

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Mcintosh & Shashikant (1980) states that tourism is a combination of symptoms and relationships arising from the interaction of tourists, business, host governments and host communities in the process of attracting and serving these tourists and other visitors. In addition Goeldner & Ritchie (2006) point out that tourism is the processes, activities, and outcomes arising from the relationships and interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitor. Moreover, Wahab (1975) says that tourism is one type of new industry which is capable generating rapid economic growth in the provision of employment, increased income, living standards and stimulating other productivity sectors. Furthermore, as a complex sector, it also includes actual classical industries. such as the handicraft and cinema industry, lodging and economic transportation are also seen as industries. Furthermore, Holloway (1983) as stated from The Institute of Tourism in Britain (now Tourism Society in Britain) in 1976 formulated that tourism is the departure of temporary people in short periods of time to places of destinations outside their daily living and working areas and their activities during at the place of destination; this includes departures for various purposes, including day trips or excursions.

There are some types of tourism according to Pendit (1999)

- 1) **Cultural Tourism** is meant by a journey to broaden the outlook on life by making visits to learn about people's conditions, customs, ways of life, culture and art. this trip is united by taking part in cultural activities, such as expositions of art (dance, drama, music and sound arts), or historical motives and so on.
- 2) **Health Tourism** This is meant by the journey of a tourists with the aim of exchanging the conditions and environment of everyday place where they live for the sake of resting in physical and spiritual meaning by visiting a resting

place such as a hot spring containing healing minerals, a place which has a healthy air climate or places that provide other health facilities.

- 3) **Sports Tourism** is intended for tourists who travel with the aim of exercising or intentionally intending to take an active part in sports in a place or country such as the Asian Games, Olympic Games, Thomas Cup, Uber Cup and others.
- 4) **Commercial Tourism** is trips to visit exhibitions and commercial fairs, such as industry fairs, trade show. This type of tourism need transportation facilities and rental accommodation with special attractive reductions. And not infrequently this exhibition or fair is enlivened with various attractions and art performances. Therefore, this commercial tourism became a very interesting and caused transport and accommodation entrepreneurs to make special plans for this purpose.
- 5) **Industrial tourism** is closely related to commercial tourism. The trip is carried out by a group of students or people to a complex or industrial area where there are factories or large workshops with the intent and purpose of conducting a review or research included in the industrial tourism category. industrial countries that have the opportunity to visit areas or complexes of former industrial factories of various types of mass-produced goods in the country.
- 6) **Political Tourism** This type includes trips made to visit or take part actively in events of political activities such as the anniversary of the celebration of August 17 in Jakarta, the celebration of October 10 in Moscow, the coronation of the Queen of England in London where the usual facilities accommodation, transportation facilities and various colorful attractions are held in a magnificent and lively way for visitors, both from inside and outside the country. Besides that, there are also important events such as conferences, deliberations, congresses or political conventions that are always accompanied by field trips including this type. Because at present the political events like the above are always accompanied by tourism activities.
- 7) **Tourism Convention.** Various countries today are building tours of this convention by providing building facilities with meeting rooms for

participants in conferences, deliberations, conventions or other meetings both national and international. West Germany, for example, has an International Congress Center in Berlin, the Philippines has a PICC (Philippine International Convention Center) in Manila and Indonesia has a Senayan Convention Center in Jakarta for a venue for large meetings with modern equipment. The convention bureau both in Berlin, in Manila or in Jakarta strives to attract national and international organizations or agencies to hold their hearings at the center of this convention by providing transportation facilities with attractive reduction prices and presenting programs tempting attractions.

- 8) **Social tourism** into this type includes youth tourism which is meant by this tour is the organization of a cheap and easy trip to provide opportunities for the weak economic community to travel, such as for workers, youth, students or students, farmers and so on. This organization seeks to help those who have limited financial capacity to take advantage of the opportunity to take a break or leave their time by holding a road trip that can add to their experience and knowledge, while simultaneously improving their physical and mental health. In this connection it is not uncommon for employers to provide paid holiday incentives for their workers and encourage them to travel on this social tour.
- 9) **Agricultural tourism.** Agricultural tourism is the organization of trips carried out to agricultural, plantation, nursery and so on projects where group travelers can conduct visits and reviews for study purposes as well as browse around while enjoying the fresh colorful plants and fertile nurseries various types of vegetables and secondary crops around the plantation.
- 10) **Maritime Tourism** This type of tourism is mostly associated with activities in the water, especially in lakes, rivers, beaches, bays or the sea such as fishing, sailing, diving while taking photos, surfing competitions, driving around looking at marine parks with beautiful scenery under the surface of the water as well as various aquatic recreation that are mostly carried out in areas or maritime countries in the Caribbean, Hawaii, Tahiti, Fiji and so on.

11) Nature Reserve Tourism For this type of tourism, it is usually held by travel agents who specialize in businesses by arranging tours to places or areas of nature reserves, protected parks, mountainous forests and those whose preservation is protected by law.

12) Pilgrim Tourism This type of tourism is more or less associated with religion, history, customs and beliefs of the people or historical groups, in society. Pilgrim tourism is mostly carried out by individuals or groups to holy places, to the tombs of great people or exalted leaders, to hills or mountains that are considered sacred, places of worship as leaders or miracles full of legend. In this connection, Catholics for example take pilgrimage tours to the Vatican Palace in Rome, Muslims to the holy land of Mecca, Buddhists to Buddhist holy places in India, Nepal, Tibet and so on.

2.2 Steps of Writing Video Script

According to Cockerham (2016) there are 7 simple steps of writing an effective video script

1. Writing 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 the value you want to demonstrate to them.

These insights help you craft the perfect script.

- What is the purpose of your video?
- What action would you like your viewers to take?
- Who is your audience and what are their habits online?
- What value is your video bringing to your audience?
- What distribution channels are you going to use?

2. Turning the Message into a Story

For any piece of video content you create, you'll have one or several core messages you want to communicate (your brief will help you identify

these). The trick is translating these core messages into a simple story for your script to follow. Everything you decide will depend on the objective your video needs to achieve, and what your audience finds valuable and engaging. It's not just about what you want to say to your audience: it's also about saying it in a way that resonates with them. Your story doesn't need to be epic or complicated. All it actually needs to be is a logical progression from one point to another, where the start is things as they currently are and the end is things as you want them to be. A good story should grab hold of your audience and tell your message in such an engaging way that it guides them to a Call-to-Action for the desired action.

3. Speaking in a Language Your Audience Understands

When writing your script, always talk in your audience's language rather than your own. Try to get outside of your own head. Remember: your video script needs to appeal to your target audience, not you, your boss or your stakeholders. Generally, you should keep the tone simple and conversational. Your audience wants to hear you speaking like a human, not a robot. That means cutting jargon, buzzwords and meaningless waffle. It means speaking on a level that your audience will understand, with concepts and vocabulary they're already familiar with. 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 your audience themselves use, you're well on your way to a great video script.

4. Keeping 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. This isn't to say every video you make will be super-short. A good training video can easily be 30 minutes long. But none of that time should be wasted, and every part of the script should be concise, precise and necessary to the video as a whole. In a great script every word earns its place. The shorter your video, the more punch each sentence, phrase and word must have.

Here are our top tips for keeping your script as lean and impactful as possible:

- Say something unique, not what everyone else says
- Use simple, everyday language over unnecessarily complicated words
- Cut the flab, fluff and superfluous information
- Never repeat yourself unless it's for dramatic effect
- Be prepared to make sacrifices

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 in 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. Sound and visuals should work seamlessly together to bring your story and messaging to life, and that means including all the relevant elements in your script. Note down the action that will be happening on screen, what sounds should be heard, and any accompanying voice over. We use a two-column template to write our scripts, which splits the video into visual & audio parts and makes it easy to imagine how the final product will come together.

6. Doing Several Script Readings

Once you've got a workable draft of your video script, you should start reading it out. Until you've done readings, you won't be able to tell how your script sounds when spoken aloud. You want your video script to flow smoothly from line to line, rather than sounding stilted. If you can read the script naturally, without sounding forced, that's a good sign.

Pay attention to:

- How long it takes to read your script,
- Where inflection and emphasis falls, and
- Any awkward phrases that get stuck in the mouth.

Your readings should bring up parts of the script that need to be changed before it's ready to go. Keep editing until you can read all the way through without.

7. Tweaking, Re-tweaking, and Checking

You'll undoubtedly have several rounds of revisions to go through with any video script. That's just the nature of making corporate videos where lots of stakeholders like to get involved. Before you sign everything off, double check your script against the video brief you wrote in step 1.

Ask yourself these questions:

- Is this script likely to achieve its objectives?
- Is it written in a way that will resonate with my audience?
- Does it communicate the core message(s)?
- Does it tell an engaging story with a logical flow?
- Does it use an effective mix of sound and visuals?
- Does it include a compelling Call-to-Action?
- Is it no longer or more complex than it needs to be?
- Is it the optimum length for the intended distribution channels?

If the answer to any of these is no, go back and edit your video script until it passes on all counts. Keep pushing yourself within the time frame you have. You might be surprised how short and appealing you can make your video while still keeping your message and story intact.

2.3 Video

According to Madenda (2015) video is one of the main content of multimedia information used in information technology and multimedia communication. Visually, video is a set of frame images recorded by the sensor in a given time unit.

There are five aspects of video production (Red Hall Films, 2015)

1. **Market Research** Before you begin video production, you need to make sure you understand the people you're making the video for. That means doing your homework on your market segments, identifying unique user types

within your target audience, and thus determining what sort of content will resonate with your audience to the best effect.

2. **Script writing** – Script writing in particular demands a unique and creative set of skills. If you want a script that will take your business in the right direction, you need a professional scriptwriter on your team – someone who will take the time to learn what you need, someone with the experience and skills necessary to turn your goals and your vision into a coherent final product. The Red Hall Films team has the skilled scriptwriters you’ve been looking for to take your commercial or corporate video to new heights.
3. **Location** – Many commercial or corporate videos completely forget the importance of a good location in filming, and thus end up with an abundance of problems to work through during shooting. Professional location scouting can cut your headaches immensely throughout production, and the final product will be far more effective than it would be with arbitrary locations. Let us help guide you to finding the perfect location(s) for your video needs. Whether it’s in studio or an off-site location, we’ve got you covered.
4. **Filming** – If you’ve ever used a home camera to record a special event, you understand how difficult it can be to get a satisfactory final product. It’s not just a matter of using the right equipment – though that does matter – there’s an entire art and craft behind proper filming and audio recording. Our team of experts have extensive knowledge of cameras, lenses, lighting, and more to make your vision come to life.
5. **Editing** – Perhaps the most important aspect of any production, whether you’re filming a television series, an instructional video, or a 15 second advertisement; good editing takes the raw materials produced during filming and creates a coherent, engaging end result. Professional editing buffs out the rough edges and polishes the best parts of your video to perfection.

According to Bedrina (2017) There are many things that set expectations for the viewer even before they start watching video, the title, the social media post above the video, and even the length of the video they see before they clicked or decided to watch.

But these elements can only say so much. They made them start watching, and the video should get them to watch as long as possible. This is why it's crucial to make the end goal of the video obvious right away

Video intro makes your brand recognizable and unique.

What your viewer sees on the screen and hears at the same time is ultimately how they experience you. This includes your name, color palette, and logo, but also the way you present the value of your video.

Video intro catches viewer's attention

Even the best, most relevant and interesting video can (and will!) flop if you place a boring intro at its beginning. Everyone is busy and won't waste time on content that feels irrelevant or just dull. A great introduction to the video, however, will show the viewer why they can't afford to miss out on it. It plays to FOMO — the fear of missing out — and it hooks the viewer not only to watch the video, but to subscribe, follow, and excitedly wait for the next one.

What makes a good video intro

You can't just slap a title sequence at the beginning of your video and call it a day. So what is it that will make your video intro stand out and do its job? Let's look at some key actions you should take when planning and creating it.

Be mindful of the length of your video intro

Suggestions for best intros fall between the 3 to 7-second mark. Some high-performing video intros, however, go up to 20 or 30 seconds. The main tip here is to make your video intro as long as it *needs* to be. Don't make it any shorter or longer than it should be. Fullscreen Media looked at audience retention data for some YouTube videos and found that about 50% of the viewers dropped off around the 30-second mark, which means that on videos with longer intros, they dropped off before any of the actual content started.

2.4 Element of a Successful Video

According to Mia Major (2015) There are three crucial elements to creating a successful marketing video.

1. Interviews that Tell a Story

Your video's narration should be told by multiple individuals that can provide different angles of the story, as well as candid, personal experiences. Be diverse in your selection by choosing students who have excelled in different areas at your school such as academics or athletics. If your school brings in a lot of students from around the world, you'll want to include them too.

2. Good Music Choices

Subtle yet crucial, 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.

3. Quick, Engaging Visuals

One major mistake most marketers can make is by keeping a clip playing in a video for too long. How long do I need to watch the student playing the flute to really understand they are playing the flute?

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. My most important word of advice: overshoot, overshoot, and overshoot some more. You can never have too much video footage.

Make a list of events you'd like to include in your video, as well as elements of your campus that make it unique location, classroom experience, specialty programs you'll be amazed how quickly you think of more than 36 5-second clips you can come up with. Getting some basics, like students walking around campus or sitting in the classroom, will provide great filler content to lean on for safety.

2.5 LRT Route

According to Buchari 2009)“*Rute adalah jalur pelayanan angkutan umum, tentunya dibagi sesuai dengan data survey dan keinginan perjalanan penumpang yaitu berdasarkan surevey asal tujuan perjalanan penumpang. Rute memiliki jangkauan pelayanan, jadwal frekuensi kedatangan dan keberangkatan angkutan umum, tarif, fasilitas, berhenti (bus stop) dan terminal.* It means that Route means public transportation service lines, divided according to survey data and the desire of passenger travel destinations. Route have service coverage, arrival frequency schedules , and public transport departures, ticket fees, facilities, stop and terminal buses.