

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter discusses about tourism, video script, writing, and Rumah Limas.

#### **2.1 Tourism**

Tourism is an activity that can be understood from many approaches. According to Kodhyat (1983:P4) stated, “ *Pariwisata adalah perjalanan dari satu tempat ke tempat lain bersifat sementara, dilakukan perorangan atau kelompok, sebagai usaha mencari keseimbangan dan kebahagiaan dengan lingkungan hidup dalam dimensi social, budaya, alam, ilmu.*” Meanwhile, according to Marpaung (2000:46-47),

*Pariwisata adalah sebuah perjalanan yang dilakukan untuk sementara, meninggalkan tempat semula menuju tempat tujuan dengan suatu rencana dan tujuan utama bukan untuk mencari uang atau usaha melainkan untuk mencari kebahagiaan, dan untuk menikmati kegiatan rekreasi.*

According to Spillane (1982:29-31), there are 6 kinds of tourism based on the motive of travel destination. They are pleasure tourism, recreational tourism, cultural tourism, sports tourism, business tourism and convention tourism. The definitions are as follows :

##### **1. Pleasure Tourism**

This types of tourism conducted by people who leave their home for a vocation, refresh the mind, meet the curiosity, relaxes the nervous tension, find something new, enjoy the nature, knowing the life of the local people, and get a piece.

##### **2. Recreation Tourism**

This type of tourism conducted for the use of the days off to rest, recover the physical and spiritual health, and recuperate from fatigue and exhaustion. It can be

done in a place that ensure that these goal offer recreational enjoyment. For example the beach, mountain, resort and healthy canter.

### 3. Cultural Tourism

This types of tourism characterized by a series of motivation. Such a desire to learn in teaching and research center. Learn about the custom, institution and way of life in different societies, visiting historical monument relics, art and religious center, arts festival or music, theater, traditional dance and other.

### 4. Sport Tourism

This typed of tourism can be divided into 2 types of tourism:

- a. Big sport events, such as the Olympic Games, the world ski Championship, world boxing championship, and others that interest the audience of fans.
- b. Sporting tourism of the practitioners is the sport tourism for those who want to practice and by them self, such mountain climbing, and horse riding sport, hunting, fishing and others.

### 5. Business Tourism

These types of tourism is a form of professional travel or a tour that conducted because of the job or position that does not give a person to choose the destination and time for travelling.

### 6. Convention Tourism

This type of tourism is in great demand by the countries because when it held a convention or meeting it will be a lot of attendees who stay within a certain period in the countries that hold a convention. The country that held this convention will direct the buildings that support the holding of convention tourism.

Therefore, the writer concludes that there are some kinds of tourism such as, pleasure tourism in this tourism people leave their home for a vacation and refresh their mind. Then, Recreation tourism this type of tourism use of the days off to rest. Cultural Tour this types of tourism use characterized by a series of motivation. Sport tourism is a person who want to see a sport events and a person who want to practice by them self. Business Tourism a form of professional travel or a tour that conducted because of the job or position. Convention Tourism when it held a convention or meeting it will be a lot of attendees who stay within a certain period in the countries that hold a convention. The country that held this convention will direct the buildings that support the holding of convention tourism.

## **2.2 Tourism Destination**

Tourism destination is one of the main component of tourism activities. The tourists visit a place because they are interested in something. A place that become a tourist attraction is known as a tourism destination. These are some understanding of tourism destination, according to expert opinion. Hadinoto (1996:15) stated, "*Destinasi wisata yang merupakan suatu kawasan spesifik yang dil=pilih oleh seseorang pengunjung yang ia dapat tinggal.*" Another definition is from Ismayanti (2010:220) stated, "*Destinasi wisata merupakan tempat penjelajah untuk menghabiskan liburan.*" Tourism destination is the main reason for the development of tourism that offers things that are different from the tourist routine.

From the explanation above, it can be concluded that the tourism destination is a place or specific area that has been selected by the tourist. The destination is the place of tourists to spend sometime for a vacation.

## **2.3 Tourism Object**

According to Yoeti (1985:8) stated, "*Objek wisata adalah segala sesuatu yang menjadi daya Tarik orang untuk berkunjung ke suatu tempat.*" Tourism object is anything that becomes an attraction for people to visit a place. Tourism object is a

formation and associated facilities, which can attract tourist or visitors to come to particular area or place. Tourism is the main focus of tourist to visit a place.

According to Undang-Undang Kepariwisataaan No. 9 Tahun 1990 stated, "*Objek wisata adalah segala sesuatu yang menjadi sasaran wisata.*" Tourism object consist of :

- a. Objects and tourist attractions created by God Almighty are in the form of natural conditions, as well as flora and fauna.
- b. Objects and attractions of human works of manifestation of museums, ancient relics, historical relics, cultural arts, agro tourism, tirta tours, hunting tours, nature adventure tours, oarks recreation and entertainment.

#### **2.4 Rumah Limas**

Rumah Limas is one of the Historical tourism of Palembang. The location of Rumah Limas in Srijaya street, sub - district Alang – alang lebar precisely in Museum of Balaputra Dewa. Rumah Limas consists of two parts, there are front and back. The front of the house was founded in 1830, the owner was named Syarif Abdurrachman Alhabsi. The back of the house was built in 1835, the owner was named Syarif Ali. They are both of Arab nationality.

Rumah Limas consists of five levels with different functions. Based on the writer is observation with the staff of Rumah Limas Balaputra Dewa Palembang. There are only three levels, there are two poles from Rumah Limas it means that lost, the causes from loss the poles Rumah Limas is when doing renovations from the house.

The first level namely *Bengkilas* usually called *Tenggalung* fence is a room that does not have a dividing wall, usually used for a lounge or waiting room to receive guests. The second level or *Jogan* is a special gathering place for men. Then, in the third level is *Gegajah*, the floor is higher and has a bulkhead. This room is used as a place to receive guests at an event or wedding party.

Rumah Limas is used as a shelter and conducts social activities, such as receiving guests, worship, family gatherings, Religious or Celebrations such as Weddings. Meanwhile, Rumah Limas is appreciated to be printed in Indonesian currency for 2005 release in Rp.10.000.

## **2.5 Script**

Malinda (2019) said “*Naskah adalah selembar rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwaranya dalam sebuah film atau drama.*” it means script is a sheet that contains a draft plan and structural characterization of play in a movie or drama.. On the other hand 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” In this case, script is a basic idea needed by 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.

### **2.5.1 The elements of script writing**

The script is very helpful in making videos and also good video script will lead to a good video. Jakacaping (2018) there are four elements when making a good script:

1. Hook”, in this step the narrator has to find the interesting words or sentences to attract viewers stay in watching video. It depends on your content of video. So, this content of video is about information historical buildings which is uncovered relate to Rumah Limas.

2. Introduction”, in this step you have to tell about your content and also introducing yourself first because viewers do not know you before.

For example it is about information of Rumah Limas. You have

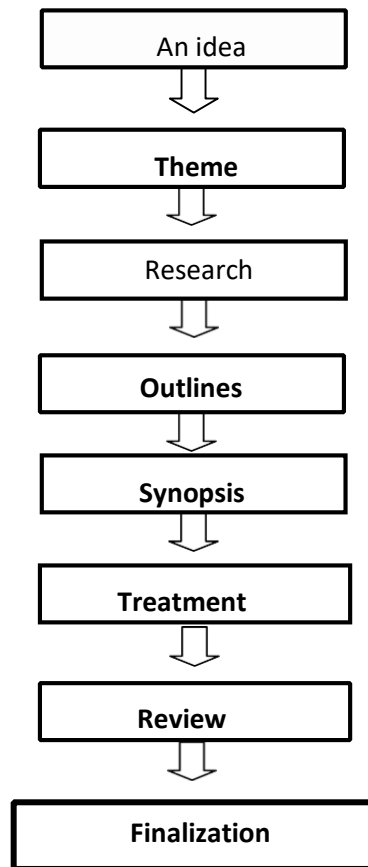
to give some information about your content of video. Let the viewers know why you should watch the video

3. Body “ in this step you have to explain about your video content because it is the main point that has supporting details about the content. This element make the viewers want to know about your video.

4. “closing”, if your video content is about tell historical information, be sure give your viewers information relate about that. And also, in this video will give the viewers information about what is the history, the the location and accessibility, the uniqueness and philosophy, facilities provided, and the attraction of Rumah Limas

## **2.6 The stages of writing a video script**

According to D.V Swain and J.R Swain, (1988) “Script writing is a process carried out by a script writer in stages, starting from an idea, then developed into a final script to be visualized by the director”. The following is a series of activity that Script Writer must understand in making scripts, that is:



1. An idea. A story that will be made into a video and television program can be taken from a true story or a non-fiction and a fiction or fiction. Many sources of ideas can be used as inspiration for writing a video and television script. For example, novels, real stories, and others. Ideas can be obtained from a Director and next is the task of the script writer to develop the video.
2. Based on these ideas, the producer appoints Script Writer to develop his work into a story. This general idea is then developed into a chosen theme. The purpose of creating a theme is to limit the topic and to

determine the target group. The theme itself means something that is free to discuss and review.

3. Research is really needed after finding an idea that will be made into an audio visual program. Research in this context is an attempt to study and gather information related to the text to be written. Sources of information can be in the form of books, literature, newspapers or other publication materials and people or resource persons who can provide accurate information about content or substance to be written.
4. After understanding the results of research or information collected, you can create a framework or outline of the information that will be poured into a script. Outlines generally contain an outline of information that will be written into a script
5. The next step is to make a synopsis or a brief description of the feature program. Synopsis and outline will help focus attention on developing ideas that have been previously chosen. The synopsis writing must be clear so that it can give an idea of the contents of the video or television program to be made.
6. Script Writer must have creativity in developing treatment into a script. A well-written treatment is the solid foundation needed to write a script. A treatment contains a clear description of the location, time, players, scenes, important shots and properties that will be recorded into the video program. Treatment is the development of the storyline of a synopsis.
7. Treatment is a reference for writing a script. The manuscript is a complete story line with descriptions and dialogues, both dialogue for the Host and for the Narrator (in the feature program) in an audio-visual program, mature, and ready to be worked on in visual form.



8. Finalization of the manuscript is the final step before the manuscript is visualized by the director and the production team. The final paper is the result of a revision of the input provided by the Director and Producer. So in the finalization of this manuscript, the manuscript is really mature, has received approval from the production team and is ready to be visualized. Things that need to be considered in making a manuscript is so that the manuscript does not become a place on which all production activities depend. Also pay attention to field conditions during production. So the script will turn off the creativity of the director and production work relatives.

## **2.7 Video**

Arsyad (2011) "*Video merupakan gambar- gambar dalam frame, di mana frame demi frame diproyeksikan melalui lensa proyektor secara mekanis sehingga pada layar terlihat gambar hidup*". Its means video is visual multimedia source that combines a sequence of images to form a moving picture. The video transmits a signal to a screen and processes the order in which the screen captures should be shown. While, Rusman (2012) stated that, "*Video adalah materi pendengaran yang terlihat (audio visual) yang dapat digunakan untuk menyampaikan pesan atau materi pelajaran. Video disebut audio visual karena elemen pendengaran (audio) dan elemen visual (video) dapat disajikan secara bersamaan.*"

Its means 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