

CHAPTER II

LITERATURE REVIEWS

2.1 Design

Design is a process that can be said to be of a lifetime as human existence on earth. This is often not realized. As a result, some of us think as if designs were invented in modern era and are part of modern life.

Design is an area in human experience, skills, and knowledge that reflect human's concern on the appreciation and adaptation of his surroundings in the light of his material and spiritual needs. In particular, it relates to configuration, composition, meaning, value, and purpose in man-made phenomena (Archer, 1979). The most objective non-physical findings (Alexander, 1963). Jones (1970) argue that design is action or initiatives to change human work. While, Wiyancoko (2010) says that, design is everything related to concept making, data analysis, project planning, drawing or rendering, cost calculation, prototyping, frame testing, and test riding.

The writer can conclude that design is planning, making, or processing to produce human creation. And everything related to concept making, data analysis, project planning, drawing or rendering, cost calculation, prototyping, frame testing, and test riding.

2.2 Content Creative

In generally, Content is something that is to be expressed through some medium, as speech, writing or any of various arts for self-expression, distribution, marketing and/or publication. Typical forms of content creation include maintaining and updating websites, blogging, photography, videography, online commentary, the maintenance of social media accounts, and editing and distribution of digital media. Content creative is described as the creation of the material people contribute to the

online world. The contents are created to inform (to present and develop conceptual knowledge), to teach (give instructions on how to succeed in a situation), to inspire and motivate, to entertain, to persuade, to start a conversation, to spark a controversy, to express an opinion, to share industry knowledge or resources. Certainly, possessing content provides a list of benefits for business of any size, target audience and field of work.

While Sadiq (2010), states that creative is an idea of concepts and plans for progress, these ideas are needed in the thinking and also the work of a person in solving social problems that are developing.

So based on the description above the writer can be concluded that content creative is an interesting idea, something that is unexpected for others, can be entertainment for people and has a message to be conveyed.

2.3 Content Creator

According to Sarah Stasik (2018), a content creator is someone who is responsible for the contribution of information to any media and most especially to digital media. They usually target a specific end-user/audience in specific contexts. A content creator can contribute any of the following: blog, news, image, video, audio, email, social updates and other related content.

According to Joel Capperella (2017), there are four types of content creator as follows:

a. The Networker

The networker feels most at home in a crowd of new people to talk to, energized by the exchange of ideas, anecdotes, and speculation. They take away from every conversation new information feeling appreciative for the opportunity to have learned it. They know the value of a professional network and work diligently to nurture their own.

The networker content creator type is defined by the invaluable opportunity to share lessons learned. The skill of expanding one's professional reach is accompanied by very real and practical perspective. Communicating these perspectives and inviting others to consider them is some of the best content one can produce.

b. The Speaker

The speaker is comfortable talking about that which they know. They are clear and articulate verbal communicators who relish any opportunity to share the information they have with others. Whether or not they are comfortable using their verbal skill in front of crowds is inconsequential.

The skill is in their verbal mastery. The speaker content creator type needs to be put in front of a camera. Video marketing is everywhere, getting bigger, and is the best platform if speaking is a strength. Don't overthink it, just hit record and get the video marketing game moving.

c. The Writer

The obvious one, but let's shed a little more light on who the writer is. They don't sweat writing, not for a second. They are pleased to wordsmith and make quick work of it. The writer can bang out 500 words as quickly as most could explain something verbally, and in most cases will cover the topic in greater depth.

The writer content creator type needs to be unleashed to do just that, write. They need to be encouraged to sit down and type out the words that describe some element that the company is desperate to communicate. And they must write frequently. The great news is the digitally written word can be shared over just about any platform.

d. The Visualizer.

These are the people that need to show you a picture to get the point across. You know the visualizer when they not only show the picture, but you are blown away by how clear the message is the instant you see it. The visualizer looks at every single digital tool and figures out a way to use it to paint a clearer picture.

The visual content creator can hone their craft by taking more traditional, and most likely existing forms of content, and repurpose it in a graphical manner. The visualizer must nurture their skill by literally drawing every conceptual idea embedded in what the company is trying to offer to the marketplace. They must embrace their designer's eye to consistently and frequently offer up the story optically. One of visualizer content is video script.

2.4 Film

According to Arsyad (2011), Film or video is pictures in a frame, where frame by frame is projected through a projector mechanical that on the screen there is alive picture. Besides, Arif (1990) states that Film is an audio visual media that displays motion, and is more popular in our society. Messages present facts (events or important events, news) or fictions, and it can be informative, educative and instructional.

Meanwhile, Rusman (2012) argues that Film is visible listening material (audio visual) that can be used to deliver messages or subject matter. Video is said to be audio visual because the auditory elements (audio) and visual elements (video) can be presented simultaneously.

There are three components of an effective film (Digital Brew, 2012)

1. Story

Without a solid story, a video would not be the effective content. Stories are what people share and allow message not only to be understood but experienced. Beautiful lighting and color schemes are important but without a story to provide a basis, the video will simply be not effective.

2. Emotional Connection

By establishing an emotional connection, the audience is much more likely to take action. Emotion means feeling, and a strong feeling influences decision, logic and can even change mindsets, by establishing a loyal and targeted audience. Humans are inherently emotional and emphatic, and in order to take full advantage of this, the videos need to connect on more than a simply aesthetically pleasing level.

3. Clear and Concise

Make sure the message is clear and concise to help the viewers understand what is going on in the video quickly. The rises of the technology era have ensured that attention spans are shorter than ever. Figure out the message and quickly impart it.

From the theories above, the writer can conclude that Film is a type of audiovisual media that can describe a moving object together with natural sounds or appropriate sounds. Film can present information, describe processes, explain complex concepts, teach skills, shorten or extend time and influence attitudes. Story, Emotional, Clear and concise its important to make the film success.

2.4.1 Different Type of Film

Javandalasta (2011) said, there are some types of film which is usually produced for various purposes, among others:

1) Documentary Film

In short, documentary film is never separated from the purpose of dissemination, education, propaganda for certain people or groups.

2) Short film

The short film here means by Javandalasta (2011) that is, a work of a fictional story movie less than 60 minutes.

3) Long movie

According to Javandalasta (2011), Long Film is a fictional film that lasts more than 60 minutes. Generally ranges from 90-100 minutes. Movies playing in theaters are generally included in this group.

2.5 Short Film

According to Panca Javandalasta (2011), Short film is a movies with short duration between 3 minute until 60 minutes, based on International Festival Standards, there are several types of short films, they are:

1. Experimental short film

Short films used as experimental or experimental materials, in Indonesia this type of film is often categorizes as an indie film.

2. Commercial short films

Short films produced for commercial purposes or for example: advertising, company profile (company profile)

3. Film short service public (public service)

Short films aimed at community service, usually aired in mass media (television)

4. Entertainment short film / Entertainment

Short films for commercial purposes. The film is a lot we encounter on television with a wide range.

2.6 The Types of Genre

Genre of the film according to Javandalasta (2011), in the movie people will recognize the term genre or for easy they can call it the type or shape of a movie based

on the whole story. This is used to make it easier for viewers to decide what movies they will watch. There are the genre of the film:

1. Action Movie

This genre usually tells of the struggle of a character to survive or fight scenes.

2. Comedy Movie

The genre of this film is the films that rely on cuteness both in terms of story and in terms of characterizations.

3. Horror Movie

This film genre is a mystery, usually, a story that is sometimes beyond the human mind. And also always put forward the tension that is made not far from the element of logic or murder.

4. Scientific Film

This film genre is usually called sci-fi. The scientists will always be in the genre of this movie because what they produce will be the main conflict in the groove.

5. Drama Movie Genre

Is usually much in the audience because it is considered a real picture of life and the audience can share the scene in the movie.

6. Romantic Movie Genre

This movie genre tells the romance of love lovers. Most viewers will be carried away the romantic atmosphere played by the players.

Based on explanation above, the writer is interested choosing Horror genre as a content.

2.7 Video Editing

Video editing is the process of editing segments of motion video production footage, special effects and sound recordings in the post-production process. So it is the process of putting together, cleaning up and finalizing a video. It is mostly used to describe post-production work, which is the work done after all of the shots and footage have been taken and all that still needs to be done is put them together in order to come up with the final output. According to Prayoga, 2017 video editing is a process of selecting or editing images from the result of shooting by cutting the images to images (cut to cut) or by combining images by inserting a transition.

Prayoga, (2017) gives ten process of editing as follows.

- a. **Capturing**, this process starts from the process of starting analog to digital video.
- b. **Drafting**, is used to classify different types of files.
- c. **Hard Cutting and Soft Cutting**, hard cutting is used to select which videos are suitable to be cut and used for general editing. While soft cutting is used for finer and special cutting clips.
- d. **Linking**, is the process of connecting clip by clip, scene by scene and sequence by sequence results the cutting of soft cutting.
- e. **Superimposing**, in this process, the tittle, logo, or symbol is given to the video to provide clearer written information to the audience.
- f. **Effects**, too excessive selection of effects can make the film unattractive, by adjusting the film will be interesting
- g. **Sound Ilustration**, Music in films allows to create unforgettable atmosphere which will make the movie being even more enjoyable and breathtaking. The atmosphere is very important to create good overall experience for the audience. Soundtrack helps to build-up certain feeling which is contributed into movie success

- h. Dubbing**, the use of narration is used to clarify the intent of the video to be transferred to the audience.
- i. Final Touch**, in the final process the results of the project consist of several clips arranged neatly and without a single frame.
- j. Review**, by doing this review, it is expected that all entries, criticism and suggestions than can improve and make perfect this video before it is broadcast to viewers.

2.8 Script

According to Dipodjojo (1996), Script is all results of handwriting that hold various expressions, inventions, tastes, and intentions of humans whose results are called literary works, which are classified in the general sense and a special sense all of which are records of the nation's past knowledge script. Meanwhile, Baried (2000) states that a script is a concrete object that can be seen and held. Besides, Muslimin (2018) states that script is a scenario of a film that is explained in the sequence of the scenes, place, condition, and dialogue which are structured in the context or dramatic structures and serve as guidelines for film making. The script is the design of the delivery of stories or ideas with the film media (Biran, 2006).

2.7.1 Stages of Script Writing

Stages of script writing according to Ahmadi (2011) usually consist of some activities, they are:

1. Formulating Data

The idea of a story that will be made into a video and television program can be taken from true stories or non-fiction and imagery or fiction.

2. Doing Research

Research in this context is a study and collecting the information, related to the script that we want to write. The information can we get from books, newspapers or other publicity materials.

3. Writing Outline

Outlines generally contain an outline of information that you will write into a script.

4. Writing Synopsis

Synopsis and outline will help focus your attention on developing ideas that you have chosen before. Writing synopsis must be clear, so that it will give a picture of the contents of the video or television program that we will create.

5. Finalizing the Script

Finalizing the script is the final step before the script is submitted to the producer and director to be produced. The final script is the result of a revision of the inputs provided by content experts and media experts.

So the writer concludes that there are five stages of script writing, there are formulating data, doing research, writing outline, writing synopsis, and finalizing the script.

2.8.2 The Components of Writing

According to Byrne in Roza (2011: 23), there are five components of writing that must be considered in writing. They are as follows:

1. Organizing Idea

Ideas are the most important factors in writing because nobody can write meaningfully if he/she does not have anything in mind yet.

2. Grammar

The grammar of language is a description of the way that the language behaves. Without having knowledge of grammar the writer cannot make his/her language communicative to a great variety of readers from different situations.

3. Vocabulary

Vocabulary is important in writing because by having many vocabularies a writer can make readers explore more deeply in what he/she is telling about. Having a good vocabulary which is known as idiom gives literary or cultural values to any composition.

4. Mechanics

1) Punctuation

Punctuation has an important role in helping reader to establish intonation. In other words, punctuation is a command for the reader to raise his/her voice or drop his/her speech and because he/she is going to stop. Punctuation can also help readers to understand the state of mind of the writer.

2) Capitalization

The capitalization rules are as follow:

- a. Capitalize the first word of sentence, example: I live at Palembang.
- b. Capitalize the pronoun I, example: If you angry, I will know too.
- c. Capitalize the titles of composition. In the title, the first and the more important words are capitalized except short preposition and short coordinating conjunction, example: Name of specific organization (business, clubs, schools)
- d. Capitalize all of proper noun.
- e. Capitalize of detail: Allah, Good etc.
- f. Capitalize of people and their title: Dr. Boike, Mc. Donald, etc.
- g. Capitalize of specific places: Musi River, Mount Dempo, etc.

- h. Capitalize of day, month, and special day: Monday, February, Mother day, etc.
- i. Capitalize of specific group of people (nationality, races, and ethnic groups), language, and religion: Australian, Indonesian, Moslem, English, etc.
- j. Capitalize of geographic areas: The South West, The North, etc.
- k. Capitalize of specific structure such as buildings and bridges: Musi Bridge.

5. Content

Content is how the writer develops his/her idea related with the topic.

2.8.3 Qualification of Good Video Scrip

Script is an important part of making videos. The idea of making a video was developed through a script to make the story. YouTube video script should contain at least these three sections (Cristian, 2018):

1. Hook

Hook is the most important part of script and video. It should be like a newspaper headline. It needs to be catchy and grab people's attention so that they want to keep watching the video. A good hook should do the following:

- a. Tell the viewers what the video is about.
- b. Reinforce that the video will answer/solve their question/problem.
- c. Make the viewers want to watch until the end.
- d. Being funny or emotional.

2. Intro

This one is an optional step. In the intro, basically tell people the name, the occupation, and the purpose of making the video. Moreover, in the intro, always give the viewers a little bit of a lead in why the topic is so important to them.

3. Body

This is the main section of the video. Draft the video script so that it will be in an organized, easy to understand. Make sure to put the ideas on paper in the right order.

Every detail, every line of a great script comes back to the central theme. The characters and the story written in the script are the platforms on which the call to action is built. The best scripts stay focused because this single message is what viewers will remember and act on once the video is done

2.9 Social Media

According to Axel Schultze (2010), Social Media is the collection of tools and online spaces available to help individuals and businesses to accelerate their information and communication needs. Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as an application on their smartphone or tablet, but the truth is, this communication tool started with computers. Moreover Cohen (2015), Social media are the platforms that enable the interactive web by engaging users to participate in, comment on, and create content as means of communicating with their social graph, other users, and the public. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration (Wise, 2014)

Based on the definition of social media above, it can be concluded that social media is a kind of platform that people use to share content, profile, opinion and etc.

Social media is one of kind platforms of the internet that has a function which is the media used to promote the content that has made by peoples.

2.9.1 YouTube

According to Rouse (2012), YouTube is a free video-hosting website that allows members to store and serve video content. YouTube members and website visitors can share YouTube videos on a variety of web platforms by using a link or by embedding HTML code. Furthermore Kumar (2017), YouTube is video search engine website in which you can share educational, entertaining and any kind of international videos. In other words, it's like a TV, but the difference is you can search whatever you want.

YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. It offers a wide variety of user generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos.

Most content on YouTube is uploaded by individuals, but media corporations including CBS, the BBC, Vevo, and Hulu offer some of their material via YouTube as part of the YouTube partnership program. Unregistered users can only watch videos on the site, while registered users are permitted to upload an unlimited number of videos and add comments to videos. Videos deemed potentially inappropriate are available only to registered users affirming themselves to be at least 18 years old. YouTube not only provides a forum for people to connect, inform, and inspire others across the globe, but it also acts as a distribution platform for original content creators and advertisers of any size (Jarboe, 2011).

So based on description above the writer can conclude YouTube is the most suitable social media that can be used as a medium to promote the video or content creative by making a video that shows the film and explain the detail about the film that has made by peoples, and upload it on YouTube. Because YouTube allows users to watch videos and share videos on a variety of web platforms by using a link or by embedding HTML code.