

CHAPTER II

LITERATURE REVIEW

In this chapter the writer would like to explain about traditional food, video script, narration, step in writing good narration, and Ikan Segarurung.

2.1 Traditional Food

Sastromidjojo (1995) states

Makanan tradisional merupakan makanan yang biasa dimakan sejak beberapa generasi, terdiri dari hidangan yang cocok dengan selera, tidak bertentangan dengan agama, kepercayaan masyarakat setempat, dan terbuat dari bahan makanan serta bumbu-bumbu yang tersedia setempat.

It means that traditional food is made by locally ingredients that commonly eaten for generations.

Makanan tradisional umumnya terdiri dari makanan pokok, lauk pauk, termasuk sayuran yang selalu dimakan mendampingi makanan pokok, dan makanan selingan atau kudapan, di samping buah-buahan. Dari pengelompokan tersebut masih dibedakan menjadi makanan biasa, dan makanan upacara atau makanan istimewa yang dimakan pada waktu-waktu tertentu. (Suryobroto, 1995).

It means that traditional food is special food that is eaten at certain times and consists of staple foods, side dish, vegetables, and fruits. In other words, traditional food is special food which made by locally ingredients, commonly eaten for generations at certain times and consist of staple food, side dish, vegetables, and fruits. *Ikan Segarurung* can be regarded as a traditional food because *Ikan Segarurung* is a food that has been around for generations.

2.2 Video Script

“A video without a script like a person without a spine” (Cockerham, 2016). While, Daintith as cited Norbury (2014) stated 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. Script, which

is a type of schema, crucial to readers and viewers cognitive action with a text and the comprehension of that text.

Whereas, Nicolaou, et al (2016) claimed, “Script identification refers to identifying the system of writing, the alphabet used in a sample, while language identification refers to identifying the language given a text sample”. Leonard (2018) stated that, “video scripts are usually divided into video (sight) and audio (sound) columns, with visual descriptions in the left video column. The shot-by-shot two-column relationship of audio to video functions like two synchronized time lines”. Benter (2016) said that “a simple video script is divided into two columns: the left side for video, the right side for audio”.

It can be concluded, video script is a sequence of actions or events that are applied in the form of narratives that are usually divided into video and audio.

2.3 How to Write a Video Script

According to Lydia Cockerham (2016) there are seven simple steps to write video script, these are :

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 the value you want to demonstrate to them.

You'll be able to understand and empathise with your audience and have a deeper understanding of how to communicate with them by knowing what motivates them. You'll be able to create a marketing story arc to engage them with succinct, relevant and compelling content which results in the desired action you want them to take.

2. Turn Your Message into a Story

For any piece of video content you create, you'll have one or several core messages you want to communicate (your brief will help you identify these). The trick is translating these core messages into a **simple story** for your script to follow. Everything you decide will depend

on the objective your video needs to achieve, and what your audience finds valuable and engaging. It's not just about what you want to say to your audience: it's also about saying it in a way that resonates with them.

Your story doesn't need to be epic or complicated. All it actually needs to be is a logical progression from one point to another, where the start is things as they currently are and the end is things as you want them to be. A good story should grab hold of your audience and tell your message in such an engaging way that it guides them to a Call-to-Action for the desired action.

3. Speak in a Language Your Audience Understands

When writing your script, always talk in your audience's language rather than your own. Generally, you should keep the tone simple and conversational. The only excuse for breaking this rule is if you're a bank or a hospital (and even then a relaxed tone can work wonders). It doesn't matter if you're B2C or B2B, internal or external — your audience wants to hear you speaking like a human, not a robot. That means cutting jargon, buzzwords and meaningless waffle. It means speaking on a level that your audience will understand, with concepts and vocabulary they're already familiar with.

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 themselves use, you're well 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. We generally try to keep videos to between 2-3 minutes.

In a great script every word earns its place. The shorter your video, the more punch each sentence, phrase and word must have. Here are our top tips for keeping your script as lean and impactful as possible:

- Say something unique, not what everyone else says

- Use simple, everyday language over unnecessarily complicated words
- Cut the flab, fluff and superfluous information
- Never repeat yourself unless it's for dramatic effect
- Be prepared to make sacrifices (what's *really* most important to communicate?)

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 in 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.

Sound and visuals should work seamlessly together to bring your story and messaging to life, and that means including all the relevant elements in your script. Note down the action that will be happening on screen, what sounds should be heard, and any accompanying voice over.

This can be a hard process if you're not used to it. An experienced video agency (hello!) will help to write your script, and offer support and advice throughout this entire scripting process.

6. Do Several Script Readings

Once you've got a workable draft of your video script, you should start reading it out. Until you've done readings, you won't be able to tell how your script sounds when spoken aloud.

You want your video script to flow smoothly from line to line, rather than sounding stilted. If you can read the script naturally, without sounding forced, that's a good sign.

Pay attention to:

- How long it takes to read your script,
- Where inflection and emphasis falls, and
- Any awkward phrases that get stuck in the mouth.

7. Tweak, Re-tweak, and Check Against Your Brief

You'll undoubtedly have several rounds of revisions to go through with any video script. That's just the nature of making corporate videos where lots of stakeholders like to get involved.

Before you sign everything off, double check your script against the video brief you wrote in step 1. Ask yourself these questions:

- Is this script likely to achieve its objectives?
- Is it written in a way that will resonate with my audience?
- Does it communicate the core message(s)?
- Does it tell an engaging story with a logical flow?
- Does it use an effective mix of sound and visuals?
- Does it include a compelling Call-to-Action?
- Is it no longer or more complex than it needs to be?
- Is it the optimum length for the intended distribution channels?

If the answer to any of these is *no*, go back and edit your video script until it passes on all counts. Keep pushing yourself within the time frame you have. You might be surprised how short and appealing you can make your video while still keeping your message and story intact.

2.4 Narration

The definition of narration according to Ricoeur as cited Zeman (2017), “The humblest narrative is always more than a chronological series of events”. Also, Zeman (2017) stated, “In linguistics, by contrast, the mystery of narration has led to quite the contrary: As the concept of narration is commonly taken for granted within the linguistic tradition, it has never been a big theoretical issue.” While Bordwell (2005) stated, “Narration as a process which is not in its basic aims specific to any medium. As a dynamic process, narration deploys the materials and procedures of each medium for its ends”. The writer finds that narration is a chronological series of events that have a dynamic process.

2.5 Steps In Writing Good Narration

Harrington (2018) stated that there are 5 steps in writing a good narration.

1. Plan Ahead

A typical travel video can highlight example of some common uses of narration. For example, there is a picture of a small Hawaiian beach surrounded by hotels. The narrator can introduce the subject: “To some people, the place where the surf meets the sand at Waikiki Beach is a piece of heaven on earth.” Narration can also impart information not obvious to the viewer.

2. Listen

Writing narration differs from other forms of writing. The writer is a person who reads the script. Avoid words or combinations that are hard to pronounce and avoid too long sentences.

3. Tailor the script

Visualize the audiences who will watch the video and use words and phrases known by the viewer. Adjust the speed of the narration to the audience. If the audience is mostly seniors or young children, allow for a slower read.

4. Timing is Everything

When writing the script, use a stopwatch to time the writer reading it aloud. It’s important to get accurate time estimates by actually saying the words, rather than reading them.

5. Format it

There are two basic script formats for video production. The first uses two columns. The left is reversed for video information. This includes a short description of the shot. The right column is the audio script. Dialogue is typed in upper and lower case, doubled-spaced. The second format just has one column for audio and video description.

2.6 Media Promotion

According to Cangara (2002) media promotion are “a symbol system of promoting product”. Mass media is one of the ways for the success promotion. Mass media is a tool used in the message delivery from the sources to the

audience by using mechanical means of communication such as newspaper, films, radio, television, and internet. According to Zimmerer (2002) Promotion is “any form of persuasion communication that is designed to inform customers about products or services and to influence them to buy the goods or services which include publicity, personal sales and advertising”.

Mass media are divided into two, namely printed media and electronic media. Furthermore, Cengara classification mass media into printed media and electronic media.

Printed media consist of :

1. Newspaper

A newspaper is a mass media that is printed and compiled or formed from large opaque paper whose contents contain information about daily life and surrounding information, the news contained therein is sought and written by journalists or journalists.

2. Magazine

A magazine is a media publication or periodical publication that includes articles from various authors. In addition to loading articles, the Magazine is also a publication that contains short stories, pictures, reviews, illustrations or other features that color the contents of the magazine.

3. Brochure

A Brochure is a tool for the promotion of goods, services and others, made of paper in which there is a number of information and also offers about the service or product.

Electronic media consist of :

1. Television

Television (TV) is a well-known telecommunications media that functions as a receiver for broadcasts of moving images and sounds, both monochrome (black and white) and color.

2. Radio

Radio are stations that provide audio (voice) broadcasting services, which are broadcast over the air as radio waves (in the form of electromagnetic radiation) from a transmitter antenna to the receiver. Audio broadcasting can also be done with FM cable, local network, satellite, and the Internet.

3. Social Media

Social media is an online media, with its users able to easily participate, share, and create content on blogs, social networks, wikis, forums and the virtual world. Some examples of social media are Facebook, Twitter, Instagram, Youtube, and so on.

2.7 Ikan Segarurung

Ikan Segarurung is traditional food of Penukal Abab Lematang Ilir Regency. *Ikan Segarurung* consists of two syllables namely sega which means *segar* and rurung which means Tanjung Kurung where the food of *Ikan Segarurung* was found. So, *Ikan Segarurung* means fresh fish from Tanjung Kurung Village. In the past, *Ikan Segarurung* was only served to Tanjung Kurung Village officials, which is intended to express gratitude to the village officials for what the village officials had done for them. To make this *Ikan Segarurung* people in Pali usually use Tilapia fish, Catfish, and Toman fish. For your information, Toman fish is one of the typical fish in Pali, because in Pali there are so many Toman fish in Pali Regency. In some sub-districts of PALI, people also called *Ikan Segarurung* as *Ikan Segarulung*, but it does not change the meaning of *Ikan Segarurung*. To make *Ikan Segarurung*, first we must clean and wash fish. Then squeeze the lime or lemon so the fish doesn't smell fishy. After that prepare the ingredients such as : garlic, red onion, turmeric, ginger, galangal, lemongrass, sugar, and salt. Next all of the ingredients are mashed until they are completely smooth. And then put the

smooth ingredients to the stomach of fish that has been cleaned. After that the fish is smoked for two hours until it is completely cooked.

Ikan Segarurung is almost same as *Ikan Sale*, but the difference are *Ikan Sale* smoked until it is completely dry and does not use spices and for Segulurung it is use spices and smoked until it is cooked not until it dry. People in Pali usually eat *Ikan Segarurung* with warm rice. *Ikan Segarurung* is often served when there are certain events, sometimes if there are people from other city who visits Pali we served *Ikan Segarurung* as a meal. *Ikan Segarurung* is sold at variety price, because it depends on the type of fish. For Toman fish it is sold at price Rp. 70.000,- /fish, for Tilapia fish it is sold at price Rp. 60.000,- /fish, and Rp. 40.000,- / fish for catfish.