

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about the key theories and studies that is related to this final report, they are definition of designing, script, video blogging (Vlog), advantages video, component of video, traditional sambal, South Sumatera traditional sambal, culinary tourism, promotion media, The social media used in the tourism sector to promote culinary tourism.

2.1 Definition of Designing

Design is anything related to concept creation, data analysis, project planning, drawing/rendering, cost calculation, prototyping, frame testing, and test riding (Wiyancoko, 2010). Furthermore, other people states that design is planning to realize an idea (Nurhadiat, 2004).

Design is the creation of plan or convention for the construction of an object or a system (as in architectural blueprints, engineering drawings, business processes, circuit diagrams and sewing patterns). Design has different connotations in different fields. The other meaning of design is a specification of an object, manifested by some agent, intended to accomplish goals, in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to some constraints (Treder, 2017). In addition, design is project or concept to create a product using data analysis, project planning, drawing, cost calculating and prototyping.

2.2 Script

Script is the design of the delivery of stories or ideas with the film media (Biran, 2006). The other meaning of script is a scenario of a film that is explained in the sequences of the scenes, place, condition and dialogue which are structured in the context of dramatic structures and serve as guidelines for film-making (Muslimin, 2018). Another definition of script is the basic idea that is required

when making video. Also, the quality of a script is really important and crucial to the final outcome of a video. A script generally contains explanation or descriptions of messages or information (Hanifa, 2013).

2.2.1 Stages of Script Writing

Based on Hanifa (2013) stages of script writing usually consists of some activities, they are:

a. Formulating Idea

In Kamus Besar Bahasa Indonesia (KBBI) "*Ide adalah desain yang diatur dalam pikiran*" It means that idea is a design that is arranged in mind. As long as the idea has not been poured into a concept with real writing or images, then the idea is still in the mind. Ideas lead to the emergence of a concept that is the basis of all kinds of knowledge, both science and philosophy. The idea is an intellectual property such as copyright or patent.

As in formulating the idea of writing a script of a story that will be made into a video and television program can also be taken from the true story or nonfiction and fiction. There are so many sources of ideas that can be inspired to write a video and television script. For example novels, real stories etc.

b. Doing Research

Research is necessary once you have found an idea that will be made into a program. Research in this context is an attempt to learn and collect information related to the script to be written. Sources of information may be books, newspapers or other publications and persons or resource persons who can provide accurate information about the content or substance to be written.

c. Writing Outline

Outline is the framework, stretch, strokes, global synopsis, and summary of the whole story. Outline is a plan of writing by making outlines of an essay to be worked on; a series of ideas that are organized

systematically, logically, clearly, structured, and orderly. Outline is very important as a step-by-step guide in the writing process (Hanifa, 2013).

2.2.2 Script Regulations

Script consists of the title, name of the writer and number of draft.

All of them are written in capital letters. And there are ten regulations of script outline (Kartawiyudha, 2017). They are:

a. Number of Scene

It means that each scene consists with one place or one theme.

b. Scene Heading

There are two kinds of scene heading based on where the scene takes place. EXT (exterior) indicates the location outside room, and INT (interior) indicates the location inside room. They are followed by indication of place and time. Scene heading is written down with capital letters.

c. Name of Character

The character name is written with a capital letter.

d. Visual Description

In visual description, the writer should avoid using ambiguous and poetic words. Visual description only contains what will be seen later on a movie screen such as the layout of objects inside, room, or movements and actions done by character.

e. Voice Instructions

In the visual description there is a voice description, for example a PHONE RINGING, DOORBELL or MUSIC, this should be written in capital letter.

f. Parenthetical

Parenthetical shows how to pronounce dialog

2.3 Video Blogging

Video blogging or it is could be shortened to vlog. Video is said to be audio visual because the auditory elements (audio) and visual elements (video) can be

presented simultaneously. In other words, video is a series of electronic images that are accompanied by audio elements presented on video tapes, and can be seen through video players (Rusman, 2012). Meanwhile, Blogging is a form of blogging activities using video above the use of text or audio as the primary media source or audio as the primary media source (Eribka, 2017).

The conclusion, video blogging is a form of blogging video by using the medium of the video with use of text or audio as a media source such as camera digital or phone to record the video with a microphone is a tool to record the audio.

2.3.1 Advantages of Video

According to (MacFarland, 2014), video is a powerful tool for promotion. He mentions several advantages of video. They are:

1. A video has become so easy to use that a person can simply use a smartphone, tablet or computer to record a video.
2. A video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in and place you inside the environment of the video
3. A video is being watched online more and more every year including an 800 % increase in online video consumption over the past six years, a 55 % majority of video news viewers among Internet users and 2 billion video views per week are monetized on YouTube.

2.3.2 Component of Video

Ciampa et al (2016) state that there are four components that make a food 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 using a sophisticated light kit 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. Visual elements can easily be accepted when the sound is clear.

3. Steady Camera

Steady camera will produce steady shots as 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 of 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 types and angles in order to keep the viewers engaged.

2.3.3 Steps of Designing Video

According to (Budijuno, 2017), the steps of designing a video, such as:

1. Making script and storyboard

Make the script based on topics you like, figure out what topic you are interested to discuss in your video, write down everything that you need to talk during the video. You can also use code like to show something could be pictures to be shown in the video. Make sure that you put detail information about the topic you want to discuss in your video. After you write all the necessary information, it is time to type the script and make storyboard. Storyboard is an important foundation to make a video because it is the reference for the director in making video. Storyboard is an activity to transfer your words into draws. To make a storyboard you need a plain paper and divide your paper into some square by lining it up with pen or pencil. Then you can go to scene I, draw everything you want to show during the video, make sure it is related with the script you have made before. Continue until all scenes are connected with the scripts.

2. Recording

After making script and storyboard, then you can continue to record the video. To record the video you need camera or smartphone, tripod for holding the camera if necessary, and audio recorder from your smartphone. Before you record the video, you need to prepare the location where you want to record the video and set the camera setting. Do not forget to record your voice using audio recorder while you were recording the video. If you need to talk in front of the camera you have to remember the script and talk as if you are talking with the viewers. After all sets are ready you can begin to record your video and check the scenes that you have recorded on the storyboard.

3. Editing

Move all the files that you want to edit from your camera or smartphone to your computer. Make a new folder and put all the files you want to edit there, you also can rename your files to ease you, such as changing the audio record title as the same title as the video. You can edit the video using adobe premiere pro or others application. Edit your video based on the storyboard you have made before.

2.4 Traditional Food

Food is a hereditary food and it has been cultured in a concentrated Indonesian society with local traditions (Adiasih and Brahmana, 2015). While, traditional food is food that consumed by ethnic and specific ethnic groups. It processed on the basis of a hereditary recipe. The materials used in the local area and the taste of food are based on local society (Adiasih and Brahmana, 2015).

Traditional foods are snacks and beverages. Traditional food is generally consumed by local people then it is introduced to foreign people or immigrants (Nurhalimah, 2016). Meanwhile, traditional food is everything that can be eaten. Traditional food comes from an area and only exists in that area. So, it can be a hallmark for an area. Traditional food is processed based on recipes of foods that have been known with techniques and cooking tools passed down from generation to generation (Setiabudi, 2016).

Furthermore, traditional food is a cultural phenomenon that is increasingly in the precise of its existence. The culture can determine the food can be eaten or not, as well as to stamp or legalize it to the uniqueness of an area (Kurnala in Rahmalianti, 2016). Then, food is not just to survive, but also to preserve the culture.

The writer concludes that traditional foods are including snacks and beverages that only exist in an area. it is derived from certain areas and passed down from generation to generation. The ingredients and technique of cooking are based on the local society. Traditional food is usually consumed by local people then it is introduce to foreign people or immigrants.

2.5 South Sumatera Traditional Sambal.

Sambal is hot sauce or paste typically made from a mixture of a variety of chili's with secondary ingredients such as shrimp paste, fish sauce, garlic, ginger, shallot, scallion, palm sugar, lime juice, and rice vinegar or others vinegars (Nardiati, 1993). *Sambal* called *sambel* in Javanese language. So, *sambal* is hot sauce typically made from a mixture chili's, salt, and also garlic with other ingredients such as shrimp paste, garlic, pineapple, etc.

Traditional *sambals* are freshly made using traditional tools, such as a stone pestle and mortar. *Sambal* can be served raw or cooked. With the ingredients chilli pepper, garlic, shallot and tomato are often freshly ground using a mortar, while the terasi or belacan (shrimp paste) is fried or burned first to kill its pungent smell as well as to release its *aroma*.

There are some south sumatera traditional *sambals*, such as :

1. Palembang *Sambals*

Sambal nanas is a fruit *sambal* from Palembang city. the ingredients of *sambal nanas* are used from pineapple that combine with chili's, shrimp

paste, onion, brown sugar and salt. After that, the all of the ingredients are ready to be mix.



Figure 2.1 Sambal Nanas

Source : <https://cookpad.com/id/resep/1626209-sambal-nanas>

2. Ogan Komerling Ilir Sambals

Sambal kweni is fruit *sambal* from ogan komering ilir. the ingredients of *sambal kweni* use kweni like mango. All of ingredients that combine with chili's,salt, sugar and also shrimp paste. The taste sambal kweni are sweet and spicy.



Figure 2.2 Sambal Kweni

Source : [https:// resepkoki.com.sambal-mangga-](https://resepkoki.com.sambal-mangga-)

2. Muara Enim *Sambal*

Sambal tempoyak sari is sambal from muara enim district. The ingredients of sambal tempoyak are tempoyak (durian fermentation) mix with chili's, salt and sugar.



Figure 2.3 Sambal Tempoyak Sari

Source : <https://www.google.com/sambal->

3. Lahat *sambal*

Sambal jekhuk is sambal from lahat district. Sambal is made from *kepayang/kluwak* fermentation. The main ingredients mixed with chilli, onion, galangal, lemongrass, and sugar. Then all of ingredients are saute.



Figure 2.4 Sambal Jekhuk

Source : <https://www.google.com/cookpad.com>

4. Musi Rawas Sambal

Sambal kabau is *sambal* from musu rawas district. Kabau is a fruit like jengkol. Sambal Kabau is made main ingredient with chili's, onion, salt, and sugar.



Figure 2.5 Sambal Kabau

Source : <https://cookpad.com/id/resep/1702587-sambal-kabau-jolang-jaling>

2.6 Culinary Tourism

Culinary is a part of life that is closely related to the daily food consumption. Meanwhile, tourism is a journey in temporary time from a place to another place. Furthermore, culinary tourism is any tourism experience in which one learns about appreciates or consumes food and drink that reflect the local, region or nation cuisine, heritage culture, tradition or culinary techniques (Alliance, 2011). In addition, culinary tourism is the pursuit and enjoyment of unique and memorable food and drink experience (WFTA, 2018).

Meanwhile, the relationship between food and tourism has until recently been relatively overlooked by academics, policy-makers and communities alike. However, food is now recognized as one of the fastest growing aspects of tourism today. Studies reveal the role of food as both a lifestyle marker and a means of cultural identification.

While, local food can be seen as a mean to explore a country's culture because represent the geography, history, and people of a country. It represents the identity of a destination, like a symbol of a place. the importance of linking food as promotion tool in tourism. The potential of food and tourism for a destination slowly become more observed. Aside from basic need of tourist to eat drink the comprehension the culinary art has way more potential is growing. In short, the writer can conclude that culinary tourism is the exploration that reflects about the local culture and become the attraction for the tourist to promote and develop food and drink itself.

2.7 Promotion Media

To become a culinary tourism, tourist should know some information related to the culinary tourism in one region, just reading the print media is not enough. Meanwhile, Promotion is one of the elements in marketing mix that uses to bring promote product, services and idea to the market and persuades the buyers. There are many types of media; one of them is modern media. Due to the advancement of the internet, most people can enjoy benefits of high technology media such as mobile phone, computers. The internet has opened up several new opportunities for communication which include blogging, website, and others. Which are booming now, site likes YouTube, Instagram have made communicate to the masses is more entertaining, interesting, and easier.

While, there are four media promotion such as printed promotion media, electronic promotion media, internet promotion media, and product promotion media (Ardani, 2017).

a. Printed promotion media

Promotion through printed media is the most common ways to promote something. This kind of promotion usually done by using banners, advertisements in newspapers, magazines, books, stickers, pamphlets, flyers, and booklets as. This type of promotion is the easiest way to deliver by upper to button society. And also this kind of promotion is an affordable cost.

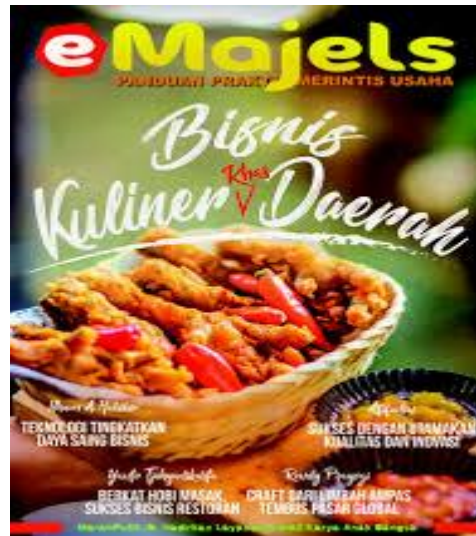


Figure 2.6 Print Promotion Media

Source : <https://www.google.com/url.ebooks.gramedia.com>

b. Electronic promotion media

Way of promotion has the good effect in product marketing. This kind of promotion usually uses television or radio as a media to promote something but promotion using electronic media requires a high budget.



Figure 2.7 Elektronik Promotion Media

Source : <https://www.google.com/url.wisata-kuliner--mendidik.html&psig>

c. Internet promotion media

This kind of promotion is the developing of the electronic media promotion. This kind of promotion usually through the media banner website or also paid advertising programs such as Google Ad Words and Facebook ads.



Figure 2.8 Internet Promotion Media

Source : <https://www.google.com/url.healthy-websites.com>

d. Product promotion media

This kind of promotion usually through a product such as bags, t-shirts, hats, etc.



Figure 2.9 Product Promotion Media

Source : <https://www.google.com/urltas-kertas-kuliner.html&psig>

There are popular social media that used to promote the culinary:

1. Youtube

Youtube is a web sites or media that used to upload video-sharing community like a vlog or advertisement. The site makes it easy for almost anyone to show video to the world. About one-third of all people on the internet are youtube users. It can be concluded that the vlog is usually systematic; consist of name, address, brief history the product details, and also comment in youtube channel, youtube also can be like experience sharing or story telling by visual. Vlog viewers can know trends of the present, new inspiration of the vlog and also gain the interest to do activity such as culinary tourism, tourism, and cultural destination. People should create vlogs to share something like hobbies, trend fashion (Owings, 2017).

Meanwhile, the advantages used YouTube as a media promotion are the size is HD, it can be download lots videos, as a place for self-promotion like tourism or culinary and can download every video. In addition, the disadvantages of YouTube are the picture faltered, many video with bad quality, not suitable for slow connection, and cannot be downloaded directly (Yelly, 2017).

2. Instagram

Instagram is one of the most popular platform currently that allows sharing photo online and social networks, this is was released in 2010, instagram currently has 100 million active users with 40 million photos uploaded and shared every day. With instagram someone can upload picture or video (Klikisma, 2016).

The advantages of instagram are it is free or not paid, instagram have many user. There are tools to see your visitor can connect with other social media easily. In addition, there are disadvantages of instagram are the video duration on instagram is only 15 seconds, photo displayed are small and spamming on instagram (Pahlevi, 2017).

Level of social media users

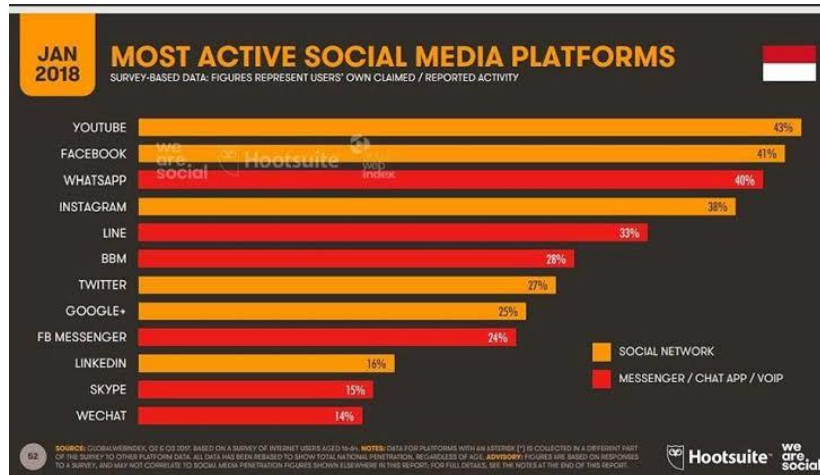


Figure 2. 10 Platform Social Media Users

In the bar chart shows that the users of the video-based social media platform are youtube first ranked as the most users. The next is facebook and instagram were followed as video-based social media with many users also, this proves that there are a lot of youtuber up to 2018. Videos upload on youtube can also be news, travelling, food, tutorial and many other. Some of the videos uploaded on youtube are video blogging on tourism destination and culinary tourism.