CHAPTER II
LITERATURE REVIEW

2.1. Definition of Coffee

According to Bhara L.A.M (2005), he explained that coffee is a type of plant made with psychostimulant drinks so that someone who drinks it will stay awake (insomnia), reduce fatigue or stress when working, and be able to provide physiological effects namely energy.

In addition Saputra E (2008) says that coffee is a plant that has two main types, namely Coffee robusta and Coffee Arabica. Both types of coffee are very popular with the community, both those in the country or people in the country.

From the definitions that exist, the writer can conclude that coffee type of plant such as Robusta Coffee and Arabica Coffee, and coffee has various benefits for consumption such as reducing stress while working.

2.1.1. Types of Coffee

According to Pudji Rahardjo (2012) there are four known types of coffee groups, namely Arabica coffee, Robusta Coffee, Liberica Coffee, and Ecselsa Coffee. Coffee groups that are known to have economic value and are traded commercially, namely Arabica Coffee and Robusta Coffee. Meanwhile, the Liberica Coffee and Ecselsa Coffee group are less economical and less commercial.

2.1.2. Benefits of Coffee According to Research:

Through research, various benefits of coffee have been discovered and published in the world. These are 10 of the results of research that has been done regarding the benefits of coffee:
1. Research from the University of Sao Paulo, Brazil, found that black coffee when taken in the morning would be beneficial for male fertility.

2. Journal of Neurology 2002, through his research concluded that consuming coffee more than 5 glass/ day can increase levels and bad cholesterol in the body.

3. According to Harvard Women's Health, consumption of several cups of coffee a day can reduce the risk of type 2 diabetes, kidney stones and colon cancer.

4. Research of the American Association for Cancer Research Frontiers 2009 states that coffee drinkers (men) 60% smaller risk of prostate cancer.

5. According to the results of research presented in the Journal of the American at the Society for Reproductive Medicine, black coffee can stimulate male sperm swimming faster, this indirectly has a good effect related to the level of male sperm quality.

6. International Journal of Dermatologists states that the caffeine contained in coffee can stimulate the growth of small follicles on the scalp of men who experience hair loss.

7. Researchers from the University of Athens, found that drinking coffee every day can increase the elasticity of blood vessels.

8. In 2011, Harvard researchers found that women who drank several cups of coffee each day had a smaller risk of developing uterine cancer.

9. According to a Harvard School Medical Study (2009) Drinking coffee can reduce the risk of stroke by 19 percent in women.

10. A study of neurologists at the University of Lisbon found that coffee drinks can prevent nerve degeneration associated with brain disorders and aging.

2.2. Definition of Design

A design is a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process. The verb to design expresses the process of developing a design. In some cases, the direct construction of an object without an explicit prior plan (such as in craftwork, some engineering, coding, and graphic design) may also be considered to be a design activity. The design usually has to satisfy certain goals and constraints,

may take into account aesthetic, functional, economic, or socio-political considerations, and is expected to interact with a certain environment.

According to Dudy Wiyancoko, he explained that design is various matters relating to conceptualization, data analysis, project planning, drawing / rendering, cost calculation, prototyping, frame testing, and test riding. The other definition of design by FitzGerald (1987) is to map out, to plan, or to arrange the parts into a whole which satisfies the objectives involved. In addition, ICSID (1999) says that design is a creative activity that illustrates the diversity of quality forms, processes, services and systems, as in an interconnected circle. Not only that, the design can also be called a factor that forms the activities of technological technological innovation, cultural dynamics and economic change.

From the definitions that exist, the writer can conclude that design can produce useful work or function as a tool of science and also as a tool for economic change.

2.2.1. Principles of Designing Documentary Video Script

Design process can run well when it follows some principle. Lovett (1998) states that the principles will guide a designer to create something.There are forth principles such as balance, gradation, repetition, and unity.

1. Balance

Balance in design is similar to balance in physics. A large shape close to can be balanced by a small shape to the edge.A large light the center toned shaped will be balanced by a small dark toned shape (the darker the shape the heavier it appears to be).

2. Gradation

Balance of size and direction produces linear perspective, gradation of color from warm to cool and tone from dark to light produces aerial perspective. Gradation can add interest and movement to a shape. A gradation from dark to light will cause the eye to move along the shape.

3. Repetition

Repetition with variation is interesting, without variation repetition can be monotonous.

4. Unity

Relating the design elements to the idea of being expresses in a painting reinforces the principal of unity e.g. a painting with an active aggressive subject would work better with a dominant oblique direction, course, rough texture, angular line etc. whereas a quiet passive subject would benefit from horizontal lines, soft, texture and less tonal contast.

2.3. Documentary Video

Documentary video is a form of audio visual product that tells a daily phenomenon. This phenomenon deserves to be raised as a reflection for the audience.Documentary material can be in the form of stories about social concerns, experiences and living relationships that provide inspiration and zest for the audience, or flashbacks and comments about events that have occurred and are related to the present (Brata, 2007). Besides, Video Documentary The main key is the presentation of facts. Relating to real figures, events and locations record events. that really did not create an event (Elisabeth, 2018).

Based on those explanations above, it can be concluded that of documentary is a film that documents the reality. There are definitions of video documentary from experts opinion, among others:

1. Steve Blanford, Barry Keith, and Jim Hillier.
   Film making whose subjects are the people, events or a situation that really takes place in the realm of the world and beyond the world of cinema. (The Film Studies Dictionary, Page 73).

2. Gerald Mast and Bruce F. Kawin
   A non-fiction film that arranges factual elements and presents them, with a specific purpose.(A Short History of the Movies, Part 7, Page 64).

3. Ira Konigsberg
   A film that is directly related to a fact and non-fiction that seeks to convey reality and not an engineered reality. Films like this care about people's behavior, a place or an activity. (The complete Film Dictionary, Part 2, page 103).

Based on the description by the experts, the writers include documentary records of daily things, such as trains entering the station.Basically, documentary films represent reality. This means that the documentary film means showing back the facts that exist in life. Since the era of silent films, documentary films have eyed from simple forms to increasingly complex with increasingly varied types and functions.

Camera and sound technology innovations play an important role in the development of documentary films. Since the beginning of the documentary, the film is only focused on production using the film format (celluloid), but subsequently developed until now using the (digital) video format

2.3.1. Elements Documentary

Documentary films are nonfiction motion pictures that describe some real-life issue or subject. They can be made both for broadcast on television and for showing in theaters movie. Documentaries can provide an objective description of something or a polemic argument in favor of a particular viewpoint. Examples of documentary films include wild life documentaries and historical documentaries (James Thomas; 15, 2017).

According to James (2017),there are sixth elements of documentary,they are Naration, Interviews, Location Shoots, Music and Sound, Grapichs, and Archive Footage.

1. Narration

Narration is the verbal description of what is happening in a documentary film and is performed by a narrator. In historical documentaries, the narrator tells the story of the historical event or the period that forms the subject of the documentary. In nature documentaries, the narrator describes the animals on the screen and provides context and background information on their behavior. The narration can be delivered through a voice over, by a narrator visible on-screen or some combination of both. Good documentary film narration has a clear, logical structure that helps the viewer better understand the subject of the documentary.

2. Interviews

Interviews are used to provide context, eyewitness statements and expert knowledge to the documentary. In documentary films, they usually consist of the

interviewee visible on-screen answering questions delivered by an off-screen interviewer, who may also be the narrator of the documentary, Interviews are often depicted sitting in their offices or homes, looking into negative space and not directly at the camera. Interviews are edited so that the statements made by the interviewees fit into the logical structure of the narration of the documentary.

3. Location Shots

Location shots are used in documentary films when discussing a particular place.In historical documentaries, location shots may show the place where particular events took place.These might be overlaid by computer generated reconstructions of what the location looked like in the past. Location shots are often used at the beginning of a documentary film to provide a context for the start of the narrative.

4. Music and Sound

Historical documentaries music from the relevant period is often used. Music can also be used to generate a sense of irony. Sound is an integral part of many sections of a documentary film. It is important that the narrator's and interviewee's voice levels are at an appropriate level and quality.

5. Graphics

Graphics consist of anything that appears on the screen that was not actually filmed. They are widely used in documentary films. The opening titles and credits will make use of graphics, as will subtitles and translated text. Graphics are also used to explain complex ideas in a visualdiagrammatic form. Computer-generated graphics are often used in documentaries to create images that would otherwise not be available to film, such as ancient buildings that have been since demolished and existent animals.

6. Archive Footage

Archive or stock footage is film shot for purposes other than the particular documentary film in which it is shown.It is often used to portray famous historical events or to give a sense of context of a particular historical period. Archive footage is often cheaper for documentary makers to procure than original films and interviews.

2.4. Video

The video is the images in the frame, where frame by frame is projected through the lens of the projector mechanically so that the screen looks like real image (Arshad, 2011). Moreover, video is a technology for capturing recording, processing, transmitting, and rearranging mobbing images. Usually use celluloid film, electronic signal, or digital media (Zulkang, 2017). T 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.

According to McFarland (2014), video is a powerful tool for promotion. He mentions several advantages of videos, they are:

1. Video has become so easy to use that people can simply use a smart phone, tablet or computer to record a video

2. Video is an impeccable storytelling medium that allows the viewer to look and listen to the content, using multiple senses that have the ability to transport your mind from the environment you are in and place you in the environment of the video.

3. Video is being watched online more and more every year including an 800% in

4. Crease in online video consumption over the past six years, a 55% majority of video news viewers among internet users and 2 billion video views per week are mentioned on YouTube.

Randal (2015) says, There are several formats commonly used for television and video productions.

1. Interview

A formal interview might take place on a set with the host seated behind a desk, like Leno or Letterman, with the person being interviewed seated opposite the host in a chair. An informal interview could be someone in a reporter role interviewing a coach on the sidelines of a football game, or a starlet on the red carpet before the Oscars. Additionally, the interviewer may be scene or unseen.

2. Documentary

A formal documentary might use a voiceover to describe the events that lead to the Battle of the Alamo, featuring drawings from the period and using black and white footage from old films that depicted the battle, like a PBS documentary on the Civil War. An informal documentary could be composed of interviewing the cast and crew of an upcoming musical as they prepare to open a new performing arts facility. Rather than having a formal narration to describe the events leading to the opening, ask questions of the actual participants that will lead to a 11body of material from which you may cut your entire documentary. In the real people's own words.

3. Video Magazine

In this format the hosts are usually behind a desk or newsroom platform but the two hosts differ between themselves, the tone is lighter and entertainment value is increased.

4. Story Based

A story-based piece requires a complete script and actors to perform scripted lines. This is the most sophisticated and complicated format as it includes getting actors to say someone else's words and yet coming across as real people conveying real emotions, It might also involve the actors doing written recreations of events. These scenes can be shot in a studio or on location.

5. Talking Head

This is the simplest format. It is less complicated than an interview only because a standard interview usually involves more art direction and feeling of the environment than a talking head segment. Talking heads can be shot with multiple cameras or film style. A film style single camera shoot involves shooting the person answering the questions first and then re-creating the questions with the interviewer later. Be sure to shoot the reaction shots of the interviewer, "noddies" so you can edit to the reactions in order to compress the guests answers without a jump cut.

2.5. Script

Script is a scenario of a film that is explained in the sequences of the scenes, place, condition and dialogue which are structured in the context of dramatic structures and serve as guidelines for film-making (Muslimin, 2018).

In addition, this is how to make a good script (Ramdan, 2018) There are:

1. Make title page. The script will need title page. This includes the title and name of the author, but also includes contact information and agent information (you have an agent).

2. Image titled Write a Script Step.Use fonts, borders, and separations of pages or parts (breaks) that are correct. Can use Courier fonts (size 12) when writing scripts This type of font will not only make the display more professional but as important to make the script easier to read.

3. Give good details about the circumstances and the characters. Use information that explains things in more detail about a scene before the scene begins. This statement states whether the scene is looking out inside or outside the room it is located, and whether it is carried out in the day or night. The names of characters must be written in uppercase all above or next to their dialog (depending on the type of script created). The writer can also give instructions, such as pauses, in parentheses.

4. Use correct formatting for the way or presentation that the author wants. If the author wants to write a movie script, the author must write the script in that format. If the author wants to write scripts for the show, the writer must write the script in that format as well. Although the writing of these scripts is mostly similar, but there are some differences and to learn all that takes a long time. Next, read various scripts according to the author's target path to find out how professionals do it.

5. Make sure the author doesn't 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. Use sentences that are easy to understand. In making a script, use sentences that are short, concise, and easy to understand.Avoid using negative sentences, such as "our prices are not expensive", because negative sentences can reduce or even obscure the meaning you want to convey. You can just write "affordable product prices for all people".Paste your own text here, and click the 'Check Grammar button, Click the colored phrases for details on potential errors or use this text to see an few of the problems that Smalls toll can detect. What do you think o grammar checkers? Please note that they are not perfect.

2.6. Definition of AIDA

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.

2.7. Technology of Promotion

Social media has become the most popular way to do digital marketing. One of the underlying reasons includes the features offered by the platform offered for smooth execution. All just need to create interesting content, be it images or videos, upload content and pull out publish buttons.

I choose to use YouTube as a media or a tool to promote the products that I will offer:

2.7.1. YouTube

YouTube is an online video sharing platform and nowadays it is one of the most visited websites on the internet. Almost one-third of people in the world are registered as YouTube users and these users create a billion watching hours on a daily basis, generating billions of views: Video contents include user-generated videos and professionally produced films such as user webcam videos, animals videos, video bloggers, international music videos and Hollywood film trailers (David, 2016)

Video on YouTube is one of powerful tools for promotion, there are several advantages of video such as:

1. Press Online by Youtube mentioned that Brands can utilize YouTube for advertising, marketing. branding and promotion.YouTube provides a video advertisement service which plays a sponsored commercial film before users watch a video they choose. YouTube also has a call-to-action function in the video advertisement service, so users cn click and directly access the advertised website brand.

2. Brands can create their own YouTube channels presenting their own video contents and directly interact with consumers. The most efficient way to introduce about the brand on YouTube is to create the brand's channel and

share the brand's video content. Most big brands have their own YouTube channels and share videos which entertain consumers and present their new products.

3. Crease in online video consumption over the pastyears, a 88% majority of video newsviewers among internet users and 2 billion video vuews per week are mentioned on Youtube based on charth bellow.
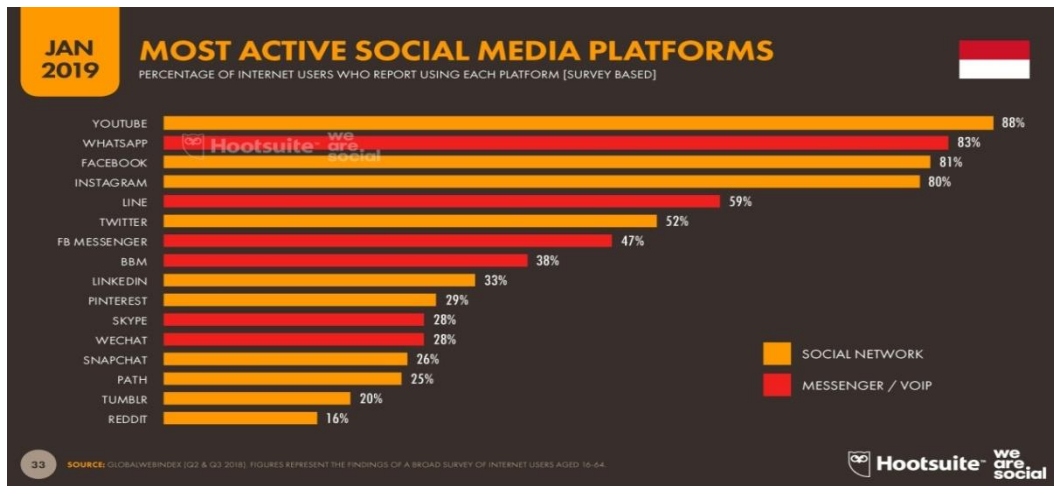

Figure 2.1
Chart of Media Platforms
source: Imagesmentalflos.com

Figure 2.2
Chart of YouTube Medsos
Source: Ekonografik

Based on the definition above, the writer concludes that promotion is communication that is done by one person to another person in order to influence them, so they are attracted to the offer that is provided.

The first, YouTube is a video-sharing community. The site makes it easy for anyone to show videos to the world. About one-third of all people on the internet are YouTube users (Owings, 2017).

At last, the writer concluded that the promotion of the media has a very important role to describe and give information to public about Coffee Pagar Alam. By watching a documentary video script as one of a kind videos on YouTube, because YouTube is the second top 15 most popular social networks in the world and you have a long duration different with Instagram media have a short duration video tor the upload. So, the public not only knows coffee that is already well-known, but the public will also know that there is another delicious coffee to be enjoyed like coffee that many people already know.