

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about tourism, events, video script, narration, steps in writing a good narration, and *Midang Morge Siwe*.

2.1 Tourism

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” (World Tourism Organization, 2005). Furthermore, Suwanto (1997) stated that there are eight forms of tourism, they are holiday tour, familiarization tour, educational tour, scientific tour, pilgrimage tour, special mission tour, special programme tour, and hunting tour.

Thus, the writer concludes that tourism is the activities of temporary movement of people from their normal places to destinations or outside their usual environment for having leisure, business and other purposes to satisfy their needs. Those activities are usually done on holidays or vacations. Tourisms are classified based on many aspects, they are the criteria of destinations, number of participants, purpose and setting, organizational criterion, criterion season, temporal criterion, the criteria of transportation vehicles, social criterion, criterion of the age and occupation of the tourist, and the criterion for the type of destination.

2.2 Events

“Events are not only one of the most important parts of tourism, but also inseparable part of human society” (Oklobdzija, 2015). Whereas, Hussain (2012) stated, “Events are also important for tourism”. While, according to Csapo (2012), the activities of event and festival tourism are cultural festivals and events, music festivals and events (classic and light or pop music), fine arts festivals and events.

Cultural events and festivals again play an important role in the formation and strengthening of cultural tourism in today's tourism industry.

In other words, event is one of important parts in tourism industry that can attract more tourists and visitors to come to the destinations for their entertainments. It is taking part in developing tourism and destinations, also increasing income in that area because it needs workers to run and succeed the events. Beside that, hosting events can preserve and strengthen the culture and traditions of certain area.

2.3 Promotional Media

Promotion is one of the 7P's (product, price, place, promotion, people, packaging, and positioning) in service marketing mix. Tasmanian Government (2015) defined promotion is a process of bringing a product or service to the market. It is related to how people sell product such as event to interest other people. Kotler (2013) defined, "Promotion means activities that communicate the merits of the product and persuade target customers to buy it".

Based on the explanations above, the writer concludes that promotion is one of the elements in marketing mix that use to bring and promote products, services and ideas to the market and persuade the buyers or target customers to buy them. This activity is related to how people sell product to interest other people. Today's industry, especially tourism industry need the best strategy to develop destinations. It can use a short movie or video and upload it to Youtube. The video presents the most outstanding and attractive destinations to attract people to visit them.

There are many types of media, one of them is modern media. Due to the advancement of the internet, most people can enjoy the benefits of high technology media such as mobile phones, computers. The Internet has opened up several new opportunities for communication which include e-mail, websites, podcasts, e-forums, e-books, blogging, and many others, which are booming today. Sites like Facebook, Twitter, and YouTube have made communication to the masses is more entertaining, interesting, and easier.

2.4 The Video Script

“A video without a script like a person without a spine” (Cockerham, 2016). While, Daintith as cited Norbury (2014) stated that scripts can be defined as generic ordered sequences of actions or events. They capture the central themes in a narrative and can be matched against other scripts or situations. Script, which is a type of schema, crucial to readers and viewers cognitive action with a text and the comprehension of that text. Whereas, Nicolaou, et al (2016) claimed, “Script identification refers to identifying the system of writing, the alphabet used in a sample, while language identification refers to identifying the language given a text sample.

Leonard (2018) stated that, video scripts are usually divided into video (sight) and audio (sound) columns, with visual descriptions in the left video column. The shot-by-shot two-column relationship of audio to video functions like two synchronized time lines. Benter (2016) said that a simple video script is divided into two columns: the left side for video, the right side for audio.

2.4.1 Video (Sight) Column

Benter (2016) said that the video column describes what the viewer will see including: the background to a scene, the properties (desks, chairs, computers), the characters (whether live actors or animated), motion graphics (charts and other graphic elements), kinetic typography (titles, word balloons), static images, and more. The video or sight is on the left side, the script writer also creates notes for the editor. This will include shot selection, text that should appear on screen, and special effect instructions or transitions.

2.4.2 Audio (Sound) Column

Benter (2016) said that the audio column contains all the sounds: voice over narration, dialogue, music and sound effects. Both are synched to a running timeline so everyone involved in the production knows exactly which sounds will be heard

while each visual is being seen. This is the true power of video, and the reason we can compress time to deliver more information in shorter time frames.

The right side is where your script appears. It includes everything that your voice-over talent will eventually record into a microphone. Writing for video is different than drafting a piece of content. The writers don't have to describe every last piece of footage. Instead, let a shot establish a scene. Use words to describe it. Then let the video breathe and a narration should help advance the story while the video maintains the overall storyline.

Thus, it can be concluded that script is the most important part of a promotional video. Scripts is the system of writing, the alphabet used in a sample, while language identification refers to identifying the language given a text sample. Scripts is divided into video (sight) and audio (sound) columns, with visual descriptions in the left video column. The video column describes what the viewer will see and the audio column contains all the sounds: voice over narration, dialogue, music and sound effects.

2.5 Narration

The definition of narration according to Ricoeur as cited Zeman (2017), "The humblest narrative is always more than a chronological series of events". Also, Zeman (2017) stated, "In linguistics, by contrast, the mystery of narration has led to quite the contrary: As the concept of narration is commonly taken for granted within the linguistic tradition, it has never been a big theoretical issue." While Bordwell (2005) stated, "Narration as a process which is not in its basic aims specific to any medium. As a dynamic process, narration deploys the materials and procedures of each medium for its ends". The writer finds that narration is a chronological series of events that have a dynamic process.

2.6 Steps in Writing a Good Narration

Harrington (2018) stated that there are 5 steps in writing a good narration.

1. Plan Ahead

A typical travel video can highlight examples of some common uses of narration. For example, there is a picture of a small Hawaiian beach surrounded by hotels. The narrator can introduce the subject: “To some people, the place where the surf meets the sand at Waikiki Beach is a piece of heaven on earth.” Narration can also impart information not obvious to the viewer.

2. Listen

Writing narration differs from other forms of writing. The writer is a person who reads the script. Avoid words or combinations that are hard to pronounce and avoid too long sentences.

3. Tailor the script

Visualize the audiences who will watch the video and use words and phrases known by the viewer. Adjust the speed of the narration to the audience. If the audience is mostly seniors or young children, allow for a slower read.

4. Timing is Everything

When writing the script, use a stopwatch to time the writer reading it aloud. It's important to get accurate time estimates by actually saying the words, rather than reading them.

5. Format it

There are two basic script formats for video production. The first uses two columns. The left is reserved for video information. This includes a short description of the shot. The right column is the audio script. Dialogue is typed in upper and lower case, double-spaced. The second format just has one column for audio and video description.

2.7 Midang Morge Siwe

Heryanto (2015, p.1) said, “*Midang* is a parade process or such a carnival, which every year becomes a regular schedule in every Eid Al-Fitr and it has become a national tourism agenda”. *Midang* is one of the requirements of marriage in the *Morge Si*

we customs of Kayuagung, Ogan Komering Ilir Regency, South Sumatra Province. This marriage custom is called by the people as *Mabang Handak* marriage customs. *Midang* in the marriage customs *Mabang Handak* is a procession of a pair of brides surround nine villages (*Morge Siwe*). At the presentation of *Midang Mabang Handak*, it is enlivened by tens and hundreds of couple young married lines who wear national clothes.

Therefore, the writer concludes that at first, *Midang* is one of the marriage requirements in Kayuagung which is the couple surround the nine villages to show the people that they have become a couple, but today's *Midang* becomes a tradition of Kayuagung people which is the participants using traditional wedding dress and they parade around the city. This event usually held on the third day of Eid Al-Fitr to enliven that blessed day, to preserve and present the culture to public.