

CHAPTER II

LITERATURE REVIEW

2.1 Video

A video is one type of audio visual media. Audio visual medium is a medium that relies on the sense of hearing and the senses vision. According to Arsyad (as cited in Nimah, 2013) the video is a picture in the frame, where frame by frame is projected through the lens projector mechanically so that on the screen looks live image. Meanwhile, Madenda (2015) says the video is a set of frames that are recorded over a given time unit and the video speed is adjusted to the speed of the human eye in understanding and analyzing the information contained in the video. The speed is about 25-30 frames per second (fps) continuously.

Based on the understanding according to the above, it can be concluded that video is one type of audio-visual media that describes an object, picture in the frame that move along with the sound natural or appropriate sound.

2.1.1 Components of Video

According to Ciampa et al (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 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

Steady camera will produce a steady shots 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 a tripod is highly recommended.

4. Shot Structure

A good video display 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 viewers engaged.

2.1.2 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. 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.

2.1.3 Step of Designing Video

The steps of designing a video come from Budijono (2017), 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 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, its 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 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 I, 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 scripts.

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.

2.1.4 Narrator or Voice Over

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.

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 record should be free from noise and unnecessary sounds.
2. The word or sentences must be spoken clearly and understandable to listeners.
3. Setting mic into the right position.
4. Sound effect and music illustration are chosen the entry and discharge according to conditions and fixed time.

2.2 Tourism

According to Marpaung (2002) tourism is a temporary displacement of human beings with the goal of getting out of routine jobs, out of his place of residence. Activities undertaken during their stay at the intended location and

facilities made to fulfill their needs. Then, Suwanto (2004) stated tourism is a change of temporary residence of a person outside his or her residence for a reason and not to engage in earning activity. Thus, we can be said that the journey undertaken by someone or more with the aim, to get pleasure and to know something. Weaver and Opperman (as cited in Pitana, 2009) stated that tourism is the sum total of the phenomena and relationship arising from the interactions among tourists, business suppliers, host governments, host communities, origin governments, universities, community colleges and non-governmental, in the process of attracting, transporting, hosting and managing these tourists and other visitors.

In other words, tourism is an activity of people visiting places other than the place they reside in order to get happiness, to have fun and they do not lead the permanent residence and are not connected with earning activity.

2.2.1 The Kinds of Tourism

According to Spillane (1987) as cited in Siallagan (2011), there are seven kinds of tourism based on the purpose of the trip, they are pleasure tourism, recreational tourism, cultural tourism, religious tourism, sports tourism, business tourism and convention tourism.

1. Pleasure Tourism

Pleasure Tourism is to enjoy the journey performed for a vacation, get some fresh air, satisfy curiosity, relaxes the nervous tension, to see something new, enjoy the beauty of nature, and get peace.

2. Recreational Tourism

Tourism for recreation performed as the utilization days off to rest, recover the physical and spiritual freshness and refreshing from exhaustion.

3. Cultural Tourism

Cultural Tourism is tourism type which is done because of the motivation to see the appeal of art and culture in a place or region. The Objects that visit are heritage and ancient objects. The tourists also have the

opportunity to take a part in the art or cultural activity. For cultural tourism marked a series of motivations such as the desire to learn in a research center, studied the customs, visiting historical monuments and archaeological heritage and participate in the music festival.

4. Religious Tourism

Where by people of faith travel individually or in groups for reasons related to religion or spirituality in their quest for meaning. It could be under pilgrimage, missionary, or leisure purposes.

5. Sports Tourism

Tourism for sports are divided into two categories:

a. Big Sports Event, tourism is conducted because of the large sporting events such as Asian Games, SEA Games, and so forth.

b. Sporting Tourism of the Precititioner, sports tourism for those who want to practice or the practice itself, such as mountain climbing, rock climbing, horseback riding, hunting, rafting, fishing, etc.

6. Business Tourism

Tourism affairs for trading businesses generally performed by entrepreneurs or industrialists, among others, includes a visit to the exhibition and technical installations.

7. Convention Tourism

Conventional Tourism related to conferences, symposia, hearing and international seminar.

2.2.2 Object and Tourism Attraction

According to Waluya (2012) object and tourism attraction is a form and facilities, which can attract tourists or visitors to come to a certain area or place.

In Undang-undang No. 9 tahun 1990 about tourism, object and tourism attraction consist of:

1. Objects and attractions of the creation of God, in the form of natural state, flora, and fauna.

2. Objects and attractions of human works of manifestation of museums, ancient relics, historical relics, art and culture, agro tourism, new tours, nature adventure tours, recreational parks and entertainment complexes.

Objects and attractions by the Directorate General of the Government (as cited in Waluya, 2012) are:

1. Nature tourism object

Nature tourism object is a natural resource that has attraction for visitors. The visitors can feel the natural conditions.

- a. Flora and fauna
- b. Uniqueness of ecosystem, for example coastal ecosystem and mangrove ecosystem
- c. Natural symptoms, such as craters, hot springs, waterfalls and lake water
- d. Cultivation of natural resources, such as rice fields, plantations, livestock, fishery business.

2. Socio-cultural tourism object

Cultural attractions can be utilized and developed as objects and attractions such as museums, historical relics, traditional ceremonies, performing arts, and handicrafts.

3. Special interest attraction objects

this attraction object is usually done by tourists who have special interests and expertise. Examples: hunting, mountain climbing, white water rafting, etc.

2.3 Culture Heritage

Culture heritage is something that the part of culture tourism. According to Davison (as cited in department of justice, 2006) definitions of cultural heritage are highly varied. Defining heritage can be the product of a single person or a group of people-it can be personal or social. Cultural heritage is human action, ideas, habits, and knowledge given by ancestors to the next generation so that they

can understand and preserve cultural heritage such as places, structures, artifacts and archives, and activities that were done by ancestors. According to International Cultural Tourism Charter (ICOMOS) (2002) cultural heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. While, Ahimsa (2000) stated culture heritage is something in the form of objects, arts, products, patterns of behavior, and views of life that is inherited or given by the previous generation, and given a certain meaning that is considered important, valuable, by the heirs and it is considered important to meet the particular needs of the heirs, because the culture heritage is an identity giver, a reminder of important episodes in the life of the next generation, the endorsement of a particular socio-cultural order, and it has an important or high aesthetic and ethical value.

It can be concluded that cultural heritage is something in the form of objects, arts, products, patterns of behavior, and views of life that is transferred by generations of people in the past to next younger generation as an identity and a storehouse of information about human experience.

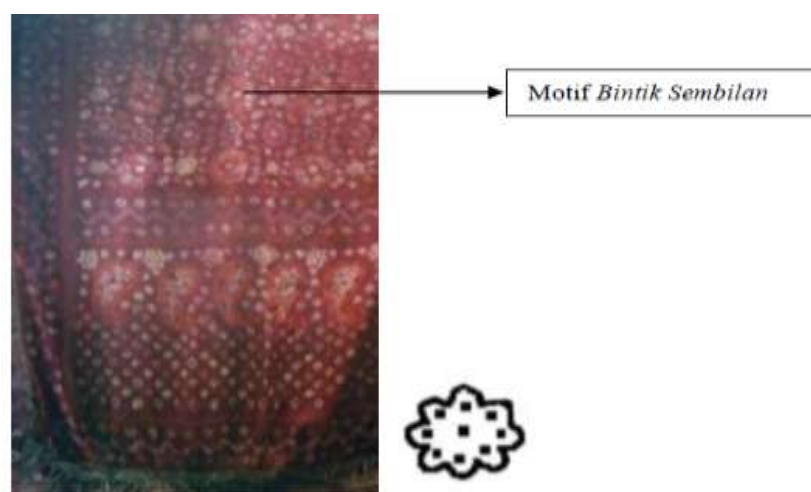
2.4 Jumputan Pelangi

One of Palembang cultural heritage is *jumputan pelangi*. According to Pudiastuti (2007) *jumputan* (tie dye) is the process of dyeing some textiles that have tied using a string of rapih and the process will produce motifs of *jumputan pelangi*. Selvi (2015) states that a typical *jumputan palembang* called *jumputan pelangi* because the colors look like a rainbow. The typical motifs of the *jumputan pelangi* are *elang persegi panjang*, *bunga tanjung*, *lima isi*, *sumping*, *rebung*, *bintang dikurung*, *cucung atau terung*, etc. Meanwhile, Suzan (2015) stated that *jumputan pelangi* is very beautiful textile. This handicraft is produced by textiles that have tied using a string of raffia, after that the craftsman does the dyeing process. Then, the craftsman removes the string of raffia on the surface of textiles. the last process, the craftsman washes the

textile again jumputan pelangi textiles are dried in the field. The motifs of *jumputan pelangi* are *bintang*, *bintik lima*, *kembang janur*, *cuncung (terong)*, *bintik sembilan*, *bintik tujuh*, and *bintik-bintik*.

According to Juliana (2010), there are some the motifs of *jumputan pelangi*, they are:

1. Jumputan Pelangi Bintik Sembilan

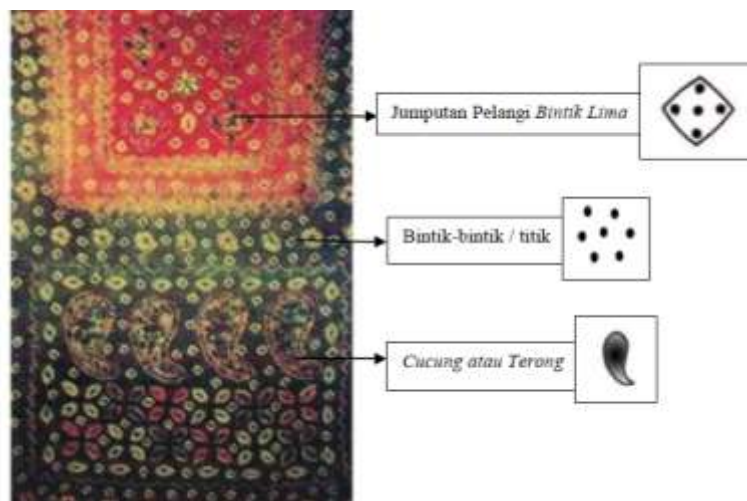


Picture 2.1 Jumputan pelangi bintik sembilan

The picture of traditional textile above is *jumputan pelangi bintik sembilan*. *Jumputan pelangi bintik sembilan* textiles use maroon color for the base color of the textile (background). Blue, yellow, and red color are used to color small spots (*bintik-bintik kecil*) and, white color is used to make the line of motifs.

This textiles use satin silk material. The characteristics of satin silk material are slick, shiny, static, soft, have a good water absorption, and not fade. The picture above is a long shawl. This shawl can be combined with *kebaya* and *baju kurung*. The size of this shawl range from 1 meter x 2 meters. *Jumputan pelangi* can be used by teenagers and adult women. Palembang women wear this textile for welcoming the guest in wedding events. The price of *jumputan pelangi* range of Rp. 200.000 to Rp. 800.000. It depends on the level of difficulty in coloring and making the motifs.

2. Jumputan Pelangi Bintik Lima

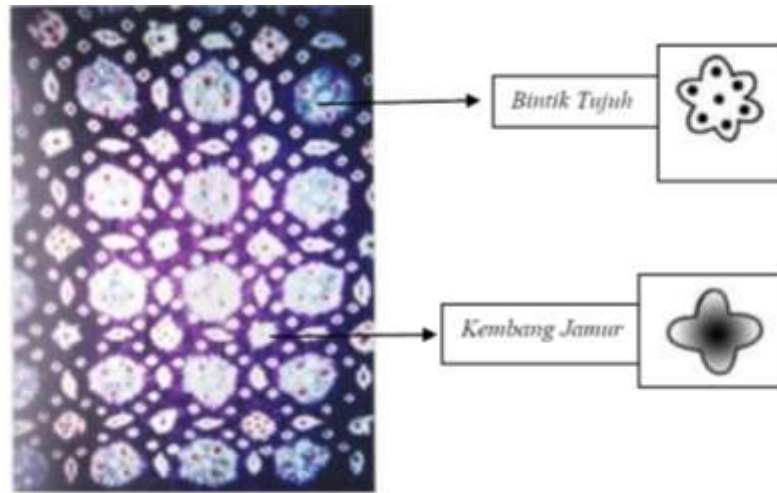


Picture 2.2 Jumputan pelangi bintik lima

The picture of traditional textile above is *jumputan pelangi bintik lima*. *Jumputan pelangi bintik lima* use white, yellow and blue color for the base color of the textile (background). The base color of *kembang tengah* is red. The line motifs of this textile uses white color. This textile uses satin silk material. The characteristics of satin silk material are slick, shiny, static, soft, have a good water absorption, and not fade.

Jumputan pelangi bintik lima textiles are used by adult women especially Palembang women to attend formal activities, such as weddings, circumcisions, and birthday celebrations. The picture above is a shawl. This shawl can be placed on the right shoulder or cover the shoulder. The size of this shawl range from 80 cm x 2 meters, so this shawl has medium or standard size. The price of *jumputan pelangi* range of Rp. 200.000 to Rp. 800.000. It depends on the level of difficulty in coloring and making the motifs.

3. Jumputan Pelangi Bintik Tujuh



Picture 2.3 Jumputan Pelangi Bintik Tujuh

The picture of traditional textile above is *jumputan pelangi bintik tujuh*. *Jumputan pelangi bintik tujuh* use green, red, and white color for small spots (*bintik-bintik kecil*). For the base color of the textile (background) is blue. The line motifs of this textile uses white color.

The of traditional textile above is produced into a product of sarong (*tajung*). This sarong is used by a woman that is wrapped around the waist to cover the ankles of women. As the times progress, the sarong is made into long skirts. This *jumputan pelangi* can be used by teenagers and adult women.

Jumputan pelangi bintik tujuh textiles use doby silk material. Characteristics of doby silk have a style or texture boxes, smooth, thicker, have good water absorption, and the color does not fade. *Jumputan pelangi bintik tujuh* above has a length of 1 meter and width of 2 meters. The price of *jumputan pelangi* range of Rp. 200.000 to Rp. 800.000. It depends on the level of difficulty in coloring and making the motifs.