

CHAPTER II

LITERATURE REVIEW

This chapter describes about tourism, tourism attraction, types of tourist travelling, martial arts, promotional video, and script. Martial arts is elaborated more by explaining the benefits from doing martial arts. This chapter also describes the elements of script writing and stages of writing a video script.

2.1 Tourism

“Tourism is a travel activity carried out by a person or group of people that visit a particular place for recreational purposes, personal development, or studying the uniqueness of tourism attractions visited interm period”. (Undang – undang kepariwisataan No. 10/2009). While, World Tourism Organization (2018) stated that tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

In addition, tourism is a travel activities of persons or group visiting places outside their environment for leisure, business, and other purposes.

2.2 Tourism attraction

Tourism attraction is a potential that is the driving factors for the arrival of tourists to the tourism destination. According to Undang - undang Kepariwisataan no.10/2009, “*daya tarik wisata adalah segala sesuatu yang memiliki keunikan, keindahan, dan nilai yang berupa keanekaragaman kekayaan alam, budaya, dan hasil buatan manusia yang menjadi sasaran atau tujuan kunjungan wisatawan*”. It means tourism attraction is anything that has a uniqueness, beauty and value in the form of natural, cultural, and man-made diversity which is the target or destination of tourist visits.

Furthermore, Fandeli (in Brahmanto, 2017) stated that “ *daya tarik wisatawan secara fisik dapat menguras tenaga, serta ada unsur tantangan yang harus dilakukan, karena bentuk pariwisata ini banyak terdapat di daerah terpencil, seperti kegiatan tracking, hiking, pendakian gunung, rafting di sungai, dan lainnya*”.

It means physical tourism attraction can be exhausting, and also there is an element of challenge that must be done. Form of tourism is available in remote areas, such as tracking activities, hiking, mountain climbing, river rafting and others.

In other words, tourism attraction is very important to attract more tourist visits to the tourism destination and attract more tourists with element of challenge such as sport tourism attraction. Types of sport tourism attraction can make tourist more interesting are hiking, climbing, rafting and martial arts.

2.3 Types of tourist travelling

Samukelo (2012) stated that “there are some kinds of tourism based on tourists travelling for leisure and holiday reasons. They are adventure tourist, cultural tourist, eco-tourist, religious tourist, special interest and sport and recreational tourist”.

To sum up, there are 6 kinds of tourist travelling based on leisure and holiday reasons. They are adventure tourist, cultural tourist, eco-tourist, religious tourist, special interest tourist, sport and recreational tourist.

2.4 Sport Tourism attraction

Spillane (1987) stated that sport tourism attraction included in 2 categories, they are big sport event and sport tourism of practitioners. First, there are popular events included in big sports event. For example Sea Games, Asian Games, Islamic Solidarity Games, and Asian University Games.

Therefore, there is sport tourism of practitioner. It means sport tourists for those who want to practice on their own such as doing martial arts. Mostly people do martial arts activity because it usually arises from attraction to an action. Kinds

of martial arts that famous in Asian martial arts are taekwondo, pencak silat, karate, wushu, jiu-jitsu, muaythai and so on.

So, sport tourism attraction is kind of tourism doing by someone to participating in sport event or watching a sport event.

2.5 Martial arts

Duraisy (2015) stated that “*Seni beladiri merupakan satu kesenian yang timbul sebagai satu cara seseorang itu mempertahankan diri*”. It means that martial arts is an art that come up as the way of people to defends themselves. There are some examples of martial arts, they are taekwondo, pencak silat, karate, jiu-jitsu, tarung derajat, aikido, judo and so on.

Besides that, definition of martial arts is cover a broad range of activities that involve fighting techniques, physical exercises, and methods of mental discipline, among other skills. Martial arts originated in the ancient cultures of [Asia](#), and today around the world used for self-defense, exercise, health, spiritual growth, law enforcement and athletic competition(Encyclopedia.com, 2005).

In addition, martial is an art as the ways of people to defend themselves. Martial arts involve fighting techniques, physical exercises, and methods of mental technique. And also there are many kinds of martial arts that developing in Indonesia such as taekwondo, pencak silat, karate, jiu-jitsu and so on.

2.5.1 Benefits from doing martial arts

Rodriguez (2009) stated that “martial arts offer a number of physical and mental health benefits, they are conditioning, flexibility and agility, posture, weight, stamina and mental health”. Besides the benefit from doing martial arts is physical health, one of them that usually people needs is mental health.

Mental health have functions to improving physical fitness, self confidence, and reduce stress. First, improving physical fitness can be developed by martial arts that can improve mental and emotional health. Second, for self confidence can be learned by self-defense moves. Because martial arts can give you greater self-

confidence. Third, martial arts can reduce stress, it is help you to concentrate and focus.

2.6 Promotional video

Promotional media in this report is by using promotional video. According to RealMarketer.com (2011), the basic for all areas of promotional video production and distribution are “choosing camera” it means which camera to choose, depending on your budget. Then, “Do it yourself options” it means you should do it by yourself. “Strategy” it means how draft a promotional video strategy really works. “Script writing” it means how easily write a script that works on camera. Next, “ Video production” It tells about video editing techniques or color correction. “ Editing” it means that you should learn how to use the right application to easily edit the video properly. And “Audio production” how to record good sound on set and add narration afterwards.

While, Waldron (2016) stated that elements of a great promotional video is the most important part of any promotional video. Firstly, “The video open with a personal bond” personal bond means that make a personal connection with the audience, such as introducing yourself. Secondly, “The video should have a value”. It means what will audience get after watching your video. The audience may be interested in watching the video. Lastly, “The call to action” It means that the audience do something after watching your video such as intersting to buy the product.

2.7 Script

Malinda (2019) said “*Naskah adalah selemba rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwara dalam sebuah film atau drama*”, it means script is a sheet that contains a draft plan and structural characterization of play in a movie or drama.

Angelo (2010) stated that “ *Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah program. Sebuah naskah pada*

umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan”.

It means that a script is the basic idea that required when making video. And the quality of a script is really important to determine the final result of a program. A script generally contains of explanation or description about message or information.

In this case, script is a basic idea needed by video program and contains a draft plan in a video program. Script determines the final result of program. It means that script is an important element of producing a good video.

2.7.1 Elements of script writing

According to Jakacaping (2018) “there are elements when making a good script”. First, the element is “Hook” in this step, the narrator has to find the interesting words or sentences to attract viewers stay in watching video. It depends on your content of video. So, this content of video is about promotion sport tourism attaction.

Second, “Introduction” Introducing yourself first, because viewers do not know you before. In this step, you have to tell about your content. For example about promotion video of sport tourism attraction. You have to give some information about your content of video. Let the viewers know why you should watch the video.

Third, “ Body “ in this step, you have to explain about your video content because it is the main point that have supporting details about the content. This element make the viewers want to know about your video.

Fourth, “Closing” if your video content is about promotion, give your viewers recommendation. And also, in this video will give the viewers recommendation about what are the best way to maintain their health. So, the narrator will give recommendation with promoting the video of martial arts as sport tourism attraction.

2.7.2 Stages of writing a video script

Bernazzani (2017) said “ there is a specific way to write a script, so that it shapes an effective video ”. It means there are stages of writing a video script. The stages of writing a video script are start with a brief and writing the script. in the first steps, there are several key questions should be included to craft an effective video script.

Secondly, “Write the script” it means a good script makes easy for the people on camera to get their messages across while sounding and acting naturally. In this case, the stages of writing a video script should follow the steps that have been determined in order to get a good video script.