CHAPTER II

LITERATURE REVIEW

2.1 Video

The video transmit a signal to a screen and processes the order in which the screen captures should be shown. Video usually have audio components that correspond with the pictures being shown on the screen. According to (Sholechan,2012), video is a technology for capturing, recording, processing, transmitting and rearranging moving images. Usually use celluloid film, electronic signal or digital media.

According to Ciampa(2016), there are four components that make a good video, they are :

1. Good Lighting

   Good Lighting (as opposed to merely adequate lighting) needs bathe the subject in a flattering way, as shown. It does not matter if you are using a sophisticated light kit or ambient illumination or depending on the sun, as long as the final product looks good.

2. Top-quality audio

   The better a video sounds, the better it looks. Less-than-stellar visual elements can easily be accepted when the sound is clear.

3. Steady Camera

   Steady camera will produce a steady shots well. Steady shots will ease the editor when selecting the best shots. The result of video will look professional if the display do not shake or move too much. Therefore, using a tripod highly recommended.

4. Shot Structure

   A good video display the object in different shot types and angles. The editor should strive for a nice selection of shot type's angles in order to keep the viewers engaged.

Therefore, the writer can conclude that, video is one type of audio-visual media to convey information through images combined with audio that aligns and they look real. Besides, a video is a good media to promote a tourism.

2.2 Copywriting

Copywriting is defined as words summarized in sentences that build the power of headlines and messages from an advertisement (Trijanto, 2006: 27) "Copywriting is the art of writing sales messages. In making copywriting there must be AIDA in it (attention, interest, desire,action) so that people become more interested in the product being promoted. There are a statement from Tutang (2007) he stated good writing has three characteristics, namely easy to understand, friendly, and accurate. Therefore, the writer must choose, set goals, then put them into language that is easy for readers to read and use (Callan and Hodijah, 2007 : 128). In write copywriting, the language used must be clear and can make people interested in what has been said. Copywriting can also be called an entrepreneurship through print media. There is another opinion about copywriting, according to Jefkins (2004: 11), copy can be created because of the existence of copywriting, which is the writing of copywriters in the form of adverts that are made as attractive as possible. In similar opinion from Moriarty (2009), states Copywriting is a process to show the value and benefits offered by a brand, but aside from being part of an ad layout that serves as an adverb, copy itself is sometimes also a point of focus within a layout. Therefore copywriting is a word that is summarized in the sentence into an art of writing sales messages to show the value and benefits that contain AIDA (attention, interest, desire,action) in order to sell a product so that people are more interested in the product.

According to Kotler and Keller, (2009) the AIDA formula (Attention, Interest, Desire, Action) is the formula most often used for help planning an advertisement as a whole, and formula it can be applied to an advertisement. This plan consists of; (Attention), making product interest (Interest), making a

wish to own a product (Desire), and invite customers to do action in purchasing a product (Action). By using a model AIDA (Attention, Interest, Desire, Action) will clarify the concept changes, attitudes, and behavior in relation to a framework action. According to Kotler and Keller explaining AIDA Theory (Attention, Interest, Desire, and Action) is a message that must be getting attention, being attracted, being an interest, and take action. This theory conveys the quality of the message good (Kotler & Keller, 2009).

1. Attention (Attracting Consumer Attention)

    The first formula is AIDA, the aim is to attract the attention of consumers about the products being sold. Use the right strategy to match the products you sell. The way you can do this is by making interesting headlines, using interesting pictures, videos or opening lines. According to research from SilverPop in 2013, we as sellers should be able to attract the attention of visitors in at least 8 seconds and every 4 seconds human eyes always blink, so your work must be able to attract the attention of consumers with two blinks. Attention can be obtained by utilizing position in publications (whether it's full page ads or advertisements a portion of the page), or by utilizing the size or shape advertising itself (Jefkins, 1996: 12). Examples of concerns at AIDA are as follows: Want healthy and quality food?

2. Interest (Attracting Consumer Interests)

    After being able to attract the attention of consumers, the next step is to attract consumers' interest by highlighting the benefits of the product being sold. At this stage of interest as a seller must be able to highlight the benefits of the product being sold so that consumers have the interest and are interested in buying it. There are some data that can be displayed to increase the interest of potential customers such as using facts, statistical data, case studies and reasons for using products to sell. Might be interesting can be displayed by coloring, drawing, or copying ads interesting, and this in turn will be further strengthened by the originality of the appearance and preparation of the sentence in the ad copy (Jefkins, 1996: 12). Examples of interesting applications such as: You will feel like you are in your 90s.

3. Desire (Attract Customers to Buy)

   Consumers must be made more than just feel interested and captivated, they must be encouraged to want a product or service advertised. How creative an advertisement can be raises the desire of consumers to have a product advertised? There is an exchange situation: what will the consumer get by spending some money on the product to be made advertised. Why do they have to sacrifice their money must get the goods or service advertised? (Jefkins, 1996: 12). Examples of desires: Fortunately, the foods we sell all use natural ingredients, making them safe for kids to eat

4. Action (Inviting Consumers to Action)

   The final step in AIDA is to take action by inviting consumers to immediately make a product purchase. Some specific advertisements only remind, i.e. others build interests and desires for the future come when a purchase might be made, but other expect immediate action (Jefkin, 1996: 12). Examples of using Call to Action such as "Buy Now", "Order Now", "Shop Now" and others.

2.3 Culinary Tourism

Culinary Tourism Culinary is a part of life that is closely related to the daily food consumption. Meanwhile, tourism is a journey in temporary time from a place to another place. Furthermore, culinary tourism is any tourism experience in which one learns about appreciates or consumes food and drink that reflect the local, region or nation cuisine, heritage culture, tradition or culinary techniques (Alliance, 2011). In addition, culinary tourism is the pursuit and enjoyment of unique and memorable food and drink experience (WFTA, 2018).

Meanwhile, the relationship between food and tourism has until recently been relatively overlooked by academics, policy-makers and communities alike. However, food is now recognized as one of the fastest growing aspects of tourism today. Studies reveal the role of food as both a lifestyle marker and a means of cultural identification.

While, local food can be seen as a mean to explore a country's culture because represent the geography, history, and people of a country. It represents

the identity of a destination, like a symbol of a place. The importance of linking food as promotion tool in tourism. The potential of food and tourism for a destination slowly become more observed. Aside from basic need of tourist to eat drink the comprehension the culinary art has way more potential is growing. In short, the writer can conclude that culinary tourism is the exploration that reflects about the local culture and become the attraction for the tourist to promote and develop food and drink itself.

2.4 Telok Ukan

Figure 1. Telok Ukan

Telok Ukan is a special traditional food in Palembang but Telok Ukan is barely found every day. Telok Ukan (in Indonesian means *"Telur Bukan"*), is made of duck eggs and some are made of chicken eggs. Telok Ukan found in Romadhon and during the celebration of Indonesia's Independence Day on 17 August. Telok Ukan is a food that had been existed for long time. Selvi (2015) says that "Telok ukan" had been existed for a long time. Although, Telok Ukan has been around for a long time Telok Ukan is almost extinct because of the lack of sellers. Even Palembang residents themselves do not know much about the existence of Telok Ukan. Telok Ukan is considered unique because it looks like an egg outside but when we cut in half, we can find food with green color it's instead of egg white and yolk. The picture is shown how

Figure 2. filliing of Telok Ukan

The process of making Telok Ukan is fairly complicated. Selly (2013) says that in cooking "Telok Ukan", the eggshell must not be broken so the filling of Telok Ukan (the mixture of coconut milk, egg and Pandan) can be poured to the eggshell. There is also a small foam plug to cover the hole off the eggshell. This plug is used to make the filling stay inside the eggshell and not blooming. When steaming Telok Ukan, the timing must be exactly 15 minutes not too long or to short because if it is too long the filling can bloom and break the eggshell. If the steaming time is too short, the filling might be still raw. Furthermore, Tarmizi (2014) states, Telok Ukan is a kind of food taste like a sponge cake stuffed in a duck egg shell and steamed.

2.5 The Processes of editing video

In editing process, it is not just a matter of combination pictures. There are lots of variable to know in editing process. According to Multimedia Club (2015) there are the terms of editing video which must be known by an editor as follows:

1. Motivation

   In movies, pictures such as city streets, mountains, sea, clouds, etc.there are often shown before the main image (subject/object).the purpose of the drawings is taken as a guide and explanation of the text picture. In addition to images, motivation can also be raised in the front of audio, for example:

telephone voice, water, door knock, footsteps and others. Motivation can also be a mix of images and audio.

2. Information

   Understanding information in editing actually refers to the meaning of an image. The images selected by an editor must provide a purpose or inform something.

3. Composition

   One important aspect for editors is understanding of good images compositions. Good here means meeting standards agreed upon or in accordance with Camera works.

4. Continuity

   Continuity is a state in which there is continuity between the first picture and the previous image. While the function of continuity is to avoid jumping (scene that feels jumping), be it on the picture or audio.

5. Titling

   All letters needed to add image information. For example: main tittle, the name of the cast and creative team.

6. Sound in editing is divided according to its function, as follows:

   1. Original Sound

      All original audio / sound of the subject / object taken along with shooting / visual.

   2. Atmosphere

      All background sounds/ backgrounds around the subject / object.

   3. Sound Effect

      All sound produced / added when editing, can be from the original sound or the atmosphere.

   4. Music Illustration

      All kinds of sounds, either acoustically or electrically are generated to illustrations / impress the emotion/mood of the audience.

2.6 Media Used to Promote Tourism

Media can be defined as technologies designed to store and distribute meanings. Among media in general, media can be singled out regarding the meanings produced and the audience receiving them (Meulemann&Hagennah2009). Meanwhile, media refers to communicate devices, which can be used to communicate and interact with large number of audiences in different languages.

There are various types of media. Whether its children, young people or adults, we have shared parts of media-related exposure every day. There are several types of media:

a. Printed Media

This type of promotion is very easy to reach by the upper and lower classes. The costs for promotion using this printed media are varied, ranging from low to high rates according to the type. This promotion is usually done by making banners, newspapers, magazines, guidebooks, brochures, booklets, leaflets, posters and stickers.

b. Electronic Media

Electronic media are also one of the effective ways to promote products or services. It is also known as "Broadcast Media" for example promotions using advertisements on television, radio, video, and the internet. Promotion of using internet media is motivated by an increase in internet users, advertised through internet media such as websites and social media.

With the advancement of the internet, most people enjoy the benefits of high-tech media such as mobile phone and computers. The internet has opened up several new opportunities for communication that include e-mail, websites, podcasts, e-forums, e-books, blogging, and others, which are currently booming. Sites like Facebook, Twitter, and Youtube have made communication to the masses more entertaining, interesting and easier.

2.7 The Benefits of Video as Promotion Media in Tourism

Nowadays, digital video and social networking have potential values and functions in promoting innovation for Indonesian tourism. Every video creation uploaded to popular social networks like Youtube will automatically "sell" the environment, nature, and what is in the area where the video was taken.

Videos can be used as new promotional media that are more attractive in promoting existing tourism objects, the information contained in tourism promotion videos has been displayed in accordance with several tourism criteria such as natural tourism, cultural tourism, and historical tourism media promotions can be used as a means which attracts tourists and in an effort to nigger increased numbers of tourist visits (Liline,2016).

While According Samantha (2018) many areas that utilize digital video to promote the potency of an area, such as in the beauty, nature, culture and anything, so it can attract the tourist to come.

Video has advantages compared to other media in teaching, according to Pramono (2016), videos have more complex and complementary capabilities compared to other static media (writing and images), including:

1. Manipulation of Time

    Manipulating time allows the instructor to display the media at the time we want. The event that took place yesterday, we can easily capture it for later to air on the time we have the scenario. As an example; observing a flyover is a built, the video will produce impressions of important parts of an event in a few minutes.

2. Compression of Time

    We can sort the impressions with certain contents and choose them to be compacted in certain minutes or seconds, so that the strengthening of the learning objectives that we emphasize in their hopes will be more striking. Flowers have bloomed before we wink, stars can cross the night sky. This technique is known as the"time lapse" time period which is very useful in education. As an example; the cocoon process into butterfly is very long to

be observed real, but with the help of videography time lapse butterflies can emerge from a cocoon in minutes.

3. Expansion of Time

Playtime can be engineered to be longer than actual, repetition effects in learning will also be better in audience reception. Extension of time can also be extended / slowed down by slow motion "slow motion" techniques. Some events occur so fast that they are too fast to be seen with the naked eye.

4. Manipulation of Space

The fourth advantage of the video is that it allows it to bring audiences into places that are not around their surroundings. Video allows a wide and narrow display of the universe which can be seen from a very short distance close or seen from a great distance. As an example; cell division process seen from a microscope.

Therefore, the video can help the audience to become easier in receiving and understanding the information or message delivered, this is because the video is able to combine the visual (picture) with audio (sound).