

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Promotion**

Stanton (2007) states “Promotion is one of the elements in a company’s marketing mix that is utilized to inform, persuade, and remind about a company’s product, in the hope of influencing the recipient, to feel confident.” Promotion efforts can be directed to the ultimate consumer, to an intermediary such as a retailer, a wholesaler or a distributor, or to both. Promotion is fundamental to the success of your firm because, without promotion, potential customers won’t know about the existence and benefits of your product or service.

Whereas Belch and Belch (2009) claims “Promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.” It is in line with Alma (2006) who states “Promotion is a kind of communication that gives explanations and convinces potential customers of the goods and services with the aim of attention, educate, remind and convince potential customers.”

From that definition the writer concluded that promotion is a communication from a company or a firm to communicate with costumer to tell and persuade the costumer to buy the product or service.

##### **2.1.1 Purposes of Promotion**

The purposes of promotion, according to Manap (2016) are “Provide information, attract attention and influence members to increase sales.” Then Tjiptono (2002) claimed that there are some promotional purposes, they are:

### **1. Informing**

One of promotional purposes is informing. There are some types of informing the promotion, they are :

- a. Informing the market about the existence of a new product.
- b. Explaining how a product works.
- c. Introducing a new way to use a product.
- d. Delivering price changes to the market.
- e. Informing services provided by the company.
- f. Straightening the wrong impression.
- g. Decreasing consumers's fear or concern.
- h. Building company image.

### **2. Persuading**

Another promotional purposes is persuading. These are some types of persuading information:

- a. Building a brand choice.
- b. Switching selection to a specific brand.
- c. Changing customer perceptions of product attributes.
- d. Encouraging consumers to shop right away.
- e. Encouraging buyers to receive salesperson visits.

### **3. Reminding**

The last promotional purposes is reminding. There are some types of the promotion, they are :

- a. Reminding buyers that the product is needed in the near future.
- b. Reminding buyers of places that sell companies.

- c. Keeping product in consumers's mind even if there are no advertisement campaigns.
- d. Keeping the consumers's first memory falls on the company's product.

## **2.2 Video**

Heinich, Molenda, Russel (1993) proposes that “The primary meaning of video is the display of pictures on a television type screen, any media format that employs a cathode-ray screen to present the picture portion of the message, so it can be referred to as video.” Thus, video is a multimodal record in which talk is kept in context and all modes are recorded sequentially. This enables researchers using video data to examine resources and practices through which participants in interaction build their social activities and how their talk, facial expression, gaze, gesture, and body elaborate one another. This kind of record cannot be made available using any other technology.

While according to Alessi (2001), “Video is a powerful tool for learning and instruction.” It is difficult to illustrate human behavior in interpersonal situations, for example, without showing a video. It is hard to show a student the effects of body language on communication using only graphics or still photographs. The movements of athletes or animals are best captured by video. Video here has also been included for motivational reason

From the definitions above, the writer can conclude that video is one of media to take an image of moving pictures that can be used for researcher to help their research and also to promote something. That is why the writer chose video in this report to learn the history while promoting Tenun Songket Dance.

### **2.2.1 Steps of Designing Video**

Another opinion about the steps of designing a video comes from Budijono (2017), he gives explanations about the steps in making video 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 pictures 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 for the content of the video, 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.

#### **2.2.2 The Advantages of Video**

McFarland (2014) claims that video is a powerful tool for promotion, he states several advantages of video. They are:

- 1 Video has become so easy to use that a person can simply use a smart phone, tablet or computer to record a video. Using video, it makes a person easier to record something like Tenun Songket Dance by their phone, camera, tablet and many more. After that person already take the video, it can be saved in the smart phone and that person can share it or show it to others.
- 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 inside the environment of the video. The writer can make a script and take video all about Tenun Songket Dance and make it into a promotional video. When people watch it, they seems to see the condition of Tenun Songket Dance in real.
- 3 Video is being watched online more and more every year including an 800% increase 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 monetized on YouTube. Based on this explanation, using a promotional video can be a good

idea to promote Tenun Songket Dance. The writer can upload the result on youtube and people can access it.

## **2.3 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.

### **2.3.1 Functions of Script**

Script is needed in producing a video because by writing a script the video will be more organized. The producer will produce the video based on the video script. Ayu (2019) said “*Terdapat 3 fungsi utama naskah dalam sebuah video.*” It

means that there are three main functions of Script in a video.” First, the function is “Basic concept” script as basic concept means the quality of script will determine the final outcome of the video making process later. It is because a script usually consists of important elements in producing a video such as: ideas, information or messages. Those elements will be conveyed through story line, characters, settings, equipment and types of camera used. For this reason, the script serves as the basic concept of a video.

Second, “Direction” script is a document that is used as a direction in producing the video. The video will be more organized by having script because it will avoid the video out of the content. In this case, the writer needs to make the content and story line based on the script that has been made. The video will be more organized because of the video script.

Third, “Reference” Script will be as a reference that means script is used by the writer as the reference of producing the video. Every single activity related on the process of producing video must be based the script that has been made.

It can be concluded that the function of script are basic concept, direction and reference, so the writer needs to make the video based on the script that has been made.

### **2.3.2 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. 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 Tenun Songket Dance. The writer needs to think the interesting sentence to make the viewers stay in watching the video.

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 Tenun Songket Dance.

Third, “Body” in this step, you have to explain about your video content 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 history of Tenun Songket Dance. The writer will not add a lot of chit chat in the video in order to make the viewers will not be boring.

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 information to the viewers about the beauty and interesting things about Tenun Songket Dance.

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.

### **2.3.3 Stages of Script Development**

Friedmann (2006) said “there are seven stages of script development” it means that there are stages in writing a video script. 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. You might see a specific need for expert knowledge at this point.

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.



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.

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.

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.

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.

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.

## **2.4 Traditional Dance**

Traditional dance is a dance that originated from the people of an area which has been passed down and becomes the culture of a community. Usually it has philosophical values such as religion, heroism, and so on.

According to *stylesatlife.com*, an online platform of life style, traditional dance is a typical form of dance that is usually extensively performed based on the culture or man-made. It talks of the folklore, culture or the village plight. It is a traditional type of dance pertaining to one set of people or community. The costumes are interesting and usually depict the traditional dress of the community.

It can be concluded that traditional dance is a dance that basically develops in a certain area which has broad guidelines and is based on the adaptation of hereditary habits which are embraced by the people who own the dance.

### **2.4.1 Types of Traditional Dance**

According to *Yuksinau.id*, an online platform for education and knowledge, Traditional Dance is divided into three:

#### **1. Classical Dance**

Classical Dance is a traditional dance that was born in the palace environment, lived and developed since feudal times, and passed down from generation to generation among the nobility.

There are three characteristics of Classical Dance:

1. Guided by certain standards (there is standardization)
2. Having high aesthetic value and deep meaning
3. Presented in a luxurious appearance ranging from motion, makeup, to costumes worn.

## **2. Folk Dance**

Folk Dance is a type of traditional dance that was born from the culture of the local community, lived and developed since primitive times, and passed down through generations to the present.

The characteristics of Folk Dance are:

1. Thick with social nuances
2. Referring to the customs and habits of the people
3. Having simple moves, make-up, and costumes.

## **3. New Creative Dance**

New Creative Dance is a classical dance arranged and developed according to the times, while still maintaining the values. New dance creations are generally created by dance experts.

The characteristics of New Creative Dance:

1. It is formed from a type of traditional dance with innovation
2. There are movement innovations, make-up, accompaniment tools and accompaniment songs
3. The property used is more modern

### **2.5 Tenun Songket Dance**

According to *senibudayasia.com*, an internet website of Indonesia's culture, Tenun Songket Dance is one of regional dances in Palembang, South Sumatra, that existed since the era of the Sriwijaya Kingdom. This dance illustrates the excitement of Palembang women in their Songket weaving activities and their persistence in weaving it. Usually, it is danced by four till six people.

Tenun Songket Dance is a typical Palembang dance inspired by the tradition of weaving Songket in Palembang. This dance also illustrates the activities of young women and housewives in Palembang who use their free time to weave Songket. Songket is a type of traditional woven cloth of Melayu family in Indonesia, Malaysia and Brunei.

Songket is classified in family of brocade woven. Songket is woven by hand, with gold and silver threads and is generally worn at formal events. Songket is a type of clothing that has a high value. Songket generally develops in the culture of the Melayu family in Sumatra, such as Palembang Songket and Minangkabau Songket.

Palembang Songket is one of the cultural works from South Sumatera which has been designated as “Warisan Budaya Takbenda Indonesia” in 2013. It is widely worn by women in traditional wedding ceremonies, both by the bride, dancer and guests. In addition, Songket is also used in official events to welcome guests from Palembang or outside. Palembang Songket is not just an aesthetic cloth but it has a merciful meaning namely prosperity, glory and courage. Aprianti (2020) states that

*Kostum Tari Tenun Songket menggunakan baju adat Kota Palembang, yaitu Baju Kurung berbahan satin atau beludru. Baju Kurung tersebut mencerminkan ciri khas Kota Palembang. Untuk properti tangan, para penari membawa gulungan songket. Dan terkadang untuk kebutuhan panggung, mereka menambahkan properti lain seperti antingan atau kalung.*

Tenun Songket Dance is dominated by hand movements. The hand movements illustrates the tradition of Palembang girls who are delighted while weaving Songket.

While from the music, Tenun Songket Dance is accompanied by musical instruments *gendang* and percussion music that is played together with the same beat. In addition to percussion instruments, it also uses a musical instrument that characterizes Malay music, it is the Accordion. The tempo used is adjusted to the

dance moves. Therefore, the harmony is created between the movements of the dance with the music.

The meaning of this dance is taken from the tradition of weaving Songket of Palembang society that has existed for a long time and also as a symbol of binding brotherhood of the people in Palembang, the archipelago, and the world. In addition, this dance also implies the importance of preserving Songket cloth culture.