

CHAPTER II

LITERATURE REVIEW

In this chapter the writer discusses about Definition of Design, Script, and Front office.

2.1 Design

Based on Wiyancoko (2010) design is anything related to concept creation, data analysis, project planning, drawing/rendering, cost calculation, prototyping, frame testing, and test riding. While, Simarmata (2006) states that design is how applications are designed to conform to the requirements. Furthermore, in the opinion of Nurhadiat (2004) Design is planning to realize an idea.

In addition, design is project or concept to create a product using data analysis, project planning, drawing, cost calculating, and prototyping.

2.2 Script

Hanifa (2013) said ” *Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah video. Sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan* “ it means a script as the basic idea that is required when making video. And the quality of a script is really important and crucial to the final outcome of a video. A script generally contains explanation or descriptions of messages or information.

Sukonco (2014) stated that “*Penulisan naskah secara teoritis merupakan komponen dari pengembangan media atau secara lebih praktis merupakan bagian dari serangkaian kegiatan produksi media melalui tahap-tahap perencanaan dan desain pengembangan, serta evaluasi.*” It means writing script theoretically is a component of media development or more practically is a part of a series of media production activities through the stages of planning and design of development, and evaluation.

2.2.1 Stages of Script Writing

Based on Hanifa (2013) stages of script writing usually consists of some activities, they are:

1. Formulating idea

In Kamus Besar Bahasa Indonesia (KBBI) “ *Ide adalah desain yang diatur dalam pikiran*”. It means that idea is a design that is arranged in mind. 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.

As in formulating the idea of writing a script of a story that will be made into a video and television program can also be taken from the true story or non fiction and fiction. There are so many sources of ideas that can be inspired to write a video and television script. For example novels, real stories, and others.

2. Doing research

Research is necessary once 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 books, newspapers or other publications and persons or resource persons who can provide accurate information about the content or substance to be written.

From the results of research, the author can find out how the structure of the narrative that will be compiled. The author also knows what images can be visualized, and the possibilities. If you have to use visual materials (footage), should be investigated in advance whether still worth using or not. Visual material that can be obtained, is an important factor or steering factor for the writing of documentary script. Often information is gathered from too much research, so the authors have difficulty in selecting which information is appropriate for the theme. The main thing that becomes the starting point of information selection is, the author can begin by observing the main thing of the event, so as to describe the conflicts that he wants to disclose. Then after that the author can analyze it further, to concrete the accuracy of existing information, as well as what is still needed.

3. Writing Outline

Outline is the framework, stretch, strokes, global synopsis, 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, structured, and orderly. Outline is very important as a step-by-step guide in the writing process.

Outline of each author depends on the character and personality of the author. There are a general outline, detailed chapters per chapter, and some are more detailed down to the characters and scenes, but generally only contains an outline of information that you will write into a script. Outline that will be created can help you compose and write stories, without anyone known and can make it into the form you want.

2.2.3 Script Regulations

According to Kartawiyudha, et.al (2017) Cover of script consist of the title, name of the writer and number of draft. All of them are written in capital letters. And there are ten regulations of script outline. They are :

- a) Number of Scene
It means that each scene consist with one place or one theme.
- b) Scene Heading
There are two kinds of scene heading based on where the scene takes place. EXT (exterior) which indicates the location outside room, and INT (interior), which indicates the location inside room. They are followed by indication of place and time. Scene heading is written down with capital letters.
- c) Name of Character
The character name is written with a capital letter.
- d) Visual Description
In visual description, the writer should avoid using ambiguous and poetic words. Visual description only contain what will be seen later on a movie screen such as the layout of objects inside, room, or movements and actions done by character.

e) 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.

f) Parenthetical

Parenthetical shows how to pronounce dialog.

2.3 Front Office Hotel

Bagyono (2006) mentioned “*front office berasal dari bahasa Inggris yang berarti kantor berada di sisi depan. Dalam konteks definisi hotel, front office adalah jenis departemen di bagian depan. Itu ditempatkan dekat dari pintu hotel atau lobi.* It means that front office comes from the English language which means the office is in the front side. In hotel definiton context, front office is kind of department in front side. That placed near from hotels’s door or lobby. And Bagyono (2006) stated Front Office as a first impression and last impression to customers that stay in hotel.

According to Darsono (2001) there are ten sections in front office. They are:

1. Front Office Manager,
2. Assistant Front Office Manager,
3. Reservation Section,
4. Reception Section,
5. Uniform Service
6. Telephone Operator
7. Information Section
8. Front Office Cashing
9. Night Duty Manager
10. Guest Relation

2.3.1 Receptionist Hotel

According to Agusnawar (2004) professional receptionist should have a good personality. Because personality effected to results on her work.

White and Beckely (1973) in his book Hotel Reception, said personality has a meaning as follows:

P : Pleasantess

Goodmanners and a smile are natural assets.

E : Eagerness

Eagerness to help others, with a liking for people and a willingness to serve them.

R : Respect

Respect for other people. Courtesy costs nothing.

S : Sense of responsibility

Sense of responsibility as a realisation that what one does and says is important.

O : Orderly mind

Essential for methodical and accurate work

N : Neatness

Neatness indicates pride in self and job

A: Accuracy

Accuracy in everything done is of paramount importance.

L : Loyalty

Loyalty to management and colleagues make good team work

I : Intelligence

Intelligence of common sense at all times

T : Tact

Tact saying and doing the right thing at the right time

Y : Yearning to be good receptionist

A love of the work essential.

Not only personality, grooming also be one of the thing to watch out for. Agusnawar (2004) "*Grooming dapat diartikan dengan tampak rapi, bersih dan menarik, baik berhubungan dengan tampilan diri sendiri maupun pakaian yang dikenakan oleh seorang resepsionis*". It means grooming can be interpreted by looking neat, clean and attractive, whether associated with the look of self or clothing ordered by a receptionist that support receptionist to good looking.

Agusnawar (2004) said there are 8 regulations standard of receptionist *make up*. They are :

- a) Make up. Woman receptionist should use soft color but still look neat, assertive and not too much.
- b) Face. For facial hygiene , use facial wash every day to make face not oily. Use moisturizer, and then *make up* complexion.

- c) Powder. For powder, it will be better if receptionist use powder that matches with skin tone. And touch up the *make up* in break time.
- d) Eyes. For eye *make up*, use soft color. Such as brown, soft pink, beige, and others soft colors.
- e) Mascara. Apply black mascara or dark brown mascara.
- f) Eye line. Use eyeliner to define eye and to make receptionist not look like tired person.
- g) Blush on. For blush on, use blush that matches with make up.
- h) Lipstick. For lipstick use soft color, such us soft brown, pink or others soft colors. And avoid using lip gloss because it is too stirking on their lips.
- i) Make up setting spray. Use make up setting spray to make long lasting make up.

2.4 Video

Haskin (2013) stated video is something that is watched (sometimes more and more interactively) that has a beginning, an end, and tells a story. While. Shi and Sun (1999) claims that video is referred to a visual information, which includes both a single frame and frame sequences, in practice it is often use to mean sequences exclusively.

In this case the writer designed sript of receptionist hotel make up tutorial video. Cantika (2017) stated through tutorial video, people easier to get and understand about any information. In tutorial video, the cast of video will more effectively to explain something. Because in tutorial video consist of visual explanation and audio explanation.