CHAPTER II
LITERATURE REVIEW

2.1   Historical Building

The history, traditions, and values of a nation or state are an important element of the nation's character. Historical buildings also have a special value between another building. It can be a tourist destination region and has its own uniqueness. Historical building also can be as real evidence from human activities (history), and it can be an indicator to see the historical development of a region or a country. The existence of historical buildings, sites or monuments is a potential for the development of heritage tourism or referred to as cultural heritage tourism as an alternative development of tourism in the city. Historical buildings are identical as homes or infrastructure in a state of long standing and a strong pedigree before the start of construction related to the time of construction.

Francis (2011),

> "*Bangunan bersejarah adalah bangunan yang berumur 50 (lima puluh) tahun atau lebih, yang kekunoannya atau antiquitydan keasliannya telah teruji. Demikian pula ditinjau dari segi estetika dan seni bangunan, memiliki mutu cukup tinggi (master piece) dan mewakili gaya corak-bentuk seni arsitektur yang langka. Bangunan atau monument tersebut tentu bisa mewakili zamannya dan juga mempunyai arti dan kaitan sejarah dengan kota, maupun peristiwa nasional/internasional.*".

Based on the description above, historical building is a building that has an important value for history, science and culture. It also has connected experience with national and international affair that happened in the past. It was unique, rare, limited, and non-renewable properties. The historical buildings can be an icon of an area and become tourism destination for that area. Moreover, the buildings still have authenticity and has an interesting history to be known and studied for domestic and foreigners who have an interest of history in Indonesia. The historical building is a silent witness to historical affair in Indonesia.

2.2   Heritage Tourism

Everyone has their own reasons for doing tourism activities. Some people travel because they want to see the world directly, then some want to know the original history in every region of the world. Basically, the activities in tourism is determined by the interest of the tourists themselves. But not only that, tourist interest is also based on available tourism resources. Therefore, there are technical terms such as heritage tourism, cultural tourism, nature tourism, educational tourism and other types of tourism. Similarly, in a tourist trip, tourists visit a historical destination then it can be said that the tourist has doing tourism activities. The purpose of that activity to enjoy the destination that exist in a tourist region   destination. Palembang has high potential as heritage tourism. According to Ashworth and Tunbridge (as cited in Urban tourism, n.d.))

> *"Konsep kota wisata sejarah merupakan konsep pariwisata perkotaan yang menjadikan sejarah sebagai daya tarik wisatanya. Komponen-komponen dari kota wisata sejarah ini antara lain lingkungan dengan arsitektur sejarah dan morfologi perkotaan, even sejarah dan akumulasi artefak budaya, keberhasilan artistik yang merupakan bahan baku dari konsep ini".*

From the writers' perspective, Palembang has rich potentials to become heritage tourism city. It has interesting historical building to visit as one of tourist attraction, and it also can be tourism destination of Palembang because palembang has many authentic historical building as heritage tourism.

Nowadays, tourists have interest of heritage tourism. Tourists prefer visiting oldest building because they look for the authenticity of the places that they visit in a region. The tourists who have an interest in the original of a historical building and also the stories that belong to each of the buildings. So, it can be concluded that the historical building of palembang can be the one of regional income as heritage tourism city. So, the government should develop Palembang heritage tourism.

2.3   Designing Vlog

Vlog or Video Blog is a form of blogging activity by using videos as the media that use text or audio as the main media sources. For details, Vlog is a video containing the opinions, stories or daily activities that are usually written on the blog.

In editing process, the combination of the image is important. Lots of variables to know in the editing process, for example: camera, angle, cameraworks, shoottype,

motivation, information, composition, sound, and continuity. According to Multimedia Club (2015), there are the terms of "Grammar of The Edit" which must be held and know by an editor as follows:

1. Motivation

   In movies, pictures such as city streets, mountains, sea, clouds, etc. are often shown before the main image (subject / object). The purpose of the drawings is taken as a guide and explanation of the next picture. In addition to images, motivation can also be raised in the form of audio, for example: telephone voice, water, door knock, footsteps, and so on. Motivation can also be a mix of images and audio.

2. Information

   Understanding information on editing actually refers to the meaning of an image. The images selected by an editor must provide a purpose or inform something.

3. Composition

   One important aspect for editors is the understanding of good image compositions. Good here means meeting standards agreed upon or in accordance with Cameraworks.

4. Continuity

   Continuity is a state in which there is continuity between the first picture and the previous image. While the function of continuity is to avoid the jumping (scene that feels jumping), be it on the picture or audio.

5. Tittling

   All the letters needed to add image information. For example: the main title, the name of the cast, and the creative team.

6. Sound

   Sound in editing is divided according to its function, as follows:

   - Original Sound

     All original audio / sound of subject / object taken along with shooting / visual.

   - Atmosphere

     All background sounds / backgrounds around the subject / object.

- Sound Effect

   All sound produced / added when editing, can be from the original sound or the atmosphere.

- Music Illustration

   All kinds of sounds, either acoustically or electrically generated to illustrate / impress the emotion / mood of the audience.

   So, it is needed six term to make the narration to be struccture.

2.4   Subtitle

Subtitle is one kind of translations which very important due to the rapid development of information and the media. Maharani (n.d.) defines subtitle as textual versions of dialogue in movies and TV programs which usually displayed at the base of the screen and appears within certain duration. While Matsumoto (as cited in Ningrum,2009), explain that subtitle plays an important role in the programs since it presents information for the audiences and share cultural diversity at the same time.

The usage of subtitles also is to maintain the originality of the audio and the voices of the original and professional cast, actors and actresses. The subtitles which appear at the time for every lines said by the cast does not distract the viewers to listen to the real voice of the cast. Moreover, in dubbing, the people who are involved in this process sometimes did not done it with the correct intonation and rhythm like the original cast. This is quite distracting for the audience when they watch the movies because the environment in the movie does not suit with the incorrect intonation from the voice of those people.

According to Karamitroglout (as cited in Ningrum,2009), the layout subtitling techniques:

a. Position on the screen : subtitles should be places at the base of the screen.

b. Number of lines

c. Text positioning : The subtitle should be presented in the center on its allocated line(s). Double text in an exception because it should be aligned to the left side of the screen.

d. Number of characters per line : This is needed in order to be able to preset a satisfactory portion of the translated spoken text and minimize the original text by using reduction and omissions.

e. Typeface and distribution : Sans-serif font is more preferable to serif font, some fonts such as Helvetica and Arial are qualified for subtitle.

f. Font color and background : The suitable color for subtitle is pale white (not a "snow-bright" white) or grey. This colors are chosen to avoid tiredness in the audience's eyes.

So, the subtitle can make the viewer easy to understand about the information in the vlog of Palembang historical building as heritage tourism.