

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer discusses about promotional video, script, writing a good video script, and *Blongket*.

2.1 Promotional Video

Promotional media in this report is by using video. According to RealMarketer.com (2011) stated the basic for all areas promotional video production and distribution are “choosing camera” it means which camera to choose, depending on your budget. Then, “Do it yourself options” it means you should do it by yourself. “Strategy” it means how draft a promotional video strategy really works. “Script writing” it means how easily write a script that works on camera. Next, “Video production” it tells about video editing techniques or color correction. “Editing” it means that you should learn how to use the right application to easily edit the video properly. And “Audio production” how to record good sound on set and add narration afterwards.

While, Waldron (2016) stated that elements of a great promotional video is the most important part of any promotional video. Firstly, “The video open with a personal bond” personal bond means that make a personal connection with the audience, such as introducing yourself. Secondly, “The video should have a value”. It means what will audience get after watching your video. The audience may be interested in watching video. Lastly, “The call to action” it means that the audience do something after watching your video such as interesting to buy the product.

Meanwhile, Andy (2002) stated that promotional media is a tool to communicate a product, service, image, company or the other to be better known the wider community. Media promotion of the oldest is the media of mouth to mouth. This media is very effective, but less efficient because the delivery speed is less measurable and predicted. Kinds of promotion can be classified into two categories, namely:

1. Printed Media is static and prioritizes the impressions generated by visual message of the printing process; essentially using the raw material of paper. It can be shaped as documents on all matters concerning the recording of events that have been altered in words, images and photographs arranged such that can attract the attention of the public. Some forms of advertising media that are included in the print media ads are brochures, flyers, magazine, and others.
2. Electronic media advertising is an advertising medium that process works based on the principle of electronic and eletromagnetis, able to reach a wider audience, but unfortunately the price of advertising can also be more expensive than the print media. Some examples of electronic media are picture, television advertising, radio advertising, online advertising, video and so on.

2.2 Script

Script is the primary document that the videographer uses to create all the video and audio raw material and keep it organized. Bjerke (2004). In addition, Norbury (2017) states that scripts can be defined as generic ordered sequences of actions or events. They capture the central themes in a narrative and can be matched against other scripts or situations. Video script is crucial to help readers and viewers comprehend of that text. While Angelo (2010) states that

Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah video. Sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan

It means that a script is the basic idea required when making video. And the quality of a script is really important to determine the final result of a program. A script generally contains explanation or description about message or information.

In this case, script is a basic idea needed by 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.

2.2.1 Writing a Good Video Script

According to Cockerham (2016) there are some tips to writing a good video script :

1. Write a brief first

In order to write a script that drives the results you want you will definitely need to write a video brief. Not only does this help you understand your objectives, it also helps you to understand your audience and you want to demonstrate to them.

2. Turn your message into a story

For any piece of video content you want to communicate with (your briefs will help you identify these). The trick is translating these core messages into a simple story for your script to follow

3. Speak in a language your audience understands

When writing your script, always talk in your audience's language rather than your own. Your script should be in line with your brand voice, but never to the detriment of viewers. If you can conclude real words and phrases that your audience use on your way to a great video script.

4. Keep it short and sweet

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

5. Do not use words

You are making video, not writing a novel. You've got more than just words to play with your script. The story in video content is told through editing, motion graphics, music, sound effects and voice over, so don't feel like you need to communicate everything through dialogue.

6. Do several script readings.

Once you've got a workable draft of your video script, you should start reading it out.

7. Check against your brief

You'll undoubtedly have several rounds of revisions to go through with any video script.

In addition, Conor Bond (2020) says that tips for writing scripts in a video are:

1. Identify your target viewer

When you first get the green light to create video marketing content, you might be tempted to start scripts immediately. This is why this is a mistake. Without a clear picture of the person you are targeting with your video, your content will be less focused. So the first step towards writing effective video scripts is identifying your target viewer.

2. Write as you speak

Write your first video script with enough reasonable thoughts.

3. Keep your paragraphs short

By dividing your script into a series of short paragraphs, the size of one bite (we say a maximum of four or five sentences).

4. Structure your information logically

Previously, I thought you needed to write while talking to clarify the information you share and increase viewer understanding. After all, if your prospect leaves your video without learning anything, what's the point of investing your time and money in creating that content?

5. Maintain visual aids

When talking about video content, most people want to see more than just a static head. However, a video that shows nothing but someone who talks for a few minutes immediately becomes very boring. Plus, you shouldn't ignore the fact that many people are visual learners. Without some form of picture or graphic to accompany your speakers, your video content will not be as effective as it should leave a lasting impression on your prospects.

6. Create opportunities for clips to be shared.

After you make a video, the video is ready to be published.

Meanwhile, according to Friedman (2006), There are 7 stages of script development:

1. 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 encyclopaedias, 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. At what stages do you do your research? Some kind of research and investigation is usually necessary to get going and to stimulate your thinking, so it is logical precedes everything else. Research could also come later in response to your need to know about specific things in order to make accurate statements. At a later stage you may need to do audience research. If your production has a commercial purpose, it is quite possible that questionnaires, surveys, or focus groups would be called for. Then, when you have defined your objectives, communication problem, and target audience, you might have to research background information in order to devise your content. You might see a specific need for expert knowledge at this point. Investigation and research for visual overlaps with journalism. The difference is that research for visual writing is not just verifying facts; it is about finding pictures and getting visual information from which you can construct a script.

Crucial things of doing research:

a. Interviewing

People are another source of information. Some people are experts in their field. For documentaries and corporate programs, you need to find subject matter experts, people who have extraordinary knowledge based on lifetime of research or direct personal experience. An interview can be conducted by telephone and internet, as well as in person. Whatever the method, it is also critical to record the interview accurately with an audio or video recording device.

b. Location Research

For film and video production, location research is very important. Unless you have the budget to create artificial interiors in a studio set, you have to find setting in which to shoot. For exteriors, you have no choice. You are obliged to find location. Abstract ideas become concrete when you stand in a place or see the surroundings.

2. 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. It just has the convince, persuade, and embody the seed of script to come.

3. Pitching

Pitching is talking, not writing. It is part of the communicating and selling of ideas in the entertainment and communication industries. You have to talk your ideas as well as write them down.

4. 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.

5. 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.

6. 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. 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.

Based on the explanation of some experts above, they have difference opinions about how to write a video script. Cockerham (2016) stated there are seven steps to write a video script. The steps are write a brief first, turn your message into a story, speak in a language your audience understands, keep it short and sweet, do not use words, do several script readings and check against your brief. While Conor Bond (2020) stated there are six steps to write a video script are identify your target viewer, write as you speak, keep your paragraphs short, structure your information logically, maintain visual aids, and create opportunities for clips to be shared. On the other hand, Friedman (2006) stated there are seven steps to write a video script are background research and investigation, concept, pitching, treatment, first draft, revision and final draft. In this final report, the writer applied the steps of writing video script by Friedman (2006). The writer choose Friedman's steps because the steps can be understood easily by the writer among those three expert's ideas.

2.3 Blongket

Blongket is a new innovation from Blongsong. Blongket is made from combination of Blongsong and limar motif with a sprinkling of gold like a songket. Making process of Blongket is almost the same as Songket but it is faster because the weaving is woven with ordinary thread (silk) while songket uses gold thread Selvi (2016). The material has import from Java, and the price ranges from Rp.900.000 to Rp.1.500.000. This cloth is also suitable used for Palembang traditional ceremonies and also unofficial event. Blongket can be found in Griya Kain Tuan Kentang that is located in Jl. Aiptu A Wahab, Tuan Kentang, Kecamatan Seberang Ulu I, Palembang, Sumatera Selatan 30255, or in social media, such as Instagram at @griya_kain_tuan_kentang, and via WhatsApp on 0813-2378-0611.



Picture 1. *Blongket*