

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter, the writer would like to describe several theories relating to Designing Video Script to Promote Palembang Traditional Snacks including some Definition of Tourism, Types of Tourism, Culinary Tourism, Media used to Promote Tourism, The role of Technology in Tourism, Video and The Benefit of Video as Promotion Media in Tourism.

#### **2.1 Definition of Tourism**

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited or the temporary movement of people to destinations outside of normal places of work and residence, the activities that are carried out during their stay in those destinations, and facilities created to cater to their needs (Bonarou, 2011).

Moreover, everything related to activities occurs between the community, telecommunications and government, starting from the place of residence, when on the trip, in the place of destination, place to stay, place of residence, place to stay, vacation, or business until he returns to his original residence. Everything related to residence, destination, travel, facilities and infrastructure (Hidayah, 2017)

In other word, tourism is an activity for people to visit another places outside their environment in order to get happiness, sightseeing, enjoyment and not to earn money.

#### **2.2 Types of Tourism**

Tourism is a dynamical activity that involves many people along with many sectors. Singh (2011) says that following are some types of tourism:

1. Recreational tourism

Tourism is an often activity for recreational purpose. Most tourism took for a change and rest; this is the reason why package tours have become so popular.

2. Environmental tourism

Rich and affluent tourists are preferred to spend more visits to remote places where they get pollution free airs to breath.

3. Historical tourism

Tourist is interested to know how our forefather lived and administered in a particular area. They visit heritage locations, temples, churches, museums, forts etc.

4. Ethnic tourism

This refers to people traveling to distance places looking to their routes and attending to family obligations. Marriage and death bring people together to their native places. Persons who are settled overseas during later part of life visit place of their birth for giving boost to ethnic tourism.

5. Cultural tourism

Some people are interested to know how other people or communities stay, survive and prosper. The kind of culture they practice their art and music is different from ours. So in order to acquire knowledge, understands culture well, to become familiar with the culture, they undertake journey.

6. Adventure tourism

There is a trend among the youth to take adventure tour. They go for trekking, rock climbing, river rafting etc. They organized camp fire and stay under the blue sky. This tourism is meant for people with strong nerves who can tolerate stress.

7. Health tourism

In recent years, health tourism has become highly popular. People visit nature cure centers and hospitals providing specialist treatment. Many foreigners visit India for treatment because similar services in their country are costly.

8. Religious tourism

India represents multi-religious composition of population. Various package tours are organized to enable people to attend the religious duties and visit places of religious importance.

9. Music tourism

It can be part of pleasure tourism as it includes moment of people to sing and listen music and enjoy it.

10. Village tourism

It involves traveling and arranging tours in order to popularize various village destinations.

11. Wild life tourism

It can be an Eco and animal friendly tourism. Wild life tourism means watching wild animals in their natural habitat.

## **2.3 Culinary Tourism**

### **2.3.1 Definition of Culinary Tourism**

According to Tan (2012), culinary tourism is simply travelling beyond your immediate environment to find great food, includes any “tourism experience in which a person learns about, appreciates, consumes, or- dare we say- indulges in food and drink that reflects the local cuisine, heritage, or culture of the place”.

While according to Sharples (2015), culinary tourism is a visit to a place that is a producer of food, food festivals, restaurants, and special locations to try the taste of food and or also to gain experience gained from the specialties of a region which is a person's main motivation to travel.

## **2.4 Media used to Promote Tourism**

### **2.4.1 Promotional Media**

Media can be defined as technologies designed to store and distribute meanings. Among media in general, media can be singled out regarding the meanings produced

and the audience receiving them (Meulemann&Hagenah, 2009). Meanwhile, media refers to communicate devices, which can be used to communicate and interact with large number of audiences in different languages. There are various types of media. Whether its children, young people or adults, we have shared parts of media-related exposure every day.

There are several types of media:

a. Printed Media

This type of promotion is very easy to reach by the upper and lower classes. The costs for promotion using this printed media are varied, ranging from low to high rates according to the type. This promotion is usually done by making banners, newspapers, magazines, guidebooks, brochures, booklets, leaflets, posters, leaflets and stickers.

b. Electronic Media

Electronic media are also one of the effective ways to promote products or services. Promotion of using electronic media requires a large budget. It is also known as “Broadcast Media” For example promotions using advertisements on television, radio, video and the internet. Promotion of using internet media is motivated by an increase in internet users, advertised through internet media such as websites and social media.

With the advancement of the internet, most people enjoy the benefits of high-tech media such as mobile phone and computers. The internet has opened up several new opportunities for communication that include e-mail, websites, podcasts, e-forums, e-books, blogging, and many others, which are currently booming. Sites like Facebook, Twitter and Youtube have made communication to the masses more entertaining, interesting and easier.

### **2.4.2 YouTube**

YouTube is an online video sharing platform and nowadays it is one of the most visited websites on the internet. Almost one-third of people in the world are

registered as YouTube users and these users create a billion watching hours on a daily basis, generating billions of views. Video contents include user-generated videos and professionally produced films such as user webcam videos, animal videos, video bloggers, international music videos and Hollywood film trailers (Daeun, 2017).

### **2.4.3 Impact of Media in Promoting Tourism**

According to Kumar (2014), over the years media have contributes towards shaping tourism into a responsible industry by promoting the following good practices:

1. Protect the environment and minimize the negative social impacts of tourism.
2. In generating greater economic benefits for local communities and improving the welfare of the host community.
3. This makes a positive contribution to the conservation of natural and cultural heritage and promotes the diversity of the world.
4. It provides a more enjoyable experience for tourists through more meaningful connections with the local community.
5. It helps to understand the local cultural, social and environment issues.

## **2.5 The role of Technology in Tourism**

### **2.5.1 Kinds of Technology**

#### **1. Information Technology**

According to Dudung (2019) defines information technology refers to all forms of technology used to create, store, change, and use information in all its forms or technology that combines computing (computers) with high-speed communication lines that carry data, sound and video related to communication channels with high speed data transmission, both in the form of text, audio and video.

#### **2. Communication Technology**

Communication technology can be interpreted as a piece of hardware (hardware) in an organizational structure that has social values that can help everyone to collect, process, and exchange information with one another (Putri, 2018).

## **2.6 Video**

The video transmit a signal to a screen and processes the order in which the screen captures should be shown. Video usually have audio components that correspond with the pictures being shown on the screen. According to (Sholechan, 2012), video is a technology for capturing, recording, processing, transmitting and rearranging moving images. Usually use celluloid film, electronic signal or digital media.

According to Ciampa(2016), there are four components that make a good 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 doesn't matter if you're using a sophisticated light kit or ambient illumination 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. Less-than-stellar visual elements can easily be accepted when the sound is clear.

3. Steady camera

Steady camera will produce a steady shotas 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 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 type angels in order to keep the viewers engaged.

In short, the writer can conclude that, video is one type of audio-visual media to convey information through images combined with audio that aligns and they look real. Besides, a video is a good media to promote a culinary tourism.

### **2.6.1 The Video Script**

According to Cockerham (2016) there are some tips to make a good video script :

1. **Write a Video Brief First**

In order to write a script that drives the results you want you 'll definitely need to write a video brief. Not only does this help you understand your objectives, it also helps you understand your audience and you want to demonstrate to them.

2. **Turn Your Message into a Story**

For any piece of video content you want to communicate with (your briefs will help you identify these). The trick is translating these core messages into a simple story for your script to follow.

3. **Speak in a Language Your Audience Understands**

When writing your script, always talk in your audience's language rather than your own. Your script should be in line with your brand voice, but never to the detriment of viewers. If you can include real words and phrases that you audience use on your way to a great video script.

4. **Keep it Short and Sweet**

When it comes to script writing, less is always more. Say what you need to say and keep it as short and succinct as possible.

5. **Don't Just Use Words**

You're making a video, not writing a novel. You've got more than just words to play with your script. The story in video content is told through editing, motion graphics, music, sound effects and voice over - so don't feel like you need to communicate everything through dialogue.

6. Do Several Script Readings

Once you've got a workable draft of your video script, you should start reading it out.

7. Check Against Your Brief

You'll undoubtedly have several rounds of revisions to go through with any video script.

### **2.6.2 The Process of Editing Video**

In editing process, it is not just a matter of combination pictures. There are lots of variables to know in the editing process. According to Multimedia Club (2015) there are the terms of editing video which must be know by an editor as follows :

1. Motivation

In movies, pictures such as city streets, mountains, sea, clouds, etc. Are often shown before the main image (subject/object). The purpose of the drawings is taken as a guide and explanation of the text picture. In addition to images, motivation can also be raised in the front of audio, for example : telephone voice, water, door knock, footsteps and so on. Motivation can also be a mix of images and audio.

2. Information

Understanding information in editing actually refers to the meaning of an image. The images selected by an editor must provide a purpose or inform something.

3. Composition

One important aspect for editors is understanding of good images compositions. Good here means meeting standarts agreed upon or in accordance with Cameraworks.



#### 4. Continuity

Continuity is a state in which there is continuity between the first picture and the previous image. While the function of continuity is to avoid jumping (scene that feels jumping), be it on the picture or audio.

#### 5. Titling

All letters needed to add image information. For example: main title, the name of the cast and creative team.

#### 6. Sound

Sound in editing is divided according to its function, as follows:

##### 1. Original Sound

All original audio / sound of the subject / object taken along with shooting / visual.

##### 2. Atmosphere

All background sounds/ backgrounds around the subject / object.

##### 3. Sound Effect

All sound produced / added when editing, can be from the original sound or the atmosphere.

##### 4. Music Illustration

All kinds of sounds, either acoustically or electrically are generated to illustration / impress the emotion / mood of the audience.

### **2.6.3 Characteristics of a Good Video**

According to Bryan (2010) there are three characteristic of a good video, they are

:

#### 1. Attracts prospective viewers

A good video should always have this characteristic in them that appeals to those who are directed by the message. Without reaching the first step, then no one would be able to get the message that you are trying to come

across. You have to tell them that you exist and definitely worth watching.

2. Entertains the viewers

In our world today where everyone is busy with their own lives, it would take sheer talent and entertaining prowess to let them stop and listen to what you have to say. Throw in music and catchy lines to put a smile on their face a couple of seconds and they will, without a doubt, pause and hear you out.

3. Contains a message

A song without a message is useless. So is a video with no message on it. Yes you may catch your audience's attention; yes you kept them entertained for a long time, for what? Nothing. The message is the meat of the dish and the first two are just your toppings, your plating to keep their attention glued to the main ingredient. If you have this and you have relayed it to them successfully, then you have a good video without a doubt.

#### **2.6.4 The elements of a Successful Video**

According to Major (2015) here are three crucial elements to creating a successful marketing video as follow :

1. Interviews that Tell a Story

Your video's narration should be told by multiple individuals that can provide different angles of the story. Think about it this way: whoever your target audience is, you'll want to have someone they can relate to in the video. Before interviews, think about what you would like your interviewees to say, and ask the kinds of questions that would elicit the kind of answers your looking for. For example, if you would like to have a section of your video that covers “the travel experience,” ask interviewee “what was the best part about the trip that ever done?” and

“can you describe a moment in your experience that changed your live?”.

## 2. Good Music Choices

Effective marketing videos are supported by music that matches the pace and mood of the video. Music is something that cannot be overlooked or forgotten, because of the energy and emotion it adds to the video and emotion is key. Think of your marketing videos as an "emotional rollercoaster." You have to draw the user in with something exciting, then slow it down with something that's emotionally appealing or relatable, then bring back in some clips or a story that's exciting, and so on. Music will serve as your transitions in this style of video. If you keep the same song throughout, those kind of ups and downs that keep the user interested, will be lost. For example, when you're showing clips of athletic games, use upbeat music.

## 3. Quick, Engaging Visuals

One major mistake most marketers can make is by keeping a clip playing in a video for too long. Quick, engaging visuals keep the viewer interested because they are seeing something new every few seconds. A general rule of thumb is that each video clip you have shouldn't last more than five seconds unless it's showing something extremely valuable, or you can't really understand what's happening unless something is shown for longer.

### **2.7 The Benefit of Video as Promotion Media in Tourism**

Nowadays, digital video and social networking have potential values and functions in promoting innovation for Indonesian tourism. Every video creation uploaded to popular social networks like Youtube will automatically "sell" the environment, nature, and what is in the area where the video was taken.

Videos can be used as new promotional media that are more attractive in promoting existing tourism objects, the information contained in tourism promotion

videos has been displayed in accordance with several tourism criteria such as natural tourism, cultural tourism, and historical tourism media promotions can be used as a means which attracts tourists and in an effort to trigger increased numbers of tourist visits (Liline, 2016).

While According Samantha (2018) many areas that utilize digital video to promote the potency of an area, such as in the beauty, nature, culture and anything, so it can attract the tourist to come.

Video has advantages compared to other media in teaching, according to Pramono (2016), videos have more complex and complementary capabilities compared to other static media (writing and images), including:

1. Manipulation of Time

Manipulating time allows the instructor to display the media at the time we want. The event that took place yesterday, we can easily capture it for later to air on the time we have the scenario. As an example ; Observing a flyover is built, the video will produce impressions of important parts of an event in a few minutes.

2. Compression of Time

We can sort the impressions with certain contents and choose them to be compacted in certain minutes or seconds, so that the strengthening of the learning objectives that we emphasize in their hopes will be more striking. Flowers have bloomed before we wink, stars can cross the night sky. This technique is known as the "time lapse" time period which is very useful in education. As an example; the cocoon process into kupu-kupu is very long to be observed real, but with the help of videography time lapse butterflies can emerge from a cocoon in minutes.

3. Expansion of Time

Playtime can be engineered to be longer than actual, repetition effects in learning will also be better in audience reception. Extension of time can also be extended / slowed down by slow motion "slow motion" techniques. Some events occur so fast that they are too fast to be seen with the naked eye.

4. Manipulation of Space

The fourth advantage of the video is that it allows it to bring audiences into places that are not around their surroundings. Video allows a wide and narrow display of the universe which can be seen from a very short distance close or seen from a great distance. As an example ; cell division process seen from a microscope.

Therefore, the video can help the audience to become easier in receiving and understanding the information or message delivered, this is because the video is able to combine the visual (picture) with audio (sound).