

CHAPTER II

LITERATURE REVIEW

In this chapter the writer discuss about design, culinary tourism, traditional food, script, and video.

2.1 Design

Design is a process that can be said to be of a lifetime with human existence on earth. This is often not realized. As a result some of us think as if new designs were known since time modern and is a part of modern life.

Design is a the area human experience, skills and knowledge that reflects man's concern with the appreciation and adaptation of his surrounding in the light of his material and spritual needs. In particular, it relates with configuration, composition, meaning, value, and purpose in man-made fenomena (Archer, 1977). The most objective non-physical findings (Alexander, 1963). Jones (1970) argue that design is action or initiatives to change human work. While, Wiyancoko (2010) says that, design is everything related to concept making, data analysis, project planning, drawing or rendering, cost calculation, prototyping, frame testing, and test riding. Thus, it can be concluded that design is planning, making, or processing to produce human creation.

2.2 Culinary Tourism

Culinary tourism is an alternative in supporting the potential of natural tourism, cultural tourism, historical tourism and marine tourism. This culinary tour is part of the type of tourism that exists, because it is not complete if tourists who come do not try traditional culinary in the area. Although culinary tourism is often considered a complementary tourism product, potential culinary tourism is developed because tourists who come are usually interested in trying out the specialties of the region (Bersa, 2012).

According to Mason & O'Mahony (2007) culinary tourism as tourism trips during which the purchase or consumption of regional food (including beverages), or the observation and study of food production (from agriculture to cooking

schools) represent a significant motivation or activity. Culinary tourism concerns the self-aware and conscious interest in experiencing a destination through its foods. Based on Kurniawan (2010), culinary tourism is a program that raised the theme of a variety of food. It usually presents the street food and cheap food. The places visited are spread across the corner of the city, district, provincial or the capital of a city.

Meanwhile, Long (2004, p. 20) defines culinary tourism is about food as a subject and medium, destination and vehicle, for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. It is about groups using food to “sell” their histories and to construct market-able and publicly attractive identities, and it is about individuals satisfying curiosity. Food tourism there is a need to differentiate between tourists who consume food as a part of the travel experience and those tourists whose activities, behaviors and even, destination selection is influenced by an interest in food (Hall & Mitchell, 2003, p. 9).

Furthermore, Suryadana (2009) says that culinary tourism is defined as a tour that provides a variety of services and activities suitable to meet the needs of tourists built for recreation, relaxation, education and health. Culinary tourism is a travel activity or part of the activity is done voluntarily and temporary to enjoy a type of food or drink. It also means human activities that travel with a destination to somewhere to obtain or enjoy a type of food or drink that can only be found in the area (Harsana, 2008).

In addition culinary tourism is a journey which includes activities of consuming local food from an area, travel with the main goal is to enjoy food and drink and or visit a culinary activity, visit the food and beverage industry center, and to get a different experience when eating food and drinks.

2.3 Traditional Food

Traditional food generally consist of main foods, side dishes, vegetables which are always eaten alongside main food, snack and fruit. In making traditional food the role of human culture is very important, such as the form of skill, creativity, a touch of art, tradition and taste.

Anonim (1996) states that traditional food is food (including snacks) and drinks then mixed ingredients that have traditionally been used and developed in the area or local community. Besides, Muhilal (1995) argue Traditional food is a legacy of food that has been entrenched in Indonesian people. Traditional food is a food that commonly eaten for generations, not contrary to religion, local people's beliefs, and made from food and spices available at the area (Sastroamidjojo, 1995).

Traditional food is a culture phenomenon that is increasingly in the precise of its existence, the more we are proud of it and the more we want to know about it. Culture can also determine whether the food can be eaten or not, as well as to stamp or legalize it to the uniqueness of an area. Thus, food is not just to survive, but also to preserve the culture (Dewi, 2011). Traditional food is a daily food, which is a staple food, interlude or special dish which has existed for generations from the time of our ancestors. This food is only consumed by ethnic groups of certain regions, processed from local resources with receptions obtained from generation to generation according to the tastes of the community (Marwanti, 2000).

In addition, traditional food is all kind of original foods from the local area ranging from main foods, snacks, and drinks commonly consumed by people of the area that have a close relationship with the cultural system that is in an area.

2.4 Script

According to Dipodjojo (1996), script is all the results of handwriting that hold various expressions, inventions, tastes, and intentions of humans whose results are called literary works, which are classified in the general sense and in a special sense all of which are records of the nation's past knowledge script.

Meanwhile Baried (1985) states that script is a concrete object that can be seen and held. Besides, Muslimin (2018) states that script is a scenario of a film that is explained in the sequence of the scenes, place, condition, and dialogue which are structured in the context or dramatic structures and serve as guidelines

for film making. Script is the design of the delivery of stories or ideas with the film media (Biran, 2006).

2.4.1 Stages of Script Writing

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

a. 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 nonfiction 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 etc.

b. 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.

c. Writing Outline

Outline is the framework, stretch, strokes, global synopsis, and 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.

2.4.2 Script Regulations

Cover of script consists 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 (Kartawiyudha, Wuryanto, Cendekia, Muchransyah, & Mandra, 2017). 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) indicates the location outside room, and INT (interior) 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 contains 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.

2.5 Video

According to Arsyad (2011, p. 49) video is a picture in a frame, where frame by frame is projected through a projector mechanical that on the screen there is a live picture. Besides, Arif (1990) state that video as an audio visual media that displays motion, more popular in our society. Messages presented facts (events or important events, news) or fictive, and it can be impormaive, educative and instructional.

Meanwhile, Rusman (2012) argue that video is visible listening material (audio visual) that can be usedo to deliver messages or subject matter. Video is said to be audio visual because the auditory elements (audio) and visual elements (video) can be presented simultaneously.

From the theory above the writer can be concluded, that video is one type audio-visual media that can describe a moving object together with natural sounds or appropriate sounds. Video can present information, describe processes, explain complex concepts, teach skills, abbreviate or extand time and influence attitudes.

2.5.1 Advantages of Video

According to MacFarland (2014) video is a powerful tool for promotion. he mentions several advantages of video. They are:

1. A video has become so easy to use that a person can simply use a smartphone, tablet or computer to record a video.
2. A 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. A 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.

2.5.2 Component of Video

Ciampa et al (2016) state that there are four components that make a 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 does not 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 of 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.

2.5.3 Steps of Designing Video

According to Budijuno (2017) the steps of designing a video, such as:

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, 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 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 checky 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.

2.5.4 Narrator or Voice Over

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/senteces 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.