

CHAPTER II

LITERATURE REVIEW

2. 1 Definition of Design

According to Sachari dan Sunarya (2001, p. 10) states that “desain adalah terjemahan fisik mengenai aspek sosial, ekonomi, dan tata hidup manusia, serta merupakan cerminan budaya zamannya. Desain adalah salah satu manifestasi kebudayaan yang berwujud, desain adalah produk dari nilai-nilai yang berlaku pada kurun waktu tertentu”. In addition, design is a creative-progressive activity with the product, whose final product is novelty and difference Pilliang (2008, p. 384). Meanwhile, Gerald (1987) states that design is to map out, to plan, or to arrange the parts into a whole which satisfies the objectives involved.

Based on the definitions above the writer can conclude that design is a creative activity that compiles plans and designs for an object, picture or other object before it is realized to be real in order to have more value, better comfort and be accepted by its users. Design is also an image to plan an object form. Design is a design pattern that is the basis for making an artificial object. Design is also a plan that consists of several elements to realize a tangible result.

2.1.1 Principles of Design

The principle of organization in design is called the arrangement or composition of aesthetic elements. According to Sachari (2004, p. 68) states that “dalam karya seni hendaknya memperhatikan pertimbangan komposisi yang terdiri dari: harmoni, kontras, unity, balance, simplicity, aksentuasi, dan proporsi”.

1. Harmony

Harmony or harmony is a blend of near different elements. When the elements are combined side by side, a combination will emerge that creates a harmony.

“Garis mempunyai peranan sebagai garis, mempunyai peranan sebagai lambang, garis mempunyai peranan untuk menggambarkan sesuatu secara representatif, dimana garis merupakan medium untuk menerangkan kepada orang lain, garis juga merupakan medium untuk menerangkan kepada orang lain. Setiap garis yang tergores mempunyai kekuatan tersendiri yang butuh pemahaman. Maka untuk melihat suatu garis dibutuhkan rasa yang menghubungkan lewat mata batin kita. Kita harus melatih daya sensitivitas kita untuk menangkap setiap getararan yang terdapat pada setiap goresan” (Soegeng, 1987, p. 70).

1. Shape

Shape is a small area that exists because it is bounded by a line (contour) and the color is different from the darkness of light contained in shading or because of the texture. According to (Dharsono, 2004, p. 41) “Bentuk merupakan suatu bidang kecil yang terjadi karena dibatasi oleh sebuah kontur (garis) dan atau dibatasi oleh adanya warna yang berbeda atau oleh gelap terang pada arsiran atau karena adanya tekstur”

2. Texture

Texture is a visual element that shows the taste that exists from the surface of the material, intentionally made and presented to achieve the visual form, as a form of effort in giving a certain sense to the surface of the real art field. Textures can be made and can occur naturally.

“Artificial Texture (tekstur buatan) adalah tekstur yang sengaja dibuat atau hasil eksplorasi dari material-material seperti kertas, logam, plastik, kaca dan lain sebagainya. Sedangkan Nature Texture (tekstur alami) terjadi dari tanpa campur tangan manusia seperti kayu, pasir, batu, rumput dan lain sebagainya. Pada prinsipnya membuat permukaan wajah menjadi rasa tertentu secara peradaban atau secara visual” (Soegeng, 1987, p. 76).

3. Color

Based on Shaman (1993, p. 201) states that color is something that cannot be separated from painting. Because painting is affixing color. The color referred to is the color of chromatic or chromatic. In general, colors are classified into three main groups, namely: primary colors (red, blue and yellow) and secondary colors are a balanced mix of primary colors with primary colors (orange results from mixing red and yellow, green results from mixing colors) yellow and blue, purple colors the result of mixing red and blue). Tertiary color is the result of a mixture of secondary colors and warnaprimers (for example, orange yellow, a mixture of red and yellow and blue green mixed with green and blue). Aside from the three color groups, there is also the term complementary color, which is two colors that lie directly opposite to a straight line drawn from the center line of the color circle. Among others, red complement with green, yellow complement with purple, and blue complement with orange.



Figure 2.1 Color Circle

(Source: <http://indra-smkn1banjar.blogspot.com/2015/11/teori-warna.html>, retrieved on April 06, 2020)

The color circle above shows how colors other than the three colors were made. To produce secondary colors (meaning secondary colors), colors like green are the mixing of two primary colors on both sides, yellow and blue. Tertiary colors (meaning third derivative colors), are made by mixing colors on the two sides of the tertiary color, for example yellow-orange is a mixture of two primary yellow colors with orange.

4. Room

Space in the fine art element is a manifestation of three dimensions which have length, width, and height (have volume). To increase one dimension to a higher dimension takes time. So in understanding and living. As explained by Dharsono “in fine arts space is divided into two kinds namely real space and apparent space. Pseudo-space means the sense of sight that captures form and space as a true picture that looks like on the canvas that we see in paintings, design works, illustrations and on film. Whereas real space means form and space as evidenced by the sense of touch”.

2.2 Definition of Tourism

According to Spillane (1982) tourism is an activity of traveling with the aim of getting pleasure, looking for satisfaction, knowing something, improving health, enjoying sports or resting, fulfilling tasks, making pilgrimages and others. While Meyers (2009) states that tourism is a travel activity carried out temporarily from the original place of residence to the destination area with the reason not to settle or make a living but only to fulfill curiosity, spend leisure or holiday and other destinations. In addition, Kodhyat (1998) states tourism is a trip from one place to another, is temporary, carried out individually or in groups, as an effort to find a balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions.

Based on the definitions above it is concluded that tourism is a trip that is carried out by someone for a while which is held from one place to another by leaving the original place and with a plan or not the intention to make a living in the place visited, but solely to enjoy the activities of sightseeing or recreation to fulfill diverse desires.

2.2.1 The Types of Tourism

The types of tourism according to Spillane (1987, p. 29-31) based on the motives of the destination of the trip can be divided into several types of special tourism, namely:

1. Pleasure Tourism

This type of tourism is carried out by people who leave their homes for a vacation, get some fresh air, fulfill their curiosity, relax nervous tension, see something new, enjoy the beauty of nature, know the saga of the local people, get peace.

2. Recreation Tourism

This tourism is carried out for the use of holidays to rest, restore physical and spiritual freshness, and refresh yourself from exhaustion and fatigue. Can be done at a place that guarantees recreational destinations that offer the necessary pleasures such as the seashore, mountains, rest centers and health centers.

3. Tourism for culture

This type is characterized by a series of motivations, such as a desire to study in centers of teaching and research, studying the customs, institutions, and ways of life of different peoples, visiting historical monuments, relics of the past, centers of art and religion, music arts festivals, theater, folk dances and others.

4. Sports tourism

This tourism can be further divided into two categories:

- a. Big sports events, namely major sports events such as the Olympic Games, world ski championships, world boxing championships, and others that attract the attention of the audience or fans.
- b. Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and practice themselves such as mountain climbing, horse riding, hunting, fishing and others.

5. Business Tourism

According to theorists, this tourism trip is a professional form of travel or travel because it has to do with a job or position that does not give a person the choice of destination or travel time.

6. Convention Tourism

Tourism is much in demand by countries because when a convention or meeting is held there will be many participants present to stay for a certain period of time in the country that is holding the convention. Countries that often hold conventions will build buildings that support the convention tourism.

2.3 Promotion

According to Swastha (2000, p. 222) promotion is seen as a one-way flow of information or persuasion created to influence a person or organization to actions that create an exchange in marketing. Meanwhile, Boyd (2000, p. 65) states that promotion is an attempt to persuade people to accept products, concepts and ideas. Moreover, Boone and Kurtz (2002, p. 129) promotion is the process of informing, persuading, and influencing a buying decision.

Based on the definitions above, the writer can conclude that promotion is to inform, offer, persuade, or disseminate a product or service to prospective

customers with the aim that the prospective customer can ultimately make a purchase.

2.3.1 The Purpose of Promotion

According to Swastha (2000) the purpose of promotion can be carried out based on the following objectives:

a. Behavior modification

People who carry out this communication have several reasons including: seeking pleasure, looking for rocks, giving help or instructions, providing information, expressing ideas and opinions. While promotion, from another aspect, is trying to change behavior and opinions, and strengthen existing behavior. The seller is always trying to create a good impression of himself or encourage the purchase of company goods and services.

b. Telling you

The purpose of promotion is intended to notify the intended market about the company's offer. Informative promotions are generally more appropriate in the initial stages of the product life cycle. This informative promotion is also important for consumers because it can help in making a decision to buy. The information provided can be through writing, pictures, words and so on, which is adapted to the situation. Some aspects of goods may have to be displayed with pictures (for example designs, models and so on), while other aspects may be expressed through writing such as advantages, prices and so on.

c. Persuade

That is persuading prospective consumers to want to buy the goods or services offered. What needs to be emphasized here is that persuading does not mean forcing potential customers. Persuading excessively will give a

negative impression on prospective customers so that the decision taken may actually be a negative decision. Persuasive promotions are generally less favored by some people. But the reality now is that what emerges a lot is promotion that is persuasive.

The purpose of this promotion is mainly directed to encourage purchases. Often companies do not want to get a response as soon as possible but rather prioritize creating a positive impression. This is intended to have a long-term effect on buyer behavior. This dominant promotion will become dominant if the product concerned begins to enter the stage of growth in its life cycle.

d. Remind

Remind consumers about the existence of certain goods, which are made and sold by certain companies, in certain places and at certain prices. Consumers sometimes really need to be reminded, because they do not want to bother to always look for what items are needed and where to get the goods.

In addition Tjiptono (1997) state that the purpose of promotions are:

1. Informing, can be in the form of:

- Inform the market about the existence of a new product.
- Explain how a product works.
- Introducing a new way to use a product.
- Delivering price changes to the market.
- Inform the services provided by the company.
- Straighten the wrong impression.
- Reducing buyers' fears or worries.
- Build company image.

2. Persuading target customers (Persuading), to:

- Form brand choices.
- Switch the choice to a specific brand.

- Changing customer perception of product attributes.
- Encourage buyers to shop right away.
- Encourage buyers to receive salesperson visits (Salesmen).

3. Reminding, consisting of:

- Remind buyers that the product in question is needed in the near future.
- Remind buyers of places that sell companies.
- Make shoppers remember even if there are no ad campaigns.
- Keeping the buyer's first memory from falling into the company's products.

Based on the definition above the writer can conclude that the purpose of promotion is a communication made by someone by telling, persuading and reminding consumers that the product is available in the market.

2.3.2 Types of Promotion

According to Kotler and Armstrong (2008, p. 117), there are five types of promotions:

1. Advertising

The purpose of advertising according to Kotler and Armstrong (2008, p. 151) is a certain communication that is addressed with certain targets during a certain period.

There are several characteristics of advertising, which are paid, non-paid, using mass media to convey massive messages, identified and persuasive sponsors.

2. Sales Promotion

According to Kotler and Armstrong (2008, p. 206), there are many tools that can be used to achieve sales promotion objectives:

a. Consumer Promotion Tools

This consumer promotion can be in the form of product samples, cash returns, special prices, premiums, sweepstakes, etc.

b. Trade Promotion Tools

The purpose of this trade promotion is to persuade the seller to sell the brand, provide shelf space, promote in advertising and ultimately offer the product to consumers.

c. Business Promotion Tools

Business promotion is a sales promotion tool that is used to generate business direction, encourage purchases, value customers and motivate salespeople.

In this case, the company focuses on two main promotional enhancements, namely conventions and trade shows.

Companies that sell their products show their products at trade shows.

3. Public Relations

According to Kotler and Armstrong (2008, p. 169) there are several functions of public relations:

- Press relations: creating placing valuable information on the news media to attract attention.
- Product publicity: publish certain products
- Community activities: building and maintaining national relations and local communities.
- Lobbying: building and maintaining relationships with regulators
- Investor relations: maintain relationships with shareholders and other parties in the financial community.
- Development: community relations with donors or company members to get financial support.

4. Personal Selling

According to Kotler and Armstrong (2008, p. 182), the notion of personal selling is the oldest profession in the world. A person who sells can be called a salesperson, account executive, agent, etc. Many

companies use personal sales because it can function as a bridge between the company and its customers.

5. Direct Marketing

Direct marketing is a direct relationship with individual consumers who are carefully targeted to get an immediate response and build customer relationships. Kotler and Armstrong (2008, p. 222) state they are two benefits of direct marketing both from the buyer or the seller:

1. For buyers, direct marketing is fun, easy and tends to be personal. Direct marketing is also interactive and immediate where buyers can interact with sellers via telephone or the seller's website to create the right information.
2. For sellers, direct marketing is a powerful means for establishing relationships with customers. With database marketing, marketers can target small groups of individuals and promote their products personally, direct marketing can also offer a low-cost, efficient and fast alternative to reaching the market and the seller.

2.4 Definition of Video

According to Heinich, Molenda, Russel (1993, p. 188) states that video can be interpreted as follows: The primary meaning of the video is the display of pictures on a television type screen (the latin word video literally means "I see"). Any media format that employs a cathode-ray screen to present the picture portion of the message can be referred to as video. Moreover,

(Arsyad, 2004, p. 36 in Rusman et al 2011, p. 218) "video is a series of motion pictures accompanied by sound that forms a unity that is strung together into a flow, with messages in it for the achievement of learning objectives that are stored by the

process of storage on tape or disk media. In addition, video is an audio visual media that displays motion.”

Based on the understanding according to some experts above, it can be concluded that video is one type of audio-visual media and can describe an object that moves together with natural sound or the appropriate sound. The video presents information, explains the process, explains complicated concepts, teaches skills, shortens or extends time, and influences attitude.

2.4.1 Types of Video

Randal (2015) states that, there are several formats commonly used for television and video productions.

- Interview. A formal interview might take place on a set with the host seated behind a desk, like Leno or Letterman, with the person being interviewed seated opposite the host in a chair. An informal interview could be someone in a reporter role interviewing a coach on the sidelines of a football game, or a starlet on the red carpet before the Oscars. Additionally, the interviewer may be seen or unseen.
- Documentary. A formal documentary might use a voiceover to describe the events that lead to the Battle of the Alamo, featuring drawings from the period and using black and white footage from old films that depicted the battle, like a PBS documentary on the Civil War. An informal documentary could be composed of interviewing the cast and crew of an upcoming musical as they prepare to open a new performing arts facility. Rather than having a formal narration to describe the events leading to the opening, ask questions of the actual participants that will lead to a body of material from which you may cut your entire documentary. In the real people's own words.

- Video Magazine: In this format the hosts are usually behind a desk or newsroom platform but the two hosts differ between themselves, the tone is lighter and entertainment value is increased.
- Story Based. A story-based piece requires a complete script and actors to perform scripted lines. This is the most sophisticated and complicated format as it includes getting actors to say someone else's words and yet coming across as real people conveying real emotions. It might also involve the actors doing written recreations of events. These scenes can be shot in a studio or on location.
- Talking Head. This is the simplest format. It is less complicated than an interview only because a standard interview usually involves more art direction and feeling of the environment than a talking head segment. Talking heads can be shot with multiple cameras or film style. A film style single camera shoot involves shooting the person answering the questions first and then re-creating the questions with the interviewer later. Be sure to shoot the reaction shots of the interviewer, "noddies," so you can edit to the reactions in order to compress the guest's answers without a jump cut.

2.4.2 Component of Video

Cuampa and More (2016), states there are four components that make a good video, they are:

1. Top quality audio The better video sounds, the better it looks. Visual elements can easily be accepted when the sound is clear.
2. Steady camera Steady camera will produce a steady shoot as well. Steady shoots will ease the editor when selecting the best shots. The results of the video will look professional if the display doesn't shake or move too much. Therefore, using of a tripod is highly recommended.

3. The short structure editor should strive for a nice selection of short types and angels in order to keep the viewer engaged. In conclusion, the video has many advantages and powerful tools as a media promotion. By watching videos people can know and get information easily so they don't have to be confused.

2.5 Script

The manuscript is a story script that outlines the sequence of scenes, places, circumstances, and dialogues, which are arranged in the context of a dramatic structure to become a reference in the production process. Aside from being a reference material in the production process, the screenplay script also functions as a basis for unifying perceptions between producers and film crews about the film to be produced. So as to minimize differences in interpretation and become a clear planning basis.

According to Kusumawati (2003, p. 10) manuscripts are essays that are still written by hand. Meanwhile, according to Muslim (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 of dramatic structure and serve as guidelines for film-making. In the Big Indonesian Dictionary, Edition III 2005 the script is:

- Essays that are still written by hand.
- Essay of someone who hasn't published.
- News materials that are ready to be set.
- And draft.

2.5.1 Steps of Script Writing

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

1. Formulate an idea

The idea of a story that will be made into a video and television program can be taken from a true story (true story) or non-fiction and fiction or fiction.

2. Research

Research in this context is an attempt to study and gather information related to the text to be written. Information sources can be in the form of books, newspapers or other publications and people or resource persons who can provide accurate information about the contents or substance to be written.

3. Outline

Outlines generally contain an outline of information that you will write into a script.

4. Synopsis

The synopsis must be clear so that it can give an idea of the contents of the video or television program we are going to make.

5. Treatment

A treatment must contain a clear description of the location, time, player, scene and property that will be recorded into the video program.

6. Script writing

Although in writing a script the writer can make changes, but the changes made should not be changes that are substantive. Change should be creative and not change the substance of the program.

7. Script Review

Draft manuscripts that have been completed need to be reviewed to see the truth of the substance and also the way of delivering the message. The draft script must be reviewed by people who understand the substance of program content (content experts) and who understand the media (media specialist).

8. Finalize the script

Finalization of the script is the final step before the manuscript is submitted to the producer and director to be produced. The final paper is

the result of a revision of the input provided by content experts and media experts.

