

CHAPTER II

LITERATURE REVIEW

2.1 Tourism

Many tourism experts reveals various definition of tourism from various points of view. However from the different definitions, they have similar concept or meaning. According to Suwanto (2004), tourism is a process of temporary departure of a person from one place to other places outside his residence. The impetus for his departure is because of various interests, both because of economic, social interests, culture, politics, religion, health and other interests such as curiosity, experience or study.

Other definitions of tourism revealed by some tourism experts. According to Muljadi, (2009) tourism is the overall relationship and symptoms arising from the presence of strangers and his journey was not for permanent residence and there is no connection with activities to make a living. So deep doing the journey is only looking for things that are in accordance with their wants and needs.

While Sugiama, (2011) revealed that tourism is a series of activities, and the provision of services both for the needs of tourist attractions, transportation, accommodation, and other services aimed at fulfilling travel needs of a person or group of people. That trip he only did it for a short time leaving his place of residence with the intention of resting, doing business, or for other purposes.

Based on all the definitions above it can be concluded that tourism is an activity carried out by leaving his place of residence to tourist destination for a while and not for settling. Activity His journey aims to enjoy the services and facilities needed while outside his residence.

2.1.2 Kinds of tourism

Tourism has various types, and the following is an explanation of the types of tours which is divided into two categories according to M.Liga and Vanny (2015: 30) :

1. Natural Tourism, which consists of:

a. Beach Tourism (Marine Tourism),

Marine tourism is a tourist activity supported by facilities and infrastructure for swimming, fishing, diving, and other water sports, including facilities and infrastructure accommodation, food and drink.

b. Ethnic Tourism,

Ethnic Tourism is a trip for observing the embodiment of culture and lifestyle of the people which is considered interesting.

c. Nature Reserve Tourism (Ecotourism)

is a lot of tourism associated with the penchant for natural beauty, fresh air in the mountains, the wonders of animal life (wildlife) are rare, and plants that are rarely found in other places.

d. Hunting Tourism

Hunt tourism is a tour carried out in countries which does have an area where the forest hunts justified by the government and promoted by various agents or travel agency.

e. Agro Tourism

Agro tourism is a type of tourism that organizes travel to agricultural, plantation and agricultural projects nurseries where group tours can take place, visits, and reviews for study and enjoyment purposes freshness of plants around it.

2. Social and Cultural Tourism, which consists of:

- a. Which consists of archaeological and monumental heritage, this tourism including cultural groups, national monuments, historic buildings, cities, villages, religious buildings, and places Other historic sites such as battle fields are is a major tourist attraction in many countries

2.2 Tourism Destination

According to Hu & Ritchie (1993), a destination is a package consisting of various tourism facilities and services which, like other service products, consist of

a number of multidimensional attributes which together determine their attractiveness to certain individuals in certain choice situations.

Coltman (1989:4-5), a tourist destination can be described as an area with different natural attributes, features, or attractions that appeal to nonlocal visitors - that is, tourists or excursionists. These attributes, features, or attractions can vary as much as types of tourists vary. For example, whereas Disneyland attracts one type of tourist (generally, the family trade), the Las Vegas casinos attract a completely different type of tourist because casinos do not have much appeal to the family trade. Furthermore, Leiper (1995) said that tourism destination from a demand perspective, identify a destination as a set of products, services, natural and artificial attractions able to draw tourists to a specific place, where the geographical location is simply one of the factors that comprises a destination. Tamma (2001) defines destination as a supply system correlated with a specific area.

According to Yoeti (1996), an area to become a tourist destination, must develop three things so that the area is interesting to visited.

a. There is something that can be seen (something to see),

That is to say something interesting to see, in this case different tourist objects with other places (has its own uniqueness). Besides that need to also get attention to tourist attractions that can be used as entertainment when people visit later.

b. There is something that can be bought (something to buy)

Which is something interesting typical to buy in this case made as souvenirs for brought home to their respective places so that in the area there must be facilities for shopping that can provide souvenirs or crafts other hands and must be supported by other facilities such as money changers and banks.

c. There is something that can be done (something to do)

Which is an activity that can be done in that place that can make people visit feel at home in that place.

2.3 Tourism Object

A tourist attraction is anything in a tourist destination that is an attraction for people to come to visit the place. Regarding the definitions of tourism object, we can see from several sources, among others:

1. Government Regulation No.24 / 1979.

Tourism object is the embodiment of human creation, living order, art and culture as well as the history of the nation and the place of natural conditions that have an appeal for visited.

2. Decree of the Ministry of Tourism, Post and Telecommunication No.KM 98 / PW: 102 / MPPT-87.

Tourism object is a place or state of nature that has resources tours that are built and developed so that they have an attraction and cultivated as a place visited by tourists.

2.4 Taman Bukit Siguntang

Siguntang Hill is the highest point in Palembang and has a height of approximately 30 meters above sea level (Disbudpar Sumsel, 2018). Located about 3 kilometers from the northern of the Musi River to Palembang city, Bukit Lama, Ilir Barat I District South Sumatra. In the environment around this hill found some ancient findings that are associated with the kingdom of Srivijaya which succeeded around the period of the 6th to 13th century AD. At the top of this hill there are several tombs believed to be the ancestors of Palembang residents. By the local community, this complex is considered sacred and a place of pilgrimage destination.

Bukit Seguntang is the most prominent mound in the plain of Palembang. This hill, which is filled with parks and large trees, is believed to be the burial complex of the Malay kings. At the top of the hill there are several tombs according to local residents associated with figures of the king, aristocrats and Malay-Srivijaya heroes. There are seven graves on this hill

Now the area became tourism destination is an also archaeological Park to preserve artifacts that might still not be revealed. Bukit Seguntang as the highest

hill in the Palembang plain seems to have been considered an important place since the time of the Srivijaya Kingdom, some findings of Buddhist artifacts indicate that this place is one of the royal worship and religious areas.

2.5 Script

Tristiawati (2014) defines manuscript is a place where ideas and imaginations are written and arranged according to a regular and systematic sequence. The manuscript is a rough description of what is displayed on a computer screen, each sheet of text will represent a display of a computer screen. Manuscripts are said to be good if they can provide guidance for us who will produce and translate them into the form of images, photos, audio, animation and video and so on.

Angelo (2010) stated that *“Sebuah naskah adalah ide dasar yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah program. Sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan”*.

It means that a script is the basic idea that 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 of 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.

2.6 The Video Script

According to cockerham (2016) there are some tips to make a good video script :

1. Write a Video Brief First

In order to write a script that drives the results you want you 'll definitely need to write a video brief. Not only does this help you understand your objectives, it also helps you 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 include 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. Don't Just Use Words

You're making a 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.

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, p: 5-6, 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.