

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter describes about the information of Design, script, film, film types, The Role of the Media in Sharing Information, YouTube, Media Effects in Influencing Humans, and Content Creative.

#### **2.1. Definition of Design**

Design is anything related to concept creation, data analysis, project planning, drawing, cost calculation, prototyping, frame testing, and test riding (Wiyancoko, 2010). Furthermore, other people states that design is planning to realize an idea (Nurhidayat, 2004). Moreover Hardt(2006) said that design is the planned and innovative use of available knowledge to from processes environment, products and services with point of departure in user needs.

#### **2.2. Script**

According to Dipodjojo (1996) script is all the 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 in a special sense all of which are records of the nation's past knowledge script.

Meanwhile Malinda (2019) said script is a plan that contains the design and structure of a character or a play in a film or drama. It can be concluded that script is all the result of handwriting that contains the design and structure of a character or a play in a film or drama.

##### **2.2.1. Video Script**

Norbury(2017) states 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. Video script is crucial to help readers and viewers comprehend of the text. "*Sebuah naskah adalah ide dasar*

*yang diperlukan dalam sebuah produksi program video. Kualitas sebuah naskah sangat menentukan hasil akhir dari sebuah video. sebuah naskah pada umumnya berisi gambaran atau deskripsi tentang pesan atau informasi yang disampaikan”* (Hanifa,2013).

It means that a script is a basic idea needed in a video program production. The quality of a script really determines the final result of a video. a manuscript generally contains a description or description of the message or information conveyed.

It can be concluded that theoretically script writing is a component from media development or a part of the media production activities sequences through planning steps, development design and evaluation.

### **2.2.2. Stages of Script Writing**

Based on Hanifa (2013) script writing usually consists of some activities, they are:

#### **a. Formulating Idea**

In Kamus Besar Bahasa Indonesia (KBBI) “*Ide adalah desain yang diatur dalam pikiran*” It means that idea is a design that is arranged in mind. As long as the idea has not been poured into a concept with real writing or images, then the idea still in the mind. Ideas lead to the emergence of a concept that is the basis of all kinds of knowledge, both science and philosophy. The idea is an intellectual property such as copyright or patent.

As in formulating the idea of writing a script of a story that will be made into a video and television program can also be taken from the true story or nonfiction and fiction. There are so many sources of ideas that can be inspired to write a video and television script. For example novels, real stories etc.

#### **b. Doing Research**

Research is necessary once you have found an idea that will be made into a program. Research in this context is an attempt to learn and collect information related to the script to be written. Sources of information may be books,

newspaper or other publications and persons or resource persons who can provide accurate information about the content or substance to be written.

c. Writing Outline

Outline is the framework, stretch, strokes, global synopsis, and summary of the whole story. Outline is a plan of writing by making outlines of an essay to be worked on; a series of ideas that are organized systematically, logically, clearly, structured, and orderly. Outline is very important as a step-by-step guide in the writing process.

### **2.2.3. Script Regulations**

Cover of script consists of the title, name of the writer and number of draft. All of them are written in capital letters. And there are ten regulations of script outline (Kartawiyudha, Cendekia, Muchransyah, & Mandra, 2017). They are:

a. Number of Scene

It means that each scene consist with one place or one theme.

b. Scene Heading

There are two kinds of scene heading based on where the scene takes place. EXT (exterior) indicates the location outside room, and INT (interior) indicates the location inside room. They are followed by indication of place and time. Scene heading is written down with capital letters.

c. Name of Character

The character name is written with a capital letter.

d. Visual Description

In visual description, the writer should avoid using ambiguous and poetic words. Visual description only contains what will be seen later on a movie screen such as the layout of objects inside, room, or movements and actions done by character.

e. Voice Instructions

In the visual description there is a voice description, for example a PHONE RINGING, DOORBELL or MUSIC, this should be written in Capital letter.

f. Parenthetical

Parenthetical shows how to pronounce dialog.

### 2.3. Film

According to Effendi (1986) *film diartikan sebagai hasil budaya dan alat ekspresi kesenian. Film sebagai komunikasi massa merupakan gabungan dari berbagai teknologi seperti fotografi dan rekaman suara, kesenian baik seni rupa dan seni teater sastra dan arsitektur serta seni musik.* It means the film is interpreted as a result of culture and art expression tools. Film as mass communication is a combination of various technologies such as photography and sound recording, fine arts and theater arts, literature and architecture and music.

Meanwhile Whanau (2011) film is as an art of audio-visual storytelling, film is a medium of communication rich with social implications, created within different social, historical and cultural contexts.

Based on some definition above, the writer can conclude that, film is one of expression of an art whose purpose is to tell something to the public. So, in addition to being a spectacle, films are also expected to provide lessons for all who see it.

### 2.4. Film Types

Javandalasta (2011) said that *“Dalam pembuatan film, memiliki sebuah idealism dalam menentukan tema untuk “membungkus” cerita agar dapat diterima oleh penontonnya, agar penonton dapat memahami jenis film apa yang mereka lihat, adapun beberapa jenis-jenis film yang biasa diproduksi untuk berbagai keperluan, antara lain, film documenter, film pendek dan film panjang”.*

It means in the making of the film, it has an idealism in determining the theme to “wrap” the story in order to be accepted by the audience, in order for the audience can understand what kind of movies they see. They are documentary film, short film and long film.

### **2.4.1. Short Film**

According to Cooper et al. (2005), short film is being created as an art were short and 15 – 25 minutes long and less. Besides, based on Irving et al. (2006) short film is a complex and demanding activity, even for the experienced. Some of problems inevitably appear involving script, crew, budget, casting, lighting, and so on. Each project has its own unique set of challenges.

## **2.5. The Role of the Media in Sharing Information**

The role of the media is importance to share the information and its dissemination. According to Gurevitch (1990) mass communication media or mass media have a role, namely as a tool for socio-political control that can provide a variety of information about social deviation itself either by the government, the private sector or the public.

Based on Mc. Quail (1994) the mass media has a function as an information center, which acts as a provider and transmitter of information about various kinds of events, realities and many other things that happen in the community.

The internet is a form of new media which is very influential community in its use as a source of information. (Ruben, Brent, & Stewart, 1998) said that the internet has the ability to encode, store, manipulate and receive messages.

### **2.5.1. YouTube**

YouTube is a company owned by Google. YouTube created by 3 former PayPal employees (commercial online websites), Chad Hurley, Steve Chen, and Jawed Karim in February 2005. Since its inception, YouTube immediately received good reception in the world.

YouTube is an online video and the main use of this site is as a medium for searching, viewing and sharing original videos and from everything over the world through a web Budiargo (2015).

On April 24, 2019 ago, Hootsuite (We are Social) released an update on digital statistical data and internet users in the world in 2019 Second Quarter (Q2).



Figure 2. 1  
World's Most Visited Websites (SIMILARWEB)  
Source: Hootsuite (We are Social)

YouTube ranks second as the most visited website in the world in the second Quarter of 2019 based on total traffic (based on total global website traffic)

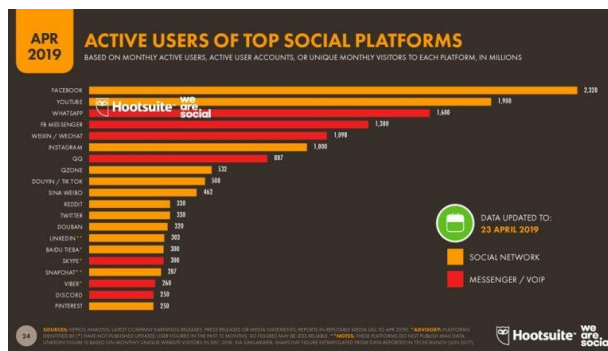


Figure 2. 2  
Active Users of Top Social Platforms  
Source: Total global website traffic

The number of users of social media platforms based on active users is as follows:

1. Facebook users: 2,320 million
2. YouTube users: 1,900 million
3. FB Messenger: 1,300 million
4. Wechat: 1,098 million
5. Instagram: 1,000 million

## **2.6. Media Effects in Influencing Humans**

According to Stamm& Bowes (1990) the effect of media in influencing humans is divided into two parts, namely:

- a. Primary effects, the effects caused by exposure, attention and understanding.

If humans cannot be separated from the mass media, then the effects really occur. The more understanding of what is conveyed by the media, the stronger the primary effects that occur.

- b. Secondary effects, namely the effects caused by changes in cognitive levels (changes in knowledge and attitudes) and changes in behavior (accepting and choosing). Included in the secondary effect is the behavior of the recipient that is under the direct control of the message giver. Secondary effects are believed to better reflect the realities that actually occur in society. One form of secondary effects is the effect of theories of use and satisfaction, or uses and gratifications, which focus attention on the audience or the public as consumers of mass media, and not on the message delivered. In the perspective of the theory, the audience is seen as an active participant in the communication process, even though the level of activity of each individual is not the same.

## **2.7. Content Creative**

Content creative is writing, photo or video that can attract viewers. Based on Hymen (1973) content is science (such as facts, information, principles, definition), skills and processes (such as reading, writing, arithmetic, dancing, critical thinking, oral and written communication) and values (such as concepts about good, bad, right and wrong, beautiful and ugly). 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.

Based on the definition of content and creative above, the writer can conclude that content creative is a process for making an idea from an ordinary concept more interesting and can be enjoyed as content.