

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Tourism**

According to Kodhyat (1998), tourism is a temporary travel activity from the original residence to the destination area with the reason not to settle or make a living but only to fulfill curiosity, spend leisure time or vacation and other destinations. Pitana (2009) says that there are 3 groups of attractions namely natural attractions, cultural attractions, man-made attractions. According to Spillane (1989) in Salma and Susilowati (2004), there are 6 types of tourism, namely: travel pleasure, recreational tourism, cultural tourism, sports tourism, tourism business, and convention tourism.

##### **1. Travel pleasure**

This type of tour is carried out by people who leave their homes for a vacation enjoy the beauty of nature, enjoy folklore in each area, and enjoy entertainment and so on.

##### **2. Recreational Tourism**

This type of tour is carried out by people who are asked to use the day off for rest, to restore physical and spiritual freshness that will welcome fatigue and support it.

##### **3. Cultural Tourism**

This type of tourism is characterized by a combination of motivation to study in centers of discussion and research, ways of life of other countries' communities and so on.

##### **4. Sports Tourism**

This type of tour is for sports, both only to attract sports spectators and sportsmen themselves and invite those who want to practice on their own.

## 5. Tourism Business

Type of tourism for large trade affairs. In this type of tourism is an opportunity used by travel agents in using their free time to pamper themselves as tourists visiting various tourist objects and other types of tourism.

## 6. Convention tourism

Many countries are interested in working on this type of tourism with hotels or buildings provided specifically to support this type of tourism.

## 2.2. Community Based Tourism (CBT)

According to Hausler (2000), Community Based Tourism (CBT) is tourism that provides opportunities for local people to control and be involved in the management and development of tourism.

Characteristics of Community Based Tourism according to Nasikun (2001) are:

1. CBT is a type of environmentally friendly tourism
2. Better able to develop small-scale tourist objects and attractions
3. Providing greater opportunities for local people to involve themselves in the development of the tourism industry, so that it is more empowering for the community.

According to Cooper (1993) in Suwena (2010), a tourist destination must be supported by 4 (four) main components in tourism or usually known as "4A" attraction, accessibility, amenities, and ancillary.

1. Attraction is its own uniqueness which will attract tourists visiting a tourist attraction.
2. Amenities are all kinds of facilities and infrastructure needed by tourists while in the tourist destination.
3. Accessibility is the most important thing in a tourism activity. All kinds of public transportation or transportation services become important access in tourism.
4. Ancillary (Additional Services) is a service that has been available at tourist attractions such as roads, drinking water, electricity, lodging.

### **2.3. Promotion**

Zimmerer (2002) says that promotion is any form of persuasion communication that is designed to inform customers about a product or service and influence them to buy products or services that include publicity, personal selling, and advertising.

According to Swasta (2000), the functions of promotion as follows provide information, persuade and influence, creating the impression of "image", promotion is a tool to achieve objectives.

#### **1. Provide information**

Promotion can provide information about goods, prices, or other information that is useful for consumers.

#### **2. Persuade and Influence**

Persuading and influence to convince buyers by saying that a product is better than another product.

#### **3. Creating the Impression of "Image"**

Create the best possible promotion to give the impression to consumers of the product being advertised.

#### **4. Promotion is a tool to achieve objectives**

To create profitable exchanges through communication, so that their desires can be fulfilled.

There are kinds of promotion media. They are printed media, internet media, and electronic media. For printed media are brochure, leaflet, booklet, magazine, and banner, for internet media are Facebook, Instagram, YouTube, and for electronic media are radio, television, and video.

#### **2.3.1. Technology in Tourism Marketing**

Information Technology in the tourism sector is clearly very much needed, the presence of technology has made a big change in the tourism sector. Technology in the tourism industry has a significant impact on communication, transactions and relationships between various operator industries and with

customers. Based on this statement it is said that the use of technology has a significant impact on the tourism industry (Prabawa & Manuputty, 2012).

### **2.3.2. Social Media in Tourism**

According to Sulianta (2014), social media is able to spread information quickly and has an extraordinary reach compared to any media. In addition, Gohil (2015) says that social media is digital or internet media which has the potential to be a promotional media for services or products to be marketed, one of which is tourism products. By using social media tourists can share their experiences and also find information about tourist destinations. Furthermore, Gohil (2015) says that there are reasons to use social media as promotional media, namely:

1. The use of social media as promotional media is easier to use.
2. More cost effective, and effective in promoting tourism in an area, so social media is preferred as a communication and promotion tool.

### **2.4. Video**

Arsyad (2011), video is a picture in a frame, where frame by frame is projected through the projector lens mechanically so that the screen looks alive.

There are three components of an effective video (Brew, 2012). There are story, emotional connection, clear and concise.

#### **1. Story**

Without a solid story, videos will not be effective content. Stories are what people share and allow messages to not only be understood but experienced.

A solid story for your video reveals why your business is truly unique. Beautiful lighting and color schemes are important but without a story to provide a beautiful foundation.

#### **2. Emotional Connection**

By establishing emotional connections, your audience is more likely to take action. This is a psychological component than anything else. Emotions mean feelings, and strong feelings affect decisions, logic, and can even change mindsets. By establishing an emotional connection with the viewers on your

video, you build a loyal and targeted audience, and order to take full advantage of this, the videos must be connected to more than a simply aesthetically pleasing level.

### 3. Clear & Concise

Make sure your message is clear and concise helps viewers quickly understand what is happening in your video. The advent of the technological era has ensured that the attention span is shorter than before. Figure out the message and quickly impart it.

Major (2015) describes three crucial elements to creating a successful video.

#### a. Interview that Tell a Story

Your video's narration should be told by multiple individuals that can provide different angles of the story. Before interview, think about what you would like your interviewees to say, and ask the kinds of question that would elicit the kind of answers you are looking for.

#### b. Good Music Choices

Effective marketing video are supported by music that matches the place and mood of the video. Music is something that cannot overlooked or forgotten, because of the energy and emotion it adds to the video and emotion is key. For example, when you are showing clips of athletic games, use upbeat music.

#### c. Quick, Engaging Visuals

One major mistake most marketers can make is by keeping a clip playing in a video for to long. Quick, engaging visuals keep the viewer interested because they are seeing something new every few seconds.

## 2.5. Script

According to Muslimin (2018), 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 contex or dramatic structures and serve as guidelines for film making.

### 2.5.1. Stages of Script Writing

Based on Hanifa (2013) script writing usually consists of some activities, they are formulating idea, doing research, writing outline.

#### a. 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 script of a 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 for ideas that can be inspired to write a video and television script. For example novels and real stories.

#### b. 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, newspaper or other publications and persons or source persons who can provide accurate information about the content or substance to be written.

#### c. Writing Outline

Outline is the framework, stretch, strokes, global synopsis, and 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.

Bernazzani (2017) said “there is a specific way to write a script, so that it shapes an effective video“. It means there are stages of writing a video script.

Firstly, “Start with a brief” there are several key question should be included to craft an effective video script. The key question are “What is the goal

of this video?”. The goal of this report is to make video script of Air Itam Family Park as a tourism object in Penukal Abab Lematang Ilir Regency. “Who is the audience of this video?” the audience of this video are all people from children to adults. “What are the key takeaways of the video?” it means what should viewers learn from watching it. The viewers will get some information about the park, such as the amenity, accessibility, and attraction. “What is our call-to-action?” it means what do we want viewers to do after they have finished watching the video. The viewers is interested in visiting the park.

Secondly, “Write the script” it means a good script makes easy for the people on camera to get their message across while sounding and acting naturally. In this case, the stages of writing a video script should follow the steps that have been determined in order to get a good video script.

### **2.5.2. Script Regulation**

Cover of script consists of the title, name of the writer and number of draft. All of them written in capital letters, and there are ten regulations of script outline (Kartawiyudha, Wuryanto, Cendekia, Muchransyah, and Mandra, 2017). There are number of scene, scene heading, name of character, visual description, voice instruction and parenthetical.

#### **a. Number of Scene**

It means that each scene consist with one place or one theme.

#### **b. Scene Heading**

There are two kinds of scene heading based on where the scene takes place. EXT (exterior) indicates the location outside room, and INT (interior) 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 contains 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 instruction, for example a PHONE RINGING, DOORBELL or MUSIC, this should be written in capital letters.

f. Parenthetical

Parenthetical shows how to pronounce dialog.

### **2.5.3. Criteria of Good Script**

In making a script, there are several criteria for a good script. This is a criteria of a good script (Ramdan, 2018) there are title page, image titled, good details, correct formatting, and the scripts not too much.

1. Title Page. The script will need title page, includes the title, name of the autor, and contact information.
2. Image titled Write a Script Step. Use fonts, borders, and separation of pages that are correct. Can use Courier fonts (size 12) when writing scripts. This type of font will make the display more professional and easier to read.
3. Give good details about the circumstances and the characters. Use information that explains things in more detail about a scene. The names of characters must be written in uppercase all above or next to their dialog (depending on the type of script created).
4. Use correct formatting for the way or presentation that the author wants. If the author wants to write scripts for the show, the writer must write the script in that format as well.
5. Make sure the author does not write too much. Scripts usually only last about one minute per page, although of course there is an allowance for adjustments. Scripts are not like books where the number of words influences, which is a surefire way to measure the length.



#### **2.5.4. Writing a Script in a Video**

According to Cockerham (2016) there are some tips for making good scripts in the video.

1. Write a brief first

To write a script that drives the results you want, you definitely need to write a short video. This not only helps you understand your goals, but also helps you to understand your audience and you want to show them.

2. Turn your message into a story

For each video content that you want to communicate (your brief will help you identify this). The trick is to translate these core messages into simple stories for your script to follow.

3. Speak in a language understood by your audience

When writing your script, always speak the language of your audience and not your language. Your script must match the sound of your brand, but not to the detriment of the audience. If you can conclude real words and phrases your audience uses on their way to great video scripts.

4. Keep its short and sweet

When it comes to writing scripts, less is always more. Say what you need to say and keep it as short and as short as possible.

5. Don't use words

You make videos, not write novels. You have more than words to play with your script.

6. Do some script reading

Once you get the concept of a video script that can be applied, you should start reading it.

7. Check your brief

You must have several revision rounds to do with any video script.

