CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about video script, Dell Hymes model of speaking, Bhatia's moves framework, advertising, native advertising, and types of native advertising.

2.1 Video Script

(Norbury, 2017) states 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. Video script is crucial to help readers and viewers comprehend of that text.

> *"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"* (Hanifa, 2013).

It means that a script is a main required idea in video making. The better video script, the better video will be produced. Usually, the video script contains description of message or information delivered to the viewers.

> *"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"* (Sukonco, 2014)

It can be concluded that theoritically script writing is a component from media development or a part of the media production activities sequences through planning steps, development design and evaluation.

2.2 Dell Hymes Model of Speaking

According to Hymes, in the process of communication using a language, someone needs more than just the ability to use language according to the rules of grammar. Use of language must be in accordance with the context, such as things

that become the scope and affect the use of the language. These are the following consideration aspects based on Dell Hymes model of speaking (Hymes, 1973):

1. Setting and Scene

    Setting is an aspect that includes the time and place where a conversation takes place. In general, Hymes calls it physical circumstances. Whereas the scene is the psychological setting or cultural definition of the situation. This includes the level of formality and seriousness.

2. Participants

    Participants refer to the speaker and audience. In a conversation, the background of the speaker and the relationship with the speaker is the context that affects the conversation.

3. Ends
    Hymes explained ends as a purpose and goal of a conversation.
4. Act Sequence
    This refers to how information is delivered. Hymes describe act sequences as forms and orders from an event.
5. Key

    The Hymes describe the key as tone, manner, or spirit of the speech act. This refers to the speaker and audience expression at a time the conversation took place.

6. Instrumentalities

    This refers to forms and style of speech. In certain situations, someone is more likely to use a casual style, and in other situations someone tends to use a formal style.

7. Norms

This refers to the norms surrounding the conversation. In a discussion there will be social rules which limits what should and should not discussed and how speaker and audience respond to the conversation.

8. Genre

Genre is the kind of speech act or event, the kind of story. The difference in genre of speech will affect the expression of the speaker.

2.3 Bhatia's Moves Framework

There are seven moves that are used in structural model of advertisement (Bhatia V. K., 1993). These moves are used to persuade the selected group or customers to buy a product or service. Since promoting products or services is quite difficult, Bhatia suggested that an advertisement should have these seven moves, start from: 1) establishing credentials; 2) introducing the offer; 3) offering incentives; 4) enclosing documents; 5) soliciting response; 6) using pressure tactics; and 7) ending politely.

1. Establishing Credentials

The function of the move is to establish one company's credentials. The company always represents their well-establishment reputations and their achievements, aiming to tell customers that the company's specialties and their long experiences can meet the needs of the customers.

2. Introducing the Offer

The function of the move is to give the detail information and value of the product or service they are providing, like what it consist of, what is the price, where one can take it, and when it can be offered. In business terminology, it is called product-detailing. It is considered essential for the reason that the potential customers are not familiar with the products or services, and it will not sell no matter how good and necessary it is.

3. Offering Incentives

The function of the move is to give a discount to persuade the potential customers to consider seriously the products or services being offered.

4. Enclosing Documents

The function of the move is to supplement necessary details information of products or services when the length of the promotion media is kept within reasonable limits. Enclosing detailed descriptions of products or services can be appeared in the form of leaflets, CDs, and brochures, and so on.

5. Soliciting Response

The function of the move is to encourage the reader to continue further communication. During this move, the contact numbers, the name of the person who takes responsibility in answering and addresses are often included.

6. Using Pressure Tactics

The function of the move is to prompt the already half-inclined customer to make an immediate decision to buy the product or service. The move is commonly realized by offering some additional gains if the customers buy their products or use their services before a deadline or so on. Or additional products or services will be given if you buy more products or services.

7. Ending Politely

The function of the move is to create and maintain a friendly, pleasant relation between the buyer and the seller.

2.4 Advertising

Advertising is a part of genre which deals with a wide range of objects in our daily life, consequently, it is so familiar to modern readers. Although advertising is so familiar to us, we seldom think it as a system of language use (Goddard, 1998: 5). Advertising comes down to us from the medieval Latin verb 'advertere' which means direct one's attention to. It is intended to direct people's attention to the availability, qualities, and/or cost of specific commodities or services.

Advertising is a part of marketing process in which goods and services are commercialized to satisfy consumers. Advertising is aimed at describing and giving

information about a product or service in order to attract consumers attention, warm, worry, etc (Cook G., 1992: 7). Despite the fact that the most of advertisements function is to persuade people to buy a product called product ads, there are adverts that do not sell products or services non product ads (Cook G., 1992: 10) states. However, this project is focused on product ads.

2.5 Native Advertising

Native advertising is an advertisement that looks like news. With the aim of providing information or knowledge to readers. This advertisement is written so that the reader feels to buy a certain product. Native advertising is also more focused on helping readers, at least can give them new knowledge. These types of ads appear in various formats, such as text, narration, videos and photos (Tarigan I. A., 2015).

Forbes, a publication that uses native advertising quite a lot, defines native advertising as a paid-for placement on a digital screen or within a content stream that promotes a brands content marketing much the same way editorial content is promoted (Dvorkin, 2013). The Interactive Advertising Bureau defines native advertising as paid ads that are so cohesive with the page content, assimilated into the design, and consistent with the platform behavior that the viewer simply feels that they belong (Interactive Advertising Bureau, 2013). According to the Native Advertising Institute (NAI), native advertisements are: paid advertising where the ad matches the form, feel and function of the content of the media on which it appears (Vinderslev, 2015).

A similar definition to the one by the NAI is the definition by Sharethrough. They claim that the official definition of native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed. With form, Sharethrough means that the native advertising should match together with the feel and look of the natural content. The function part refers to native advertisements having to be consistent with both the user experience and natural content of the site (Sharethrough, 2016).

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For this study, the definitions given by Forbes (Dvorkin, 2013) and the Native Advertising Institute (Vinderslev, 2015) are combined to define native advertising as: "paid-for advertising on a digital screen or within a content stream that promotes a brand's content marketing that matches the form, feel and function of the editorial content on which it appears.

2.5.1 Types of Native Advertising

Taking into consideration the objectives and specific form used for the ad, native advertising is divided into six major types (Borst, 2019).

1. In feed units, promoted articles in the normal feed section of the publication, with or without a guaranteed placement or surrounding context, written in standard editorial style; used disclosure language: advertisement/ad, promoted (by), sponsored (content), presented by, suggested post; current users: Facebook, Twitter, Yahoo, YouTube, Linkedin, Instagram, Sharethrough, BuzzFeed, Gawker, Forbes BrandVoice, Mashable.

2. Paid search units, special search results on the right column or in a different writing style (at the beginning of the result or inserted in the list), designed to attract a little more attention and with a guaranteed placement; commonly used disclosure language: ads related to; current users: search engines.

3. Recommendation widgets, sponsored ads in the column or cassette with the recommended articles; commonly used disclosure language: you might like, recommended by, sponsored content by.

4. Promoted listings, special products in the list of results designed by the client specifications; commonly used disclosure language: ads, ponsored products, what is this?; current users: Amazon, Google, Foursquare, AutoTrader.

5. In ad with native element units, ads placed outside the editorial articles, containing relevant material and measured on brand metrics; used

disclosure language: a clearly distinguishable style from the rest of the page (different borders, other elements that set the article apart).

6. Custom elements, which are not contained in the previous types or are too platform specific to form a separate category.