

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about design, script, video, natural dyes, bunga telang, and kue lumpang.

1.1 Design

According to Wiyancoko (2010:23), design is anything related to concept creation, data analysis, project planning, drawing/rendering, cost calculation, prototyping, frame testing, and test riding. Design is a method of delivering visual messages in the form of text and images from the communicator to the communicant. (Wibowo, 2013:27). Moreover, Helfand (2014:8) states that design is a complex combination of words and images, figures, and graphics, photographs and illustrations that require the special thought of an individual who can combine these elements, so they can produce something special, very useful, surprising or subversive.

Based on definitions above, it can be conclude that design is a plan or process of making combination of words, images, figures, or photographs into new creation that are special, useful, or surprising in order to deliver visual messages from communicator to the communicant.

2.1 Script

Dipodjojo (1999:7) states “*Naskah adalah segala hasil tulisan tangan yang menyimpan berbagai ungkapan, cipta, rasa, dan karsa manusia yang hasilnya disebut hasil karya sastra.*” It means that script is the result of handwriting that hold various expressions, invention, taste, and intentions of human which results are called literally work.

Moreover, Muslimin (2018) states that 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. Script is the primary document that the videographer uses to create all the video and audio raw material and keep it

organized. In addition, Hanifa (2013) states that script is the basic idea that is required when making video, it generally contains explanation or descriptions of messages or information.

It means a script is the important require in making a video that contain ideas to create all the video and keep it organize.

2.2 Video

Video is something that is watched that has a beginning, an end, and tells a story (Haskin, 2013:5) . Moreover, Zulkang (2017:39) states that video is a technology for capturing, transmitting, and rearranging moving images. Usually use celluloid film, electronic signal, or digital media. Messages delivered through video can affect strong emotions and can also achieve quick results which not shared by other media.

In short, video is something that can be watched that has a beginning & an ending which contains story or messages.

According to Nugroho (2014) in his book *Teknik Dasar Videografi* states several things that need to be considered in recording process as follows:

1. The record should be free from noise and unnecessary sounds.
2. The word or sentences must be spoken clearly and understandable to listeners.
3. Setting mic into the right position.
4. Sound effect and music illustration are choosen the entry and discharge according to conditions and fixed time

2.2.1 Steps of Designing Video

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

1. Making script

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.

2. Recording

After making script, 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.

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.

2.2.2 Component of Video

Ciampa et al (2016) state that 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 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 Natural Dyes

The importance of food is not only about the taste, but it is also about how the food look like. When we want to buy or eat food, the first thing that we see is the appearance of the food. One of thing that influence the appearance of the food is the color. However, we have to pay attention to the food coloring that is used, whether it is safe or not. So, it would be better if we use natural dyes as food coloring.

Natural dyes are dyes that derived from plant extracts (such as the leaves, flowers, and seeds), animal and mineral. It have been used since the first that has been recognized that it is safe when taken into the body (Winarno, 2002:127). The types of natural dyes are widely used in the food industry is a dye from any plant that contain carotenoids, anthocyanin, chlorophyll, or carotenoid.

Those substances give the color that we can use for food coloring such as green, red, purple, and blue. Green can be obtained from Pandan and Suji leaves that contain chlorophyll. Red can be obtained from Bunga Rosella that contain anthocyanin. Yellow can be obtained from Bunga Kenikir that contain carotenoid. Blue can be obtained from Bunga Telang that contain anthocyanin. In this chance, the writer use Bunga Telang as natural dye.

2.4 Bunga Telang

Bunga Telang that has a Latin name *Clitoria Ternatea* is a kind of plant which originally from central of South America and has spread throughout the tropics, especially Southeast Asia including Indonesia. Since *Clitoria ternatea* is widely spread over many countries, it is also known by many common names. In Indonesia and Malaysia, it is known as *Bunga Telang*. While in Phillipines, it is known as *Pokindong*. In Brazil, it is know as *cunha*. In Sudan, it is known as *kordofan pea*. In Bengali and Hindi, it is known as *Aparajita* (Marpaung, 2011).



Picture 2.1. *Bunga Telang*

2.4.1 Benefits of *Bunga Telang*

Bunga Telang is a flower that has many benefits for body, such as :

1. Treating diabetes

A few studies have been carried out to examine and investigate the potentials of *Bunga Telang* that can be used as natural substances to reduce blood glucose level. A report by Gunjan (2010:373) stated that the glucose level tested in diabetic rats significantly decreased after 14 days of administering with *Bunga Telang*'s extract with 150 mg/kg body weight.

2. Healing the wound

Bunga Telang has been reported to contain tannin compound. The presence of tannin and terpenoids are indicated for anti-inflammatory activities and analgesic. Other than that, tannin compound was related to faster healing of wounds and swollen mucous membrane (Josiah C, 2006:357).

3. Preventing Heart Disease

Bunga Telang can be used to prevent heart disease because it contains flavonoid. Flavonoids have been indicated as having antioxidative activity, scavenge free radical, anti-inflammatory, anticancer, hepatoprotective, antiviral activities and prevent any coronary heart diseases (Naoumkina, 2008:574)

4. As Anti-Aging

Bunga Telang contains antioxidant which can stimulate collagen and elastin synthesis helping to rejuvenate the skin, reduce wrinkles and other effects of ageing skin.

5. Reducing Stress and Anxiety

Bunga Telang contains alkaloid which can become an antidepressant agent.

6. Improving eyesight

Bunga Telang contains an antioxidant called proanthocyanidin which increases blood flow to the capillaries of the eyes. It is useful in treatment of glaucoma, blurred vision, retinal damage or tired eyes.

2.5 Kue Lumpang

Kue Lumpang is a traditional snacks from Palembang. It has been exist since 80 years ago. It is named as *Kue Lumpang* because it looks like “Lumpang” or “Lesung” that is a container for pounding rice, coffee, or other grains. Generally, *Kue Lumpang* has 3 kinds of color. These are white, green, and brown. It uses sugar for white lumpang, pandan for green lumpang, and brown sugar for brown lumpang (Syarif, 2019).

Kue lumpang is made from rice flour, sago, and water. It makes the texture of Kue Lumpang become soft. It is also added grated coconut as the topping of Kue Lumpang to make it a little bit salty.



Picture 2.2 *Kue Lumpang*