CHAPTER II

LITERATURE REVIEW

This chapter presents about some related theories with this research.

2.1 Design

According to Hesket (2002) he stated that "Design is to design a design to produce a design." It means that Design (noun) which designs (verb) a design (noun) of a concept or idea to produce a design (noun) or a final product.

In addition, Wiyancoko (in Syafitri, 2019) says different definition, design is everything related to concept making, data analysis, project planning, drawing or rendering, cost calculation, prototyping, frame testing, and riding test.

From the definitions above, it can be concluded that the design is a creative activity that produces and realizing an innovative result in accordance with the science and professions that are undertaken and have the same principles and elements.

2.2 Video

According to Wulandari, dkk (2018:210) stated that "*Video adalah teknologi untuk menangkap, merekam, memproses, mentransmisikan dan menata ulang gambar bergerak. Biasanya menggunakan film seluloid, sinyal elektronik, atau media digital. Berkaitan dengan penglihatan dan pendengaran.*" It means that, video is technology for capturing, recording, processing, transmitting and rearranging moving images which had audio and visual elements.

Thus, the definition of "Video" is supported by Ilham (2019) which mentioned that,

> *"Video merupakan teknologi pengiriman sinyal elektronik dari suatu gambar yang bergerak yang mana biasanya menggunakan film seluloid, sinyal elektronik, atau media digital dan biasanya digital video direkam dalam tape, lalu didistribusikan melalui optical disc, misalnya seperti VCD dan DVD"*

It means that Video is a technology of sending electronic signals from a moving picture which usually uses celluloid film, electronic signals, or digital media and

usually digital video is recorded on tape, then distributed via optical discs, such as VCDs and DVDs

From the definition above, it can be concluded that, video is technology for capturing and sending electronic signals from moving images using celluloid film or digital media which distributed by optical discs.

2.3 Script

According to Herman (2014) he said that,

> *"Skrip (script) adalah semacam bahasa pemrograman dalam tingkat kesulitan yang lebih rendah, tanpa aplikasi hasil kompilasi interpreter; skrip biasanya disisipkan ke dalam bahasa pemrograman yang lebih kompleks dan hasil skrip digunakan oleh bahasa pemrograman yang lebih kompleks itu."*

Script is a kind of programming language in a lower level of difficulty, without the application of the results of the compilation of interpreters; scripts are usually inserted into more complex programming languages and the results of scripts are used by more complex programming languages.

In the other hand, the definition above is contradicting with Malinda (2019) which stated that *"Naskah adalah selembar rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwara dalam sebuah film atau drama."* It means that, script is a sheet that contains a draft plan and structural characterization of play in a movie or drama.

However, Script is the basic idea for making video. It contains of explanation about information or a message that informed in the video. It will affect to the video as the final product.

2.4 Elements of Script Writing

According to Jakacaping (2018) The elements of making a good script are:

1. Hook

Hook or opening is a term that commonly used to refer to the initial paragraphs in the fictional writings that we make; both in the form of novels or short stories. It is an opening sentence or paragraph that can interest the reader, makes people want

to know more, raises curiosity about what was written by the next author, and of course to entice the publisher.

2. Introduction

Firstly, you have to introduce yourself. Then, tell about your content. For this report, the content is about A. You have to tell the main points of the information that you will explain about A in your video. So, let the viewers know why they should watch your video.

3. Body

In this step, it is the time that you have to explain about your content. Because it is the main purpose of your video, to tell and explain the main points that have supporting details about the content. This element is needed to make the viewers want to know about your video.

4. Closing

The last step is for giving the viewers a conclusion that your explanation is good enough or not. Give them a tips or tricks and your recommendation according to your video.

However, Kartawiyudha, et.al (Permata, 2018) had different statements. He said that cover of script consists of the title, name of the writer and number of drafts are written in capital letters and the regulations of script outline are:

a). Number of Scene

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

b). Scene Heading

There are two kinds of scene heading based on where the scene takes place. EXT (exterior) which indicates the location outside room, and INT (interior), which 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 contained 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. It usually contained an information that will explain by the character

From the statements above, can be concluded that the elements of script can change based on the product that we can produce. Jakacaping (2018) explained the elements of script to produce a Vlog or video blog, because there is "Hook" which is opening sentence to make readers interested with our video. Meanwhile, Kartawiyudha, et.al explain that elements of script to produce a dialog for drama of film.

2.5 Tourism

According to R.B Soemanto (2010),

> *"Pariwisata merupakan kegiatan sosial yang dilakukan, dan dihasilkan oleh berbagai lembaga, organisasi, asosiasi dan kelompok masyarakat yang memiliki dan menjalankan fungsi-fungsi yang berdampak sosial budaya,ekonomi, politik dan sebagainya di masyarakat luas."*

It means that social activities which produced by various institutions, organizations, associations and community groups that have and carry out functions that have a social, cultural, economic, political impact

Meanwhile, Khodyat (1998) said the different statement about tourism. He said that,

> *"Pariwisata ialah suatu perjalanan dari satu tempat ke tempat lain yang sifatnya hanya sementara, dilakukan perorangan ataupun kelompok,*

sebagai suatu usaha untuk mencari keseimbangan dan kebahagiaan dengan lingkungan hidup dalam dimensi sosial, budaya, alam dan ilmu."

It means that, Tourism is a travel activity to find balance and happiness with the environment in the social, cultural, natural and scientific purposes.

In addition, Meyers (2009) had same definition about tourism which stated,

"Pariwisata ialah suatu aktivitas perjalanan yang dilakukan sementara waktu dari tempat tinggal semula ke daerah tujuan dengan sebuah alasan bukan untuk menetap atau mencari nafkah yang melainkan hanya untuk memenuhi rasa ingin tahu, menghabiskan waktu senggang atau libur dan tujuan-tujuan lainnya."

In other word, tourism is a temporary movement of people to a destination outside of their place or workplace, with a reason not to stay or make a money, but to spend leisure time or holidays until they returned to their place.

Based on the definitions above, it can be concluded that tourism is a travel activity which produced by various institutions and it makes a movement of people to a destination outside of their place or workplace, with a reason not to stay or make a money.

2.6 Types of Tourism

Pendit (1999, p.42-48) stated there are types of tourism as follows:

1. Cultural Tourism

Cultural tourism is a journey undertaken on the basis of a desire to expand the view of life, Learn people condition, habits and culture and their art.

2. Health Tourism

Health tourism is a journey do by tourists with the aim to rest in the sense of physical and spiritual by visiting places like hot springs resort or a place that provides other health care facilities.

3. Sports Tourism

Sports tourism is journey with the purpose of sport or intends to follow an active part in sport festival a place or a country. such as, Asian Games, Olympic, Thomas cup, Uber cup and others

4. Commercial Tourism

Commercial Tourism is a journey that aims to visit exhibitions places and fairs with commercial purposes such as industrial fairs, trade shows, and others

5. Industry Tourism

Industry Tourism is a journey do by a person or group of students with the purpose of do observation or research.

6. Political Tourism

Political tourism is an activity purpose by taking a part in a political activity such as, Independence Day, coronation of British queen etc.

7. Convention Tourism

Convention tourism is the same like Political Tourism but Convention tourism is more specific to provision of facilities such as, court room, conference and other.

8. Social Tourism

Social tourism or youth tourism is a travel for people economically weak or cannot pay for everything that is luxurious. This travel is usually for lab or, young people, students and farmer and etc.

9. Farm Tourism

Farm tourism is a tourism activity with purpose to visit agricultural projects, plantation, breeding ground and etc.

10. Maritime or Nautical Tourism

Maritime or Nautical tourism is a tourism activity that related to water sports. Such as fishing, sailing, diving, surfing, racing rowing and etc.

11. Nature Preserve Tourism

Nature Preserve Tourism usually organized by an agency or a travel agency that aims to nature reserves, protected parks, forests, mountains and so on. Nature Preserve tourism usually do by enthusiasts and nature lovers.

12. Hunt Tourism

Hunt Tourism usually offered in countries that have forests for hunting. Hunt tourism regulated become safari hunting to forests. In our country government unwrap Hunt tourism on Baluran in East Java. Tourist may shoot the bull or boar.

13. Pilgrim Tourism

This is kind of tourism that is attributed with religion, history, customs, people faith. Pilgrim Tourism is usually done by a person or group to visit a holy place, the tomb of a famous person or a tomb revered leader and hill considered sacred.

14. Honeymoon Tourism

Honeymoon tourism is a journey for new bride and it usually holds on romantic places with special facilities for new bride such as, a beautiful wall décor, big mirror, and ceiling.

However, Tathagati (2013) mentioned 12 kinds of tourism based on the activity at the tourism objects which are different from previous statement, they are:

1. Natural tourism

Natural tourism is a tourism based on the natural attractions of an area. Responsible travel natural areas, which conserves the environment and improves the welfare of local people. Examples include bird watching. photography, stargazing, camping, hiking., hunting, fishing, and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources

2. Adventure Tourism

In the past few decades, trips to faraway exotic places have become popular. Tourists looking for thrilling activities mountaineering, rafting, trekking, or even to remote places in the rainforest

3. Historical Tourism

Historical tourism is travelling by the tourists to experience the places, artifacts and activities that authentically the stories and people of the past.

4. Architectural Tourism

Architectural tourism is a tour by visiting the architectural heritage relics of the past as some attractions in the Old City of Batavia, Braga streets and the Old City of Semarang.

5. Culinary Tourism

Culinary or food tourism is the pursuit unique and memorable eating and drinking experiences, both near and far. Culinary tourism is a tour by visiting the place that serve traditional culinary at the tourism objects, such as Pempek in Palembang, Gudeg in Yogyakarta, Batagor in Bandung, etc.

6. Shopping Tourism

Shopping tourism is tourism or trips to buy or look at the souvenirs center at the tourism object, such as Factory outlet market sukowati Bali, Malioboro, etc.

7. Craft Tourism

Craft tourism is a new and very popular form of tourism under which the participants travel to seminars and rural areas.

8. Agro Tourism

Agro tourism is a tourism that providing a tourist farm or natural products for the tourist.

9. Ecotourism

Recently many people have chosen a type of tourism that does not damage the environment. Tourists avoid travelling by plane or do not buy souvenirs that made out of endangered plants and animals. Some holiday offers give tourists the chance to take part in environmental projects.

10. Medical Tourism

People go to other countries for medical treatment and operations. For example, go to The National University Singapore or Penang Adventist Hospital.

11. Religious Tourism

Religious tourists go on pilgrimages to holy sites. For the example, Muslims are required to go to Mecca at least once in their lifetime.

12. Slum Tourism

Slum tourism is types of tourism that involves visiting impoverished or slum areas. This tourism's activity, has own attraction to attract the tourist. For example, Dharavi, the biggest slum area in Asia which located in Mumbai, India.

From the statements above, we can conclude that tourism had a lot of types and kinds. Two statements above are explain types of tourism based on the tourism objects. There are different types of tourism from the statements such as Commercial tourism, Industry tourism, Political tourism, Convention tourism, and Social Tourism.

2.7 Historical Tourism

According to McCain & Ray (Sharma,2017) stated that, "Cultural heritage and Historical tourism are included in tourism related to what we have inherited. This may mean interest in our connections to anything from history, art, science, lifestyles, architecture, to scenery found in a community, region, population, or institution that we regard as part of our collective lineage.

However, Kapur (2018) mentioned the different statement, "Historical tourism is primarily focused upon historical places. The individuals make visits to these places with the purpose of leisure as well as acquiring information."

From the definition above that can be concluded that, Historical or heritage tourism are focused upon historical places that tourists had curiosity with the connection between history, art, science or lifestyles.

2.8 Tourism Promotion Video

According to Lakoro and Wiratna (2017)

"*Video promosi bertujuan untuk mempromosikan produk/jasa yang berisi tentang keunggulan dari produk/jasa tersebut. Biasanya iklan cenderung menggunakan sebuah tagline yang singkat dan bersifat persuasif sehingga mudah diingat. Dalam hal ini adalah mempromosikan lokasi wisata di sebuah daerah dengan tujuan tertentu dibidang pariwisata*".

It means that tourism promoting video is a video that promote tourism destination in a region with a specific purpose in the field of tourism.

This statement is supported the statement of Alfiastika (2018). She stated that "Video is a good medium to promote a tourism destination. It is an audio visual medium that the contents are about the destination include tourism aspects such as attraction, facilities, infrastructure, transportation, culinary, culture, and hand-gift"

So, it can be concluded that tourism promotion video is a good medium to promote tourism destinations that combined two elements of audio and visual.

2.9 Social Media Platform in Promoting Tourism Video

As cited in Atiko, dkk (2016)

"*Kementrian Pariwisata memilih beberapa media sosial yaitu website, instagram, facebook, twitter, dan google+ yang dinilai memiliki potensi yang cukup tinggi untuk dijadikan media dalam kegiatan mempromosikan pariwisata Indonesia untuk manca-negara ataupun dalam negeri*"

It means that Website, Instagram, Facebook, Twitter, and Google+ are considered to have high enough potential to be used as media in activities to promote Indonesian tourism for local and international tourist.

In addition, Kumara (2017) stated that

"*Promosi di dalam sosial media YouTube dan Instagram sangat penting dilakukan dalam mendongkrak penjualan perusahaan, Karena kebanyakan orang saat ini sudah banyak yang memiliki akun instagram dan YouTube. Bagi Mereka promosi yang di lakukan di YouTube dan juga di instagram cukup menarik*".

It means that Instagram and YouTube are considered to be the most interested social media platforms. The promotion video is more interested if it uploaded in Instagram and YouTube.

The previous research conducted by Sarjono (2017) cited in Purnomo (2018) also showed that Instagram is beneficial for the promotion activities of the city brand Pekalongan as a city of Batik. The form of city brand that is done is

through social media Instagram using the account @instapekalongan, with the criteria of attributes, messages, differentiation and ambassadors displayed through the appearance of photos and videos. Through this way the city of Pekalongan is able to attract followers to see even the desire to come and live in the city of Pekalongan.

From this phenomenon it means that all have extensive opportunities to communicate and promote tourist attractions through Instagram with supporting features that can be utilized to the maximum.