

CHAPTER II

LITERATURE REVIEW

This chapter discusses about tourism, script, subtitle and Bukit Besak.

2.1 Tourism

There are some definitions of tourism according to experts. According to Spillane (1982:20), tourism is an activity to travel in order to get pleasure, find satisfaction, knowing something, improve health, enjoy sport or a rest, to fulfill the task, pilgrimages and others. Tourism is temporary movement to destination outside the normal home and work place, the activities undertaken during the stay and facilities created to cater for the needs of tourists (Chooper, 1996).

Based on the opinions from experts above, the writer concluded that tourism is an activity to travel outside the normal home and work in order to get own satisfaction. Tourism is related to tourists and people who work in this industry.

2.1.1 Tourism destination

Ritchie and Geoffrey (1993), argue that the tourism destinations are multidimensional with an emphasis on the diversity of tourism facilities and services within a unified territory, marked by the many attributes attached to the destination. The Law of the Republic of Indonesia concerning tourism number 10 year 2009 mentions that tourism destination is a different geographical area in one or more administrative regions containing tourist attraction, tourism facilities, accessibility, community and tourism that are interconnected and complementary to the realization of tourism activities. Hadinoto (1996:15), states that tourism destination is a specific area chosen by a visitor, which he can stay within a certain time.

It means that tourism destination is a place that has elements of tourism; tourist attractions, tourist facilities, accessibility, community and tourism can be visited by visitors who are attracted by the attractions of the place

2.1.2 Kinds of Tourism

According to The Law of the Republic of Indonesia concerning tourism number 10 year 2009, mentions that tourism is separated into 3 types namely; natural tourism, cultural tourism, and special aim tourism. Natural tourism is an object which is already available in a nature or it is created by god such as beautiful view, forest, and the animal. Cultural tourism is an objects which is made by human beings, for example: museum, heritage, art culture, agro tourism, etc. Special aim tourism is a tourism activity with the special aim like fishing, hunting, industry, and handcraft.

According to Spillane (1982, p.29-31), there are 5 kinds of tourism based on the motive of travel destinations, namely recreational tourism, cultural tourism, sport tourism, business tourism, and convention tourism. Kinds of tourism are:

A. Recreational tourism

Recreational tourism is using for relaxing minds, recovering the physical and Spiritual fitness, refreshing the fatigue and exhaustion. This type of tourism can be done at the destination like the foreshore, mountain, health center or resort.

B. Cultural tourism

This type is signed by a set of motivation, such as studying at research center, learning the mores, foundation, and the different way of life of the society, visiting The historical monument, the artifacts of the past, culture and religion center, music Festival, theater, folk dance, etc.

C. Sports tourism

This tourism is divided into two as follows:

- 1) Big sports event is the biggest sport events like Olympiad Games, World Ski Championship, Boxing Championship and other events to attract the visitors or fans.
- 2) Sporting tourism of the Practitioners is sport tourism for people who want to learn and practice by themselves like climbing the mountain, riding the

horses, hunting, fishing, etc.

D. Business tourism

This tourism is kind of professional travel or travel because related to the job or Position of someone who cannot change to choose the purpose or the time.

E. Convention tourism

This tourism is the most chosen by the countries because when a convention or a meeting is held, so the visitors will come more than before to stay along in that country. The most visit able country will build the supporting building for convention Tourism

2.1.3 Tourism Promotion

There are several opinions of tourism promotion. Baldemoro (2013), states that tourism promotion means stimulating sales through the dissemination of information. It means trying to encourage actual and potential customers to travel.

According to Yoeti (2015), tourism promotion is an activity that aims to influence and based on the plan or program regularly. Tourism promotion is a key variable in tourism marketing strategy and plan can be seen as an element for creating opportunities to dominate the market. Gromang (2003), states that tourism promotion moves from prediction and relates to efforts that lead to the possibility of tourism sales. This tourism promotion includes all activities planned including the dissemination of information, advertisements, films, brochures, guidebooks, posters, and others.

It can be concluded that tourism promotion is a form of marketing efforts in the form of advertisements, videos, brochures and more, to attract visitors interested in visiting a tourism destination.

2.2 Video

Video is one of tourism promotion media. According to Arsyad (2011, p.

49), video is a picture 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 video as an audio visual media that displays motion, more popular in our society. Messages presented facts (events or important events, news) or fictive, and it can be informative, educative and instructional. Meanwhile, Rusman (2012) argued that video 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.

From the theory above the writer can be conclude that video is one type audio-visual media that can describe a moving object together with natural sounds or appropriate sounds.

According to Macfarland (2014), video is a powerful tool for promotion. He mentions several advantages of video as describe below.

- 1) A video has become so easy to use that a person can simply use a smartphone, tablet or computer to record a video.
- 2) A 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
- 3) A video is being watched online more and more every year including an 800 % increase in online video consumption over the past six years, a 55% majority of video news viewers among internet users and 2 billion video views per week are monetized on Youtube.

2.3 Writing

Writing can be defined as an activity of message delivery (communication) by using written language media (Suparno, 2008). Writing is an activity to give explanation about idea, opinion, feeling, and information to other people through

written media (Suriamiharja, 1996, p.2). Urbanova & Oakland(in Klimova, 2012), state that the written language has an important social and educational function nowadays. As Alkaaf & Al-Bulushi (2017) say, writing is considered as one of important communication which people can express their thought.

The writer concludes that writing is an activity to give an idea, opinion, feeling, and information which people can express their thought by using written language media and also the written language has an important social and educational function nowadays

2.3.1 Types of Writing

A paragraph written in different types. A writer will choose a type depending on what he or she wishes to accomplish, what sort of material is to be discussed, and what kind of effect she or he wants to have on the reader. Bennet (2015), classifies types of writing into narrative, descriptive, expository, and persuasive.

A. Narrative

The narrative writing type tells a story, just like a narrator in a play (thought it should be a true story, unlike a short story or a play). Narrative writing is best used to illustrate the “personal developmental path” a person (often yourself) has taken to reach a particular point in his/her life. As a result, it is normally written in a first person point of view. True narrative writing is unusual because it is demanding. A narrative must have a conflict that is overcome. You need a brief of setting, an explanation of the challenge, and the resolution of this challenge. In other words, you need a plot.

B. Descriptive

Descriptive writing paints a picture. In its pure form, nothing much happens. Description tells us what something looks like, feels like, tastes like, sounds like or smells like without action or events. It does not explain a relationship or a process beyond oneself; it focuses on one’s immediate subjective perceptions.

Descriptive writing are usually written in the first person point of view, and are much some emotional and personal. It should be said that you will rarely write a purely descriptive passage. Normally, descriptive writing is mixed in with other styles as a supplement.

C. Expository

Expository writing explains things about a subject. It is also sometimes called information writing because it gives information about a person, place, thing, relationship or idea. To accomplish that, it is best developed by the use of clear reasons, facts and statistical information, cause and effect relationships, or examples. Expository writing are factual, they are written without emotion and usually written in the third person.

D. Persuasive

This types of writing is probably the most common form of writing at the university level. Persuasive writing attempts to convince the reader that the point of view or course of action recommended by the writer is valid. To accomplish this, the writer must develop a limited topic which is well defined and debatable, and has more than one side.

Moreover, Kuntarto (2007, p.224), classifies the types of writing based on the content namely; narrative, descriptive, expository, argumentative, and persuasive.

A. Narrative

A narrative writing is one of the writing types that explains an event clearly. The narrative writing conveys experience, either real or imaginary, and uses time as its deep structure. Several examples of the narrative writing are a story, fable, fairy tale, poem, novel, historical biography.

B. Descriptive

A descriptive writing has the purposes allow the readers to envision the person, place or thing being described. It is filled with details. The reader can hear, feel,

smell, and or taste what is being described. Some examples of the descriptive writing such as journals, memoirs, and articles.

C. Expository

An expository writing describes something with the purposes of text is to explain, instruct, and provide facts. Ideas and organization are important. There are examples of expository writing, for example recipes; explain how a brownies is made or tell what causes seasons.

D. Argumentative

An argumentative writing is used for many purposes such as to change the reader's point of view, to bring about some action on the reader's part, or to ask the reader to accept the writer's explanation or evaluation of a concept, issue, or problem. One example of argumentation is opinion writing.

E. Persuasive

A persuasive writing is to argue or persuade. The writer tries to convince the reader to take a specification or adapt a particular belief. These examples of persuasive writing are advertisements, letters to the editor, and debates.

2.3.2 The Writing Process

The writing process is the steps of making coherent written text. The steps of writing process are prewriting, writing the first draft, revising, and editing (Hogue, 1996 and Langan, 2008). Here, the steps of writing process:

A. Prewriting

There are five prewriting techniques that may help get words on paper namely: free writing, questioning, making a list, clustering and preparing a scratch online. The prewriting techniques explanation are:

1) Free Writing

Free writing means writing in rough sentences that comes to mind about a possible topic. It focuses on discovering what you want to say without worry about mistakes.

2) Questioning

Questioning generates ideas and details by asking questions such as why, when, where, who, and how about subject.

3) Making a List

Making a List or Brainstorming means collecting ideas related to the subject of writing

4) Clustering

Clustering also known as Diagramming or mapping is a technique that helpful for people who have thinking in a visual way. Basically using lines, boxes, arrows, and circles to show relationship between ideas.

5) Preparing a Scratch Online

This technique is an excellent technique according to Langan (2008) because it help the writer to think carefully about the point what you are making, the supporting items for the point, and the order in which will those items arrange.

B. Writing a First Draft

A first draft is a rough sketch. It is a place to figure out what the story wants to write and happen to get lot of mistakes. To write a first draft, do not worry about grammar, punctuation, or spelling. Instead, make the writing clearly and develop the content of the subject you want to say with plenty of specific details. The first draft is not the final paragraph because it needs corrections and changes in the first draft.

C. Revising

Revising means rewriting an essay and building up to make it stronger. There are three quick hints that may help people to make revision easier. First, set the first draft aside for a while and come back later with fresh, more objective point of view. Second, work from typed or printed text in which be able to see the writing more impartially. Third, read the draft aloud because hearing how the writing sound will help to pick up problems with meaning as well as style.

D. Editing

Editing involves looking at each sentence carefully, and making sure that it is well designed and serves its purpose. Furthermore, Langan (2008) says that there are hints that can help people to edit the draft for mistakes:

- 1) Have a hand two essential tools (a dictionary and a grammar handbook)
- 2) Use a sheet of paper to cover the essay so that only expose one sentence at a time.
- 3) Pay attention to the kinds of errors that tend to make.
- 4) Try to work on a written types which able to see the writing more objectively.

2.4 Script

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 that text (Norbury 2017). Hanifa (2013), stated 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 of the message for the information conveyed. It means that a script is a main required idea in video making. The better video script, the better video will be produced. Usually, the video script contains description of message or information delivered to the viewers.

The writer concludes that script writing is a component from media development or a part of the media production activities sequences through planning steps, development design and evaluation. A script is a main required idea in video making. The better video script, the better video will be produced. Usually, the video script contains description of message or information delivered to the viewers.

According to Hanifa (2013), script writing usually consists of three activities: formulating idea, doing research and writing outline.

A. Formulating idea

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 non fiction and fiction. As long as the idea has not been expressed into a concept with real writing or images, then the idea is 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. 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, newspapers 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 (Hanifa, 2013).

2.5 Subtitle

According to Gaemi and Benyamin (2010:41), subtitle is the rendering of the verbal message in filmic media in a different language, in the shape of one or more lines of written text, which are presented on the screen movie. While Cintas and Remael in Mangiron (2013), defines subtitle as a translation practice that consists of presenting a written text, generally on the lower part of the screen, that

discursive elements that appear in the image and the information that is contained on the soundtrack. Subtitle is different from other types of translation, because it involves the formal (quantitative) and textual (qualitative) constraints. The formal constraints are the space factors (a maximum of 2 lines and 35 characters) and the time factor, while textual constraints are those imposed on the subtitles by the visual context of the film.

2.6 Bukit Besak

Bukit Besak is one of nature tourism in Lahat Regency. Nugroho (2017), states that Bukit Besak is one of the tourist destinations located in the village of Warai, Merapi Selatan, Lahat. From Lahat it takes around 1 hour to arrive in this village. Bukit Besak has an altitude of 1,700 meters above sea level, the tourists needs at least 3 hours to reach its peak and the track itself is dominated by a sloping track between 45-60 degrees.

Bukit Besak is also one of the favorite locations of climbers, because when at the top of the hill the eyes will be welcomed with a beautiful view with a stretch of green savanna. In addition, if the weather is clear, tourists will also enjoy the view of Bukit Telunjuk which is clearly visible from this hill. When on the top of the hill, tourists will also feel the sensation of being in a country above the clouds.