

## CHAPTER II

### LITERATURE REVIEW

In this chapter, the writer discusses about script, function of script, elements of good script, stages of script development and the benefit of video in giving information.

#### 2.1. Script

Dainith (as cited in Norbury,2014) “Scripts can be defined as generic ordered sequences of actions or events. They capture or encapsulate the central themes in a narrative and can be “matched” against other scripts or situations.” Malinda (2016) states “*Naskah adalah selembarnya rencana yang berisi rancangan dan struktur perwatakan atau lakon sandiwara dalam sebuah film atau drama.*” It means script is a sheet that consists of a draft plan and structural characterization in movie or drama. Ayu (2019) states that

*Dari sejarah teknologi komunikasi video, naskah sendiri merupakan suatu landasan yang berisi ide atau gagasan yang diperlukan dalam pembuatan suatu video. Sebagai suatu landasan maka tanpa adanya naskah, proses pembuatan video akan kacau bahkan juga dapat berpengaruh buruk terhadap isi maupun pesan yang terdapat di dalam video.*

It means that script is a foundation that contains ideas that are needed in producing a video. Without a script, the process of producing a video will be messy and also be bad for the contents and messages in the video. The viewers will not get the message directly from the script, meanwhile they need to think the message by themselves. In this case, script is a basic idea needed by a 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.

### **2.1.1. Function of Script**

Script is needed in producing a video because by writing a script the video will be more organized. The producer will produce the video based on the video script. Ayu (2019) said "*Terdapat 3 fungsi utama naskah dalam sebuah video.*" It means that there are three main functions of Script in a video." First, the function is "Basic concept" script as basic concept means the quality of script will determine the final outcome of the video making process later. It is because a script usually consists of important elements in producing a video such as: ideas, information or messages. Those elements will be conveyed through story line, characters, settings, equipment and types of camera used. For this reason, the script serves as the basic concept of a video.

Second, "Direction" script is a document that is used as a direction in producing the video. The video will be more organized by having script because it will avoid the video out of the content. In this case, the writer needs to make the content and story line based on the script that has been made. The video will be more organized because of the video script.

Third, "Reference" Script will be as a reference that means script is used by the writer as the reference of producing the video. Every single activity related on the process of producing video must be based the script that has been made.

It can be concluded that the function of script are basic concept, direction and reference, so the writer needs to make the video based on the script that has been made.

### **2.1.2. Elements of Script Writing**

Good video script will lead to a good video. Jakacaping (2018) said "*Ada 4 elemen dalam pembuatan naskah video.*" It means that there are four elements when making a good script". First, the element is "Hook" in this step, the narrator has to find the interesting words and sentences to attract viewers stay in watching a video. It depends on your content of video. In this case, the content of video is about promotional video of souvenir place. The writer needs to think the interesting sentence to make the viewers stay in watching the video.

Second, “opening” means starting the video script from the general information into the specific information. In this case, the video is about promotional video of souvenir place in Palembang. Therefore, the writer will give the information of Palembang as the general information.

Third, “Body” in this step, you have to explain about your video content because it is the main point of the video. This element will make the viewers want to know about your video. In this case, the writer will directly give the information about the location. Kinds of souvenirs, and the range of price. The writer will not add a lot of chit chat in the video in order to make the viewers will not be boring.

Fourth, “Closing” if your video content is about promotion, give your viewers recommendation because the viewers not only want to find the information but also want to get the recommendation. Therefore, this video will give the recommendation of the souvenir place of buying *Jumputan*.

It can be concluded that the elements of script are hook, introduction, body and closing. Those four elements are needed in writing a good script.

### **2.1.3. Stages of Script Development**

Friedmann (2006) said “there are seven stages of script development” it means that there are stages in writing a video script. First, “Background research and investigation” Part of the process of scriptwriting often involves background research or investigation of the subject matter before you define the objective or outline the content. Research can be undertaken in any several well-proven ways. You can consult encyclopedias, visit a library, or search the internet. Another example of research is collecting background information about a product or a process for a corporate program. In order to write about the client’s product, you may need to read manuals and brochures and interview people in the company who are knowledgeable about the product. You might see a specific need for expert knowledge at this point. For example: the owner of *Griya kain tuan kentang* as the expert of giving information about that souvenir place. So,

background research and investigation are important way in getting much information of the topic.

Second, “Concept” The first formal document you create in the scriptwriting process is called a concept or an outline. The function is to set down in writing the key ideas and vision the program. This document is written in conventional prose. There is no special format for it. It is difficult to characterize a concept because it has no fixed length, no fixed form.

Third, “Pitching” Pitching is talking, not writing. It is part of the communicating and selling of ideas in the entertainment and communication industries. The narrator needs to tell the idea of the story in the meeting as well as write them down. In this case, Pitching is not needed because pitching is effective for the movie that is produced by entertainment industries.

Fourth, “Treatment” After the concept comes the treatment. Both of these terms are universally used and understood. A writer must know what they are and how to write them. A treatment is about structure and the arrangement of scenes. The narrative order must be clear. In this stage, the writer will divide the topic into some important points and arrange them into sequential scene.

Fifth, “First draft” The name of this documentary is fairly self-explanatory. The first draft script is the initial attempt to transpose the content of the treatment into a screenplay or script format appropriate to the medium. In this stage, the writer will write all of the script based on the concept and treatment that has been made.

Sixth, “Revision” Every stage of scriptwriting process involves readers and critics. Revision is the hardest part of a writer’s job because it means being self-critical. It means throwing out ideas or changing them after you have invested time and energy to make them work. There are different levels of revision. Revision does not mean correcting spelling or grammar. This should be corrected before submission. It means throwing out unneeded material.

Seventh, “Final Draft” The final draft is another self-explanatory term. Scriptwriters, like all writers, look at their work with a critical eye and seek

constant improvement. This document should mark the end of the writer's task and the completion of any contractual arrangement.

Therefore, it can be concluded stages of script development are background research and investigation, concept, pitching, treatment, first draft, revision and final draft. Those stages are needed in writing a good script.

## **2.2. The Benefit of Video in Giving Information**

Nowadays, digital video and social networking have potential values and functions in giving information of culinary, tourism destination, souvenir places and etc. Tourists who come to Palembang will try to find out the information of souvenir places, and video is an attractive media to give the information for the tourists about the souvenir places in Palembang.

Ritchie (2017) states "There are 5 reasons why video is more effective than text". First, "Video Grab People Attention" When you running digital advertisement, half the battle is getting people to look at them. Think about what grabs your attention when you're scrolling through a website. Your eyes are attracted to movement, so the movement that videos produce naturally draws people attention. People are over 27 times more likely to click on an online video ad than a static banner advertisement

Second, "Videos Engage Viewers" Videos are one of the most engaging mediums you can use. They strike a deep connection and illicit strong emotional responses that make people want to share, comment, and like. Videos get 1,200% more shares than text and images combined. People love sharing content on social media and more importantly: people love sharing videos. If made right, videos can take information and make it easy to interpret in a short amount of time. It's been said (wryly we think) that one-minute video is worth to 1.8 million words. Your brain can also process visuals much quicker than it can text. About 90% of the total information transmitted to your brain is visual. On top of that, your brain can process these visuals 60,000 times faster than text. The human brain is not only more used to seeing visuals but is also better at interpreting them.

Third, “Videos Drive More Traffic to Your Website” We’ve said it before, and we’ll say it again: videos are great for SEO. A video can bring as much benefit to your site regarding SEO as multiple web pages. Companies that use videos on their websites have 41% more web traffic from searches than sites that don’t use video at all. Video also drives organic traffic up by 157%. You can also take advantage of this increased traffic by placing videos on the landing pages of your website. Embedding videos on landing pages can increase conversions by 80%. Search engines are taking videos more into account and ranking them higher than ever before. When people share your video or link back to your web page, it creates an inbound link. Inbound links are an important factor in your SEO ranking. The more inbound links your site has, the more authoritative your site looks to Google. Also, videos are more likely to be shared and in turn, generate more inbound links. Because of this, videos are 45 times more likely to rank on the first page of Google than text results.

Fourth, “Videos are Memorable and Improve Brand Recall” Have you ever found yourself reading an entire page of a book and all of a sudden realizing that you have no idea what you just read? You then have to waste time going back to re-read something that you’ve already seen before. This phenomenon is called regression. Regression can be frustrating when reading written text, but videos almost eliminate it entirely. Studies show that viewers retain 95% of a video’s message compared to 10% when reading text. Also, according to Hubspot, 80% of customers remember a video they viewed in the past month. Videos allow you to package the information you’re trying to get across into a short narrative that will engage viewers in a way that text can’t. This makes them more memorable because people are far more likely to remember a story than a list of facts. Using video also plays into the strengths of the majority of the population. Most people need visual aids to learn, and 65% of people consider themselves to be visual learners. Videos accommodate this learning style and help people retain information better than they would a large wall of text.

Fifth, “Videos Help Increase Buying Intent” The success of any marketing campaign is based on conversions, or in other words: how many people bought or

expressed interest in your product or service. Videos do a great job of pushing customers closer and closer to purchase. A positive experience from a customer with a video ad can increase purchase intent by 97%. Also, 64% of customers are more likely to buy a product online after watching a video about it. While you can increase your conversion rate by using video marketing, you can't just make any video and stick it out there hoping for favorable results. Your video needs to plug into your buyer's pain points, presenting your product as the compelling solution to the pain. But if done well, video is more effective than text in communicating marketing messages.

It can be concluded that video brings benefit in giving information. The benefits are to grab people attention, to engage viewer, to drive more traffic to the website, to be memorable and improve brand recall and to help increasing buying intent.