

CHAPTER II

LITERATURE REVIEW

This chapter, the writer would like to describe several theories relating to Designing Video Script About Tahok Tutok to Promote Prabumulih Traditional Food including definition of traditional food, design, script, video, qualification of good *YouTube* video script, the benefit of video as promotion media in tourism and technique for script writing.

2.1 Traditional Food

Traditional food holds a very important role in a country even the historical story of a country can be seen from its traditional food, especially from main ingredients and flavors. A country can introduce its uniqueness and culture through traditional food. Every country in the world has traditional food that is characteristic of the country. Traditional food is a food that passed through generations with a specific feature or features which distinguish it clearly from another similar products of the same category in terms of the use of “traditional ingredients” (raw material of primary products) or “traditional composition” or “traditional type of production and/or processing method”.

Traditional food is processed food from local products, with processes that have been controlled by the community and the result is product which has taste, shape and way of eating are known, liked, missed, and even become the character of certain groups of people. In some societies, traditional food is also the pride of the birth area, the place where blood spills (Gardjito, 2015:274). Meanwhile the other idea defined that traditional food can be called regional characteristic food or special food in an area, which is one element of culture (Kementrian Kebudayaan dan Pariwisata, 2004).

Based on the definitions about traditional food above, the writer concludes that traditional food is food which is processed from food produced by region and made as special food in an area, also can be one of cultural elements

2.2 Tahok Tutok

Tahok in Prabumulih means sweet potato leaves (cassava leaves), while tutok means mash. So, Tahok Tutok is crushed cassava leaves. In Prabumulih, Tahok Tutok becomes a favorite food. With a distinctive taste, Tahok Tutok can arouse appetite. And the great thing is the tutok tahok can only be found in Prabumulih.

Prabumulih is in the province of southern Sumatra. It was established in 2001. Prabumulih is known as the pineapple city. Many awards have been obtained, one of which is the adiwiyata trophy. Although there are not many attractions, Prabumulih is still worth a visit because there are many customs and traditions that are still preserved for generations.

In the past, Prabumulih was only a small town with a small population, even vegetables were limited. The most common plants are only rubber and cassava. Then, to reduce these plants, people pound the leaves and cook them with a mixture of simple spices. From here Tahok Tutok began to become a special food. Every celebration event, homeowners will certainly serve this food.

Cassava leaves have several benefits, namely as a source of energy, a source of antioxidants, diet, body cell regeneration. So, there are so many benefits that we get when consuming this tutok tahok.

2.3 Design

Design is all things related to concept making, data analysis, project planning, drawing / rendering, cost calculation, prototyping, frame testing, and riding test (Dudy Wiyancoko, 2010:23)

Design is a plan in realizing various ideas (Nurhadiat, 2004:49).

In addition, design is project or concept to create a product using data analysis, project planning, drawing, cost calculating and prototyping.

2.4 Script

Scripts are all handwritten results that store various expressions, inventions, tastes, and human intentions, the results of which are called literary works, both classified in the general sense and in a special sense, all of which are records of the past knowledge of the nation of the owner of the manuscript. (Dipodjojo, 1996: 7)

And, based on Baried, Script is a handwriting that stores various expressions of thoughts and feelings as a result of past dance culture. (Baried, S. B. 1985:43)

2.5 Media used to Promote Tourism

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 type 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

Printed media

This type of promotion is very easy to reach by the upper and lower classes. The cost 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, booklet, posters, and stickers.

Electronic Media

Electronic media is 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 for 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-books, blogging, and many others, which are currently booming. Sites like facebook, instagram, *YouTube* have made communication to the masses more entertaining, interesting and easier.

2.6 Qualification of Good *YouTube* Video Script

Script is an important part of making videos. The idea of making video was developed through a script to make the story.

YouTube video script should contain at least these three sections (Cristian, 2018:177):

1. Hook

Hook is the most important part of script and video. It should be like a newspaper headline. It needs to be catchy and grab people's attention so that they want to keep watching the video.

A good hook should do the following:

- a. Tell the viewers what the video is about.
- b. Reinforce that the video will answer/solve their question/problem.
- c. Make the viewers want to watch until the end.
- d. Being funny or emotional

2. Intro

This is an optional step. In the intro, basically tell the people the name, the occupation, and the purpose of making the video. Moreover, in intro, always give the viewers a little bit of a lead in why the topic is so important to them.

3. Body

This is the main section of the video. Draft the video script so that it will be in an organized, easy to understand. Make sure put the ideas on paper in the right order.

2.7 Technique For Script Writing

1. Finish your script.

This is so important. So many people spend years tinkering over one idea and never move on. The more work you complete, (no matter how toe-curlingly bad) and move on, the better you'll be.

2. Read along as you watch.

Choose your favourite TV show or film. Get a copy of the script and a grab-bag size of your favourite crisps, and read the script as you watch. It's a great way to decipher what the writer intended and what the director brought to the piece.

3. Inspiration can come from anywhere.

Run out of ideas? Listen to a piece of music, put a random name into a search engine and see what images come up. Pick a story from The Metro, and use these as starting points for a character, a scene, a story. And let your imagination go.

4. Make sure your characters want something.

From your protagonist, to the waitress in the café serving tea. When you know what your characters want, your next job is to make it hard for them to get it.

5. Show. Don't tell.

Whatever a character wants or feels, it's always more interesting to learn this through their actions, as opposed to dialogue.

6. Write to your strengths.

If you're naturally funny – then bring that into your work. If you're not a fan of research then don't start with something that requires 10 years in the British Library.

7. Starting out - write about what you know

Work. Family. Childhood. Or things that get you excited. Things that make you so mad you want to throw bricks. Write the script instead.

8. Free your characters from cliché

Worried you're writing a clichéd character? Characters we may have seen before? Then switch an element of that character around. Change their sex, age, class, occupation. This can often turn a cliché on its head and lead us to something interesting.

9. Make mistakes, and learn from them.

'Writer's block' is mostly 'writer's fear'. The fear of getting it wrong. That nobody will like it. The idea that any writer sits down at their laptop one morning, and by 5pm they have a hit on their hands is nonsense (or luck).

10. Less is more.

My top tip for scenes... 'start late, and get out early'. Scenes don't need to be fully-realised stories - don't worry about describing how we got here, just get on with it!