the popularity of video upload sites is already high and higher. It can be seen from the increasingly easy to get information on social media that never separated by including videos from YouTube. (Bounche, 2013) states Video content is more interesting and able to deliver a message (massage point) better when compared with text content. This is because the tendency of the human brain is easier to remember or catch messages that are presented visually rather than text. So, video content is preferred by the audience. Similar to (Rebecca, 2017) states the main reason why the importance of using video marketing for promotion is the impact and the importance of vision. It is proven that more than 75 million internet users watch online videos every day. Seeing something is more important and more important than reading a sentence. Videos help to complete visual communication and build an emotional connection with others. Compared to text or visuals, the video offers a new method by engaging the audience and a wealth of information that can be displayed in just one second. This number exceeds a person's ability to read information in text form with the same amount of time. A study shows that the information in the video can be displayed more deeply but still easy to understand. So, through the video, the message to be conveyed feels more striking than just through writing / articles.

Besides, **RIRISACI Studio mentions that** everyone knows that video is a more attractive visual appearance than an image. From the video, customers become aware of exactly what the product looks like. Furthermore Sukma (2017)

through promotional videos, prospective customers are not only touched on the visual aspect (sight) only but on the aspect of audio (hearing). When these two aspects are touched, the sense of belonging to the product or service that offered seems to be stronger.

So, the writer concludes that one of the most popular and effective tools in promotion is using video medium. Videos become one of the most popular and sought-after content by internet users because video is the most effective content to deliver a message to the consumer. Videos can introduce products in exciting ways and can reach a wider market. From the video, customers become aware of exactly what the product looks like. Also, Video does not take cost much, video has become so easy to use that a person can simply use a smartphone, tablet or computer to record a video and video gives content more interesting than text. Then, through promotional videos, prospective customers are not only touched on the visual aspect (sight) only but on the aspect of audio (hearing)