CHAPTER II
LITERATURE REVIEW

2.1 Definition of design

Design is anything related to concept creation, data analysis, project planning, drawing/rendering, cost calculation, prototyping, frame testing, and test reading (Wiyancoko, 2010) futhermore, other people states that design is planning to realize an idea (Nurhadiat, 2004). Design is the creation of plan or convention for the constraction of an object or a system (as in architectural blueprints, engineering drawings, business processes, circuit diagrams, and sewing patterns). Design has different connotation in different fields. The other meaning of design is a spesification of an object , manifested by some agent, intendeed to accomplish goals,in a particular environment, using a set of primitive components, satisfying a set of requirements, subject to some constraints (Treder, 2009)

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

2.2. Tourism destination

Tourism destination are multidimensional with an emphasis on the diversity of tourism facilities and services within a unified territory, marked by the many attributes attached to the destination (Geffrey, 2009). Moreover, the law of the Republic of Indonesia concerning tourism number 10-year 2009 mentions that tourism destination is a different geographical are or region within an administrative region or more within which there are elements ; tourism attraction, tourism facilities, accessibility, community and and tourism that are interconnected and complementary to the realization of tourism activities.

Whereas, the tourism destination is an identity in a particular geographic are within which there are components of tourism products and serivices, as well as other supporting elements such as tourism industry actors, communities, and developer institutions that from a synergistic system in creating the motivation of visits and the totality of tourist visits for tourists (Legawa, 2016)

Based on the explanation, it can be concluded that tourism destination is a place that has elements of tourism they are; tourism attractions, tourism facilities, accesibility, and community.

2.3. Video

The video is the image in the frame, where frame by frame is projected through the lens of projector mechanically so that the screen looks like real image (Arshad, 2011). Moreover, video is a technology for capturing, recording, processing, transmitting, and rearranging moving images. Usually use celluloid film, electronic signal, or digital media (Zulkang, 2017). It can be concluded; video is one type of audio-visual media to convey information through images combined with audio that aligns and it is look like real.

The second, video is able to seize 94% of the message's incoming channels or infromation into the human soul through the eyes and ears, and able to make people in general remember 50% of what they see and hear from program impression. Messages delivered through video media can affect strong emotion and can also achieve quick result which not shared by other media ((Dwyer, 1978). Video is a good media to promote a tourism destination, there are several advantages using video as a media to promote (Akhtar, 2015). They are:

1. One of the biggest advantages of using video is help in reacing out to millions of people within a short time, and without spending much money. Your video can also go viral and gain millions of views within days.

2. With audio visual, the message delivery is more effective because it involves miltiple senses. The use of sound and images elicits feeling and better understanding of the idea.

3. The target audiences will remember what they see and hear from the video, unlike other marketing methods. This is the best way to present the product.

4. Pas research shows that more than 79 percent of people who use the internet frequently watch various videos. This makes this a powerful media, and if it is well packaged and used effectively, it can work wonders for any company.

5. While using search engine, internet users check what all are listed on the second page of the results. Mostly, videos are giving much higher priority than pictures, text and audio files thus giving a much better chance to pass on your video message.

6. One of the best advantages of video is that video which created will last for years and will get more exposure with time. Usually ads die out within a short time, but not for viral video.

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

2.3.1 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.

2.3.2 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.

So tourism destination video is an audi-visual mediathat the contents are about the tourism object include tourism aspect such as attraction, facilities, infrastucture, and transportations.

2.4. Script

Script is a scenario of a film that is explained in the sequence of the scenes, place, condition, and dialogue which are structured in the context or dramatic structures and serve as guidelines for film making (Muslimin, 2018).Script is all the results of handwriting that hold various expressions, inventions, tastes, and intentions of human whose results are called literary works, which are classified in the general sense and in a special sense all of which are records of the nation's past knowledge script (Dipodjojo,2000).

2.5. Theoretical and Conceptual Frameworks

The terms *theoretical framework* and *conceptual framework* are often used interchangeably to mean the same thing. Although they are both used to understand a research problem and guide the development, collection, and analysis of research, it's important to understand the difference between the two. When working on coursework or dissertation research, make sure to clarify what is being asked and any specific course or program requirements.

2.5.1. Theoretical framework

A theoretical framework is a single formal theory. When a study is designed around a theoretical framework, the theory is the primary means in which the research problem is understood and investigated. Although theoretical

frameworks tend to be used in quantitative studies, you will also see this approach in qualitative research.

2.5.2. Conceptual framework

A conceptual framework includes one or more formal theories (in part or whole) as well as other concepts and empirical findings from the literature. It is used to show relationships among these ideas and how they relate to the research study. Conceptual frameworks are commonly seen in qualitative research in the social and behavioral sciences, for example, because often one theory cannot fully address the phenomena being studied.

2.6. Stages of Script Writing

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

1. 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 scriptofa 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, and others.

2. 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 informationabout the content or substance to be written.From the results of research,the author can find out how the structure of the narrative

that will be compiled. The author also knows what images can be visualized, and the possibilities. If you have touse visual materials (footage), should be investigated in advance whether still worth using or not. Visual material that can be obtained, is an important factor or steering factor for the writing of documentary script. Often information is gathered from too much research, so the authors have difficulty in selecting which information is appropriate for the theme. The main thing that becomes the starting point of information selection is, the author can begin by observing the main thing of the event, so as to describe the conflicts that he wants to disclose. Then after that the author can analyze it further, to concrete the accuracy of existing information, as well as what is still needed.

3. Writing Outline

Outline is the framework, stretch, strokes, global synopsis, 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.Outline of each author depends on the character and personality of the author. There are a general outline, detailed chapters per chapter, and some are more detailed down to the characters and scenes, but generally only contains an outline of information that you will write into a script.Outline that will be created can help you compose and write stories, without anyone known and can make it into the form you want.

2.7. AIDA Model of Copywriting

Copywriting is the creative process of writing advertising promotional texts that are used by any brand . It is about persuading people to accept the offers commodities or services (Albrighton, 2013). To build positive and attractive qualities which help in making the brand attractive copywriters use words to create concept and content for memorable messages. Specifically, they write the words, phrases or sentences for broadcasting and printing materials that helps in the development of an identity for product and advertisers.

Advertising or promotion aims to provide information, persuade or remind target customers, advertisements are designed for creating attention or awareness, interest, desire, and action (Kotler, 2010). The AIDA is the acronym that refers to Attention, Interest, Desire and Action. AIDA formulation of "think feel do", from the "know" stage to the "feel" stage and finally to the "do" stage was used to construct a copy. This theory describes the four physiological phases experienced by a viewer upon receipt of information or a new idea about a product or service (Michaelson and Stacks, 2011). The AIDA model is a basic framework in structuring an advertisement based on perception.

Here below, the four stages of AIDA:

1. Attention

   The advertiser has to raise customers' awareness of a brand, product or specific services involved. This first step focuses on ways to attract attention.

2. Interest

   The advertiser draws the attention to convey the benefits of the product by providing a solution or hope to a certain problem. Explaining the feature and benefit to better their interest is the best way.

3. Desire

   This stage suggests that a marketer seduces the customers to purchase a product by providing a breakthrough to their consumers. Some consumers may doubt the product or service so an outcome should be offered.

4. Action

   Action is the final step of the process which is eventually driving the purchase of the product or service involved.

2.8. Palembang Bird Park

Figure 2.1
Palembang Bird park

Palembang Bird Park is one of the most popular tourist destinations in Palembang. It was inaugurated as a tourist destination at the end of 2015. Located on Jl. Gubernur H. Bastari, OPI Mall Complex, Jakabaring, Palembang. the location is also very strategic because it is close to a shopping center, Opi Mall, and also a water park, Opi Water Fun. Although it is called a bird park in this place there are many animals to see such as iguanas, deer, fish, cats, turtles, snakes, various types of birds, etc. For the price of the entrance ticket is very affordable, it cost only fifty thousand rupiahs per person and it's opened every day from 8 am until 6 pm. With the price of fifty thousand rupiahs, the visitors can already see various species of birds and other animals here. Not only seeing, visitors can also interact directly with these animals such as holding, taking pictures, and feeding the animals. Palembang bird park also has a fairly wide location which is about one hectare.

Fitri (2019) says that there are more than one hundred species of birds in palembang bird parks. Examples of some birds here such as parrots, parakeets, sparrows, turkeys, owls, and also some step birds like emus and ostriches. Not only birds, but this tourism destination also has other animals inside suc as iguanas, deer, fish, cats, turtles, snakes, etc.

2.9. 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 & Hagennah, 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 types 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:

1. Printed Media

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

2. Electronic Media

   Electronic media are also one of the effective ways to promote products or services. 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 of 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-forums, e-books, blogging, and others, which are currently

booming. Sites like Facebook, Twitter, and Youtube have made communication to the masses more entertaining, interesting and easier.

2.10. The Benefits of Video as Promotion Media in Tourism

Nowadays, digital video and social networking have potential values and functions in promoting innovation for Indonesian tourism. Every video creation uploaded to popular social networks like YouTube will automatically "sell" the environment, nature, and what is in the area where the video was taken. Videos can be used as new promotional media that are more attractive in promoting existing tourism objects, the information contained in tourism promotion videos has been displayed in accordance with several tourism criteria such as natural tourism, cultural tourism, and historical tourism media promotions can be used as a means which attracts tourists and in an effort to nigger increased numbers of tourist visits (Liline,2016). While According Samantha (2018) many areas that utilize digital video to promote the potency of an area, such as in the beauty, nature, culture and anything, so it can attract the tourist to come.

Video has advantages compared to other media in teaching, according to Pramono (2016), videos have more complex and complementary capabilities compared to other static media (writing and images), including:

1. Manipulation of Time

    Manipulating time allows the instructor to display the media at the time we want. The event that took place yesterday, we can easily capture it for later to air on the time we have the scenario. As an example; observing a flyover is a built, the video will produce impressions of important parts of an event in a few minutes.

2. Compression of Time

    We can sort the impressions with certain contents and choose them to be compacted in certain minutes or seconds, so that the strengthening of the learning objectives that we emphasize in their hopes will be more striking. Flowers have bloomed before we wink, stars can cross the night sky. This technique is known as the"time lapse" time period which is very useful in

education. As an example; the cocoon process into butterfly is very long to be observed real, but with the help of videography time lapse butterflies can emerge from a cocoon in minutes.

3. Expansion of Time

Playtime can be engineered to be longer than actual, repetition effects in learning will also be better in audience reception. Extension of time can also be extended / slowed down by slow motion "slow motion" techniques. Some events occur so fast that they are too fast to be seen with the naked eye.

4. Manipulation of Space

The fourth advantage of the video is that it allows it to bring audiences into places that are not around their surroundings. Video allows a wide and narrow display of the universe which can be seen from a very short distance close or seen from a great distance. As an example; cell division process seen from a microscope. Therefore, the video can help the audience to become easier in receiving and understanding the information or message delivered, this is because the video is able to combine the visual (picture) with audio (sound).