CHAPTER II
LITERATURE REVIEW

2.1. Carving

Carving is the activity of scraping, carving and incising a pattern on an object's surface that is carved and usually carving is carried out to obtain the desired shape, by reducing and discarding parts that are not needed to form ornaments in accordance with the ideas desired by the artist so as to cause artistic form (Mujahid, 2019). While Eristriana Friwka (2017) states that carving is display or composition through decoration by concave pattern (*kruwikan*) and also convex pattern (*buledan*) and arranged to beautiful figure. It is in line with Syafi'i and Rohidi (1987), they states that wood carving is a creation from figure and created by the carving tools, so the flat surface will be uneven surface (*kruwikan* and *buledan*).

There are 6 kinds of carving given according to Bustomi cited in Nancy Gumilar (2018):

1. Convex carving

   Convex carving is the pattern of convex pattern. The kinds of this carving rarelly using in a relief.

2. Concave carving

   Concave carving is the pattern of concave pattern.

3. Stack carving

   Stack carving is some pattern that have a structure, for example the pattern of big leaf is under the the pattern of small leaf.

4. Line carving (*cawen*)

   Line carving only using in the line of figure. This kinds of carving usual using on the metal to make sketch carving (silver carving).

5. *Takokan* carving

   Takokan carving is carving that do not use a frame. This carving only show the border side of carving.

2.1.1. Palembang Traditional Carving

Palembang traditional carving has special motifs that are still influenced by Chinese or Buddhist culture. However, the sketch is more dominated by plants such as jasmine and lotus flowers and there is no sketch of humans or animals. Palembang carving is very characteristic, its coloration is also dominated by the golden yellow color which is the dominant color in Palembang carving. The sheen of color produced from gold paint is what distinguishes it from other regions. There are some parts of Palembang traditional carving which are always coated with gold color such as cupboard bodies, door closers, aquarium covers or mirror frames. While the other parts are coated in dark red and black.

The wood used for Palembang traditional carving is a strong type of wood such as Tembesu wood. Palembang traditional carving style generally uses decorative techniques low and high translucent, while the carving art motif commonly used is known as the kemalo tree. The application of Palembang wood carving is widely used to ornament Palembang traditional house building (Limas house).

Palembang traditional carving can be made into various kinds of handicrafts such as decorative cabinets, various carves, couches, aquariums, figure and mirrors frames, betel boxes, sofas, room dividers, cupboard and so on.

2.2. Video

Nowadays, people can get many kinds of information using electronic and printed media. There are a lot of kinds of electronic media and one of them is video. According to Arif (2011) video is a technology for capturing, recording, processing, transmitting and rearranging moving images that usually use celluloid film, electronic signals, or digital media. Moreover, video is something that is watched (sometimes more and more interactively) that has a beginning, an end, and tells a story (Haskin, 2013). Thomas (2015) states that the components to make a video are camera, microphones, editing software, and audio set up. In other words, video is a series of electronic images that are accompanied by audio

elements presented on video tapes, and can been seen through video players (Rusman, 2012).

2.3. The Elements of Great Video Editing

The followings are 6 elements to be considered in creating videos (Forte, 2017):

1. Telling a Story through

    Visual media is able to tell a story in a different way than written scripts. Even without words or narration, a visual language can go quite far. Establishing shots, action shots, and tracking shots can all be used to create a narrative but you need to be aware of the story that is being told. Often it's important to be as conservative as possible when video editing. The idea is to ensure that the scenes are placed in a chronological order that is easy to track that nothing is out of place or unnecessary. Often you will have to pare down scenes that simply don't contribute much to the story, even if those scenes have been shot well or are interesting in and of themselves. It is not the individual scenes that are important, but instead the overall piece. Similarly, it may be necessary to add scenes or to move scenes around if you find that the story has become muddled or confusing. Sometimes the only way to do this successfully is to run your movie by a test audience. A test audience can tell you what they think happened in the story, what they were confused about, and anything they would have wanted to know more about. A test audience should usually be the audience that is the closest to the demographic that you're targeting.

2. Editing in a Sequence

    One thing that can help with developing a narrative is the process of editing in a sequence; ensuring that shots are sequential even if they are very different shots. A wide pan can establish a scene, while fixing on a character can establish that they are the focus. Once that has been established (scene and character), the video can move on to the action and the plot. These types

of sequential establishing scenes are important, as they tell the audience what they should be paying attention to (and what they shouldn't), and they give the audience important information about the context of the video. When editing, not all of the scenes have to be one right after the other. There can be gaps and often must be if you want to avoid any dead time that isn't interesting. As an editor, it's important that you can identify the "important" times of your video's chronology that the audience needs to see, while cutting areas that are unnecessary.

3. Having Right Material

It's very rare that anyone has ever shot too much material. When editing, you often need to go back through what you've shot so far in order to make scenes work together, to add interest and drama, or to establish setting. The more clips you get, the better, as it's very difficult to acquire additional footage after a shot has already been completed. When actually working on a production, film crews should work to take as much b-roll as possible, as it may be needed during the editing process. Editors can then use this footage as desired. Taking multiple takes of important shots is important — even if it's believed that the right shot has already been taken. Multiple reaction shots can also be critical, in the event that the editor decides that a different nuance or inflection is needed. The more material an editor is able to work with, the better the final product will be. Likewise, it has to be understood what an editor can and can't do. No editor is going to be able to create a masterpiece with bad footage — and for the most part, an editor usually shouldn't try to salvage poor quality video and audio. Either the shots should be shot again or different shots should be used in their stead.

4. Choosing the Right Sound and Music

Sound and music is a tremendous component of any video production. An editor will generally have some audio to clean up and sync, but they will also need to choose other audio as well to suit the video. This includes sound

effects (which in larger productions may be managed by foley artists and sound designers) and a musical selection. Music is an excellent way to convey atmosphere and drama, but it has to be selected properly so that it's not intrusive. Ideally, music should not be noticed but instead should augment what is going on in the screen. It should never compete with what is on the screen and it should never obscure important audio cues, such as voice lines or sound effects. Sound effects also need to be chosen carefully. Realistic sound effects will heighten a production, whereas distracting or too loud sound effects will simply detract from it. Editors will need to choose which actions to emphasize and which actions to ignore; they will also need to choose scenery sounds to fit a location, such as birds chirping in a park, or machines whirring in a factory. All of these choices need to be made with the audience in mind, as it will be setting the tone for their experience.

5. Pacing the Story Properly

Pacing is very important. Many stories can go slow at the start but become very fast by the end — if this shift is gradual, the audience is fine, but if it alternates or comes out of nowhere, the audience may feel very lost. Pacing is often a matter of the speed of the scenes and cuts, where stories that cut more often are often perceived as faster. An audience often needs breathing room in order to digest a video, which can come in the form of establishing shots or simply slower-paced scenes. Even some silence, if used strategically, can help. Music can also be used for pacing. As noted, music is very critical to the overall tone of a story. Jaunty, upbeat music will often increase pacing, whereas somber or classical music can make a piece feel slower or more sedate. Your music selection will inform your audience regarding how your video is expected to feel.

6. Transitions and Special Effects

If special effects seem to be amateurish or are not completely professional, modern audiences will usually cringe at them. Fancy transitions, text effects,

and so forth are generally relegated to slide shows today and the modern audience has very little patience for them. In general, editing should appear to be natural and unobtrusive; titles and notifications should always be classic and simple. Rather than using screen wipe effects, fades or simply abrupt transitions are more often used. Video editing is, of course, also an art; many people have a "feel" for what is and isn't right, especially as they review a video and look at their end results. But testing with an audience can also be important, as can studying the general skills involved with video editing. Ultimately it becomes important to focus on the message of your piece and what will distract your audience and what will engage them.

2.4. Steps of Designing Video

Yashkuri (2019) stated that there are three steps of designing video as follows.

1. Pre-Production

    Preproduction is the preparation stage before starting the production process (film shooting). When we are going to work on a project should do a review of the material files that we have and adjust to the story (script/ scenario) that we will make, collect all materials whether in the form of video footage, photos, diagrams/graphics, illustration or animated images. The essence of the pre-production stage is to prepare everything, so that the production process can run according to the concept and produce a video work in accordance with expectations, Pre-Production stage includes the outlining, script writing, creating story board and budgeting.

2. Production

    Production is the stage of image taking or shooting process (collecting video, audio material, etc). All shooting results refer to the storyboard script that was made in the pre-production stage. In this stage, the team will take video images according to the video script. The process of shooting does not have to follow the sequence of scenes in the script, it can be randomized based on the scenes that are easy to take first. During the production process, our

attention will be focused on lighting, blocking (where and how our actors or subjects move), and shooting (how the camera moves and from what angle our scene is seen). Making animation/motion graphics can also be categorized in the production process, because it aims to produce footage that will later be compiled and edited in the post-production process.

3. Post-Production

Post-Production is the final stage or improvement in processing shooting results for editing/processing. The editing process is the preparation of the material that has been prepared, namely video and audio combined into one complete video which is certainly in accordance with the storyline or script using video editing software. Processing or editing is carried out covering aspects of sound, images and storylines according to the video script of company profile or related company profile. In detail the post-production stages are offline editing, voice over, music development (scoring), audio mixing, online editing.

Moreover, Budijono (2017) gives the steps of making videos as follows.

1. Making script and storyboard

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 figures 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, its time to type the script and make storyboard. Storyboard is an important foundation to make a video because it is the reference for the director in making a video. Storyboard is an activity to transfer your words into draws. To make a storyboard you need a plain paper and divide your paper into some square by lining it up with pen or pencil. Then you can go to scene 1, draw everything you want to show during the video, make sure it is related with the script you've made before. Continue until all scenes are connected with the scripts.

2. Recording

    After making script and storyboard, 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 and check the scenes that you have recorded on the storyboard.

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. Edit your video based on the storyboard you have made before.

2.5. Narrator or Voice Over

Ayawaila (2017) says the main key that is required from a narrator is the flexibility in adapting to the tempo and storyline rhythm and also theme in general. The followings are several criteria for a narrator given by Ayawaila (2017).

1. Having a dramatic sensitivity and timing (based on the tempo and rhythm of speech).

2. Able to master and animate the meaning and the purpose of every words and/ sentences when processing the speech.

3. Able to give action and reaction to visual elements.

4. Able to use the sense in applying dramatic elements to the speech, in accordance with the understanding of the content and theme of the video, so

there is harmonization and mutual support between the narrative and the visual sequence.

5. Able to understand quickly and precisely when the narrative serves as a supporter, and when as a main information, especially if the visual ability is rather weak in providing information to the audience.

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

1. The records should be free from noise and unnecessary sounds.

2. The words or sentences must be spoken clearly and understandable.

3. Setting the mic into the right position.

4. Sound effect and music illustrations are choosen then entry and discharge according to conditions and fixed time.

2.6. Script

Dainith (as cited in Norbury, 2014) "Scripts can be defined as generic ordered sequences of actions or events. They capture or encapsulate the central themes in a narrative and can be "matched" against other scripts or situations." Malinda (2016) states "*Naskah adalah selembar rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwara dalam sebuah film atau drama.*" It means script is a sheet that consists of a draft plan and structural characterization in movie or drama. Ayu (2019) states that *Dari sejarah teknologi komunikasi video, naskah sendiri merupakan suatu landasan yang berisi ide atau gagasan yang diperlukan dalam pembuatan suatu video. Sebagai suatu landasan maka tanpa adanya naskah, proses pembuatan video akan kacau bahkan juga dapat berpengaruh buruk terhadap isi maupun pesan yang terdapat di dalam video.*

It means that script is a foundation that contains ideas that are needed in producing a video. Without a script, the process of producing a video will be messy and also be bad for the contents and messages in the video. The viewers will not get the message directly from the script, meanwhile they need to think the message by themselves. In this case, script is a basic idea needed by a video program and contains a draft plan in a video program. Script determines the final

result of program. It means that script is an important element of producing a good video.

2.6.1. Elements of Script Writing

Good video script will lead to a good video. Jakacaping (2018) said "*Ada 4 elemen dalam pembuatan naskah video"*. It means that there are four elements when making a good script.

1. First, the element is "Hook" in this step, the narrator has to find the interesting words and sentences to attract viewers stay in watching a video. It depends on your content of video. In this case, the content of video is about promotional video of Palembang traditional carving. The writer needs to think the interesting sentence to make the viewers stay in watching the video.

2. Second, "opening" means starting the video script from the general information into the specific information. In this case, the video is about promotional video of souvenir place in Palembang. Therefore, the writer will give the information of Palembang as the general information.

3. Third, "Body" in this step, you have to explain about your video content in details because it is the main point of the video. This element will make the viewers want to know about your video. In this case, the writer will directly give the information about the location. kinds, and the range of price.

4. Fourth, "Closing" if your video content is about promotion, give your viewers recommendation because the viewers not only want to find the information but also want to get the recommendation. Therefore, this video will give the recommendation of Palembang traditional carving place of buying the carving furniture.

It can be concluded that the elements of script are hook, introduction, body and closing. Those four elements is needed in writing a good script.

2.6.2. Stages of Making a Script

Friedmann (2006) said "there are seven stages of script development" it means that there are stages in writing a video script.

1. First, "Background research and investigation" Part of the process of scriptwriting often involves background research or investigation of the subject

matter before you define the objective or outline the content. Research can be undertaken in any several well-proven ways. You can consult encyclopedias, visit a library, or search the internet. Another example of research is collecting background information about a product or a process for a corporate program. In order to write about the client's product, you may need to read manuals and brochures and interview people in the company who are knowledgeable about the product.

2. Second, "Concept" The first formal document you create in the scriptwriting process is called a concept or an outline. The function is to set down in writing the key ideas and vision the program. This document is written in conventional prose. There is no special format for it. It is difficult to characterize a concept because it has no fixed length, no fixed form.

3. Third, "Pitching" Pitching is talking, not writing. It is part of the communicating and selling of ideas in the entertainment and communication industries. The narrator needs to tell the idea of the story in the meeting as well as write them down. In this case, Pitching is not needed because pitching is effective for the movie that is produced by entertainment industries.

4. Fourth, "Treatment" After the concept comes the treatment. Both of these terms are universally used and understood. A writer must know what they are and how to write them. A treatment is about structure and the arrangement of scenes. The narrative order must be clear. In this stage, the writer will divide the topic into some important points and arrange them into sequential scene.

5. Fifth, "First draft" The name of this documentary is fairly self-explanatory. The first draft script is the initial attempt to transpose the content of the treatment into a screenplay or script format appropriate to the medium. In this stage, the writer will write all of the script based on the concept and treatment that has been made.

6. Sixth, "Revision" Every stage of scriptwriting process involves readers and critics. Revision is the hardest part of a writer's job because it means being self-critical. It means throwing out ideas or changing them after you have invested time and energy to make them work. There are different levels of

revision. Revision does not mean correcting spelling or grammar. This should be corrected before submission. It means throwing out unneeded material.

7. Seventh, "Final Draft" The final draft is another self-explanatory term. Scriptwriters, like all writers, look at their work with a critical eye and seek constant improvement. This document should mark the end of the writer's task and the completion of any contractual arrangement.

Therefore, it can be concluded stages of script development are background research and investigation, concept, pitching, treatment, first draft, revision and final draft. Those stages are needed in writing a good script.

2.7. Subtitles in Video

Translation Journals (2016) mentions that subtitles and captions are widely relied on by viewers. The following are the ways to make subtitles in the video:

1. Avoid presenting too much text onscreen at one time. Make sure the subtitles are easy to read and follow. Always allow enough time for each subtitle to be read.

2. Ideally, each subtitle should contain a single complete sentence. wherever two lines of unequal length are used, the upper line should preferably be shorter to keep as much of the image free as possible and in left-justified subtitles in order to reduce unnecessary eye movement.

3. It is important to caption all important dialogue and to distinguish between speakers. In subtitling, you should simplify the text to make the subtitles easy to read so that the viewers can understand them at first sight.

4. Use a large enough text size. The font must be clear and easily readable. There should be a high contrast between the caption (text) and the background.

5. Position subtitles at the center/bottom and avoid clashing with any on screen texts. The normally accepted position for subtitles is center/bottom of the screen, but in obeying this convention it is most important to avoid obscuring 'on-screen' captions or any part of a speaker's mouth or eyes.

6. Always ensure accuracy in captioning. The target point for synchronization should always be at naturally occurring pauses in speech-sentence

boundaries, or changes of scene. This has to be the most important best practice in subtitling and closed captioning.