

CHAPTER II

LITERATURE REVIEW

2.1 Script

According to Biran (2006), script is the design of the delivery of stories or ideas with the film media.

Meanwhile Muslimin (2018) stated 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 of dramatic structures and serve as guidelines for filmmaking.

2.1.1 The Term in Script writing

The Followings are the top screenwriting terms and their general definitions according to Hellerman (2014).

1. Action

Action is the scene description, character movement, and sounds as described in a screenplay.

2. Beat

Beat can be used in the parenthetical or action to indicate a pause in the character's dialogue or movement.

3. Character

Character is a person on the screen at any moment. People first time meet the character in action.

4. Close On/Insert

Close on/insert use to draw a reader's eyes or imagination to a particular object on the screen like a text message, a sled named rosebud, or a scar.

5. Continuous

Continuous refers to action that moves from one location to another without any interruptions in time – like a high speed chase through a mall with different stores.

6. CUT TO:

Cut to is the end of some scenes to provoke a reaction. It can cut to a joke, or to the opposite of what a character recently stated.

7. Dialogue

Dialogue is what a character says in the script. For example, "Thank you sir, may I have another?"

8. DISSOLVE TO:

Dissolve to is a transition mostly used in older films. Stylistically shows one image dissolving into another.

9. ESTABLISHING SHOT:

Establishing shot is a shot from a distance telling the viewer where the stories are.

10. EXT.

Exterior. This scene takes place out of doors. This is mostly for a Producer to help figure out the cost of the movie.

11. FADE TO:

One of the more common transitions. You FADE IN: on the left and FADE OUT: on the right of the page. Usually used for scenes that transition in longer lengths of time.

12. INT.

Interior. Producers will use this to tell what sets need to be made.

13. Intercutting or INTERCUT BETWEEN:

Intercutting is used to show different scenes happening at the same time. Like a boy eavesdropping on his parents, a phone call in two different places, or the murder of all the mob bosses in town during a baptism.

14. INTO FRAME/INTO VIEW:

This term is used when a character enters during a scene and the writer want to highlight that entrance.

15. JUMP CUT TO:

Jump cut to is a cut in film editing in which two sequential shots of the same subject are taken from camera positions that vary only slightly. This type of edit gives the effect of jumping forwards in time.

16. MATCH CUT TO:

Match cut to is used in transition between scenes where one thing becomes another like jumping into a pool that matches to the same character diving into bed.

17. Montage:

This term is used in numbering the sequence in a story that shows one or several characters completing a series of actions. Like Rocky's training sequences.

18. O.S. or O.C.

O.s or O.C known as Off Screen or Off Camera. For example, a character is yelling to another one or throwing something . It describes anything not taking place on the screen.

19. Parenthetical

Parenthetical is An emotion or action put before the dialogue and under the character's name to let the actor know how they should say the line.

20. POV

POV is a short term of Point of view. This term generally refers to the first person advantage as seen in movies like Halloween.

21. SUPER, SUPER TITLE, or TITLE

These term are usedRefers to words on the screen like the scroll in Star Wars or the little titles telling the viewers in what city or time period the script takes place.

22. TIGHT ON

Tight on is a close-up of a person or thing. Basically, like the space has been squeezed out of the area between camera and subject.

23. Transition

Descriptive term for how one scene ‘transitions’ to another scene. Used appropriately, these can be used to convey shifts in character development and emotion

24. V.O.

Voice Over, it denotes dialogue only the audience can hear. Like in *The Shawshank Redemption*, *Sunset Blvd.*, even the beginning of *War Of The Worlds* –

2.2 Film

According to Javandalasta (2011), the film is a series of images that move to form a story or can also be called movie or video. There are some features that a movie offers:

1. Movies can present powerful emotional influences.
2. Movies can illustrate visual contrast directly.
3. Movies can communicate with the audience without reaching limits.
4. Movies can motivate viewers to make changes.

2.2.1 Different Type of Film

Javandalasta (2011) said, there are some types of film which is usually produced for various purposes, among others:

1. Documentary Film

In short, documentary film is never separated from the purpose of dissemination, education, propaganda for certain people or groups.

2. Short film

The short film here means by Javandalasta (2011) that is, a work of a fictional story movie less than 60 minutes.

3. Long movie

According to Javandalasta (2011), Long Film is a fictional film that lasts more than 60 minutes. Generally ranges from 90-100 minutes. Movies playing in theaters are generally included in this group.

2.3 Short Film

Short film is a movies with short duration between 1 minute - 30 minutes, if according to international festival standards there are several types of short films, including:

1. Experimental short film

Short films used as experimental or experimental materials, in Indonesia this type of film is often categorized as an indie film.

2. Commercial short films

Short films produced for commercial purposes or for example: advertising, company profile (company profile)

3. Film short service public (public service)

Short films aimed at community service, usually aired in mass media (television)

4. Entertainment short film / Entertainment

Short films for commercial purposes. The film is a lot we encounter on television with a wide range.

2.4 Film Genre

Genre of film according to Javandalasta (2011), in the movie people will recognize the term *genre* or for easy they can call it the type or shape of a movie based on the whole story.

This is used to make it easier for viewers to decide what movies they will watch. There are the genre of the film:

1. Action Movie

This genre usually tells of the struggle of a character to survive or fight scenes.

2. Comedy Movie

The genre of this film is the films that rely on cuteness both in terms of story and in terms of characterizations.

3. Horror Movie

This film genre is a mystery, usually a story that is sometimes beyond the human mind.

4. Thriller Film

This film genre always put forward the tension that is made not far from the element of logic or like murder.

5. Scientific Film

This film genre is usually called sci-fi. The scientists will always be in the genre of this movie because what they produce will be the main conflict in the groove.

7. Drama Movie Genre

Movie genre is usually much in the audience because it is considered as a real picture of life and the audience can share the scene in the movie.

8. Romantic Movie Genre

This movie genre tells the romance of love lovers. Most viewers will be carried away romantic atmosphere played by the players.

2.5 Folklore

Folklore is an oral tradition inherited hereditarily in public life, such as the folklore of Sangkuriang, Kancil, Si Kabayan, etc.

Thus it can be concluded, the folklore is a story that grows and develops in a society with tradition of different versions. This folktale is a trust which is believed by society that the story is a real happening.

According to Mustakim (2005). Types of folklore are grouped on the content of the story and on the characters of the story. Which is divided into:

1. Fable

Fable is a story whose character is an animal that is a symbol of human behavior. The story usually has a very explicit moral teachings and simple language, and in accordance with the development of children's language.

2. Legend

Legend is a story about what happened somewhere or something that is considered the place names have a meaning for human life.

3. Mite

Mite is the kind of story that the characters are considered sacred.

4. Sage

Sage, is a folktale that tells the history of the success of the characters.

While Bascom (in Danandjaja, 1984) divides the folklore into three as below:

1. Myth

Myth is a folktale that is considered really happened and considered sacred by the owner of the story. The myth is envisioned by gods or half-gods. Events happen in another world or in a world that is not as we know it today and happened in the past.

2. Legend

Legend is a story by author is real happen. As well as the human figures who have extraordinary properties.

3. Fairytale

Fairytale is a folktale that is considered not really happening, it is imaginary and it is not bound by time nor where the characters are people, animals, and spirits.

2.6 Promotion

Sistaningrum (2002) stated that promotion is one element of the activities of the marketing mix. Promotion become media information to know everything related to the company's products that will be offered to consumers. Based on the opinion of some experts, it is known that the promotion is kind of activities in marketing management with some goals.

According to (economictimes.indiatimes.com) Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.

2.6.1 Kinds of Promotion

According to Sary (2008) tourism promotion is divided into two kinds as follows:

1. Direct Promotion

The ways that usually used in this promotion are display such as (traditional house, costume, and pictures), printed media (prospectors, leaflet, folder, booklet, and brochure, exhibitions and presents.

2. Indirect Promotion

The ways that are used in this promotion are:

1. Giving information through printed media.
2. Publication in some magazines that in the company (travel agent or tour travel company) area.
3. Visiting to the company company (travel agent or tour travel company).
4. Meeting with another companies to get some information.
5. Workshop
6. Inviting some employees of company to visit tourism destination

2.6.2 The Purposes of the promotion

According to Yoeti (2008) purposes of promotion as follows:

1. To introduce services and products produced by the tourism industry as widely as possible.
2. To give impression as strong as possible in the hope that many people will come to visit.
3. To deliver a compelling message with an honest way to create high expectations.