CHAPTER II
LITERATURE REVIEW

This chapter discusses about tourism, tourism destinations, tourism promotion, promotional video, video script and definition of subtittle.

2.1 Tourism

Tourism is a travel activity carried out by a person or group of people that visit a particular place for recreational purposes, personal development, or studying the uniqueness of tourism attractions. (Tourism Law Number 10/2009). While, the World Tourism Organization (2018) states that tourism comprises the activities of people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. According to Richard Sihite in Marpung and Bahar (2000,p.46-47) tourism is a journey that is done for a while, which is held from one place to another leaving its place,the planning and intention of not for a strive or make a living in the places visited, but simply forenjoying leisure activities or recreations andto meet the diversedesires.In addition, tourism is travel activities of persons or group visiting places outside their environment for leisure, business, and other purposes.

Based on the opinions from the explantion above, it can beconcludedthat tourism is an activity of journey to the destination with the purpose for refreshing, relaxing and entertaining. Tourism is related to tourists and also 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. According to the law of the Republic Indonesia number 10 year 2009 about tourism destination,tourism destination is a different geographical

area or region within an administrative locale; the components of tourism destinations include tourism attraction, tourism facilities, accessibility, community and tourism that are interconnected and complementary to the realization of tourism activities. A tourist destination is an identity in a particular geographic area within which there are components of tourism products and services, as well as other supporting elements such as tourism industry actors, communities and developer institutions that form a synergistic system in creating the motivation of visits and the totality of tourist visits for tourists (Legawa, 2008).

Gunn and Var (2002) state that tourism destination is a place or location, besides having an attraction that can be seen by visitors. Tourism destinations also provide a variety of activities that can be done by visitors in that place, thus attracting tourists to visit. Cooper (1993) states thattourism destinationsis one of the most important elements in the tourism sector because it becomes a motivation for tourists to travel, as well as attraction and tourist attraction destinations will lure tourists to visit. It means that tourism destination is a place that has elements of tourism; tourist attractions, tourist facilities and accessibility. Thevisitors can be interested in these attractions.

2.1.2 Tourism Promotion

There are several opinions of tourism promotion. Baldemoro (2013) statesthat 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.

According to Gromang (2003), tourism promotion moves from prediction and relates to efforts that lead to the possibility of tourism sales. This tour promotion includes all activities planned including the dissemination of information, advertisements, films, brochures, guidebooks, posters, and others.

From the explnation above, 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 Promotional video

Promotion is the activity of notifying, conveying information of a product or services to the community with the aim of attracting potential customers to buyor consume it (Zebua, 2016:55). One of promotional video is video format that will be used as the main media. Audio visual mediais a tool to introduce a product or service, provide information, as well as influencing the target audience to be attracted to that productoffered (Riri Trinanda, 2015).

2.2.1 Advantages of promotional video

To understand better about the advantages of promotional video , there are five main advantages to succeed in this field:

1. Cost- related

   According to Weinberg (2009), main advantage of promotional video is cost-related. The financial barriers to video promotion for marketing are quite low compared to others.

2. Social interactions

   One of the most notable phenomena of new media is how it has increased and created new forms of social interaction. People spend more than a quarter of their time online involved in communication activities, so it can give the advantages for video promotion.

3. Interactivity

Interactivity is one of the defining characteristics of new media technologies, giving greater access to information as well as supporting increased user control of and engagement with social media content (Fiore et al. 2005)

4. Targeted market

Promotional video effectively reach the people who are most interested in what they have to offer. Furthermore, video promotion enables to promote the destinations for the overall (Hill, Provost & Volinsky, 2006).

5. Information

It means that video for information give more information for the viewers about the tourism destinations.

From the explanation above, it can be concluded that there are five advantages of promotional video, there are cost-related, social interactions, interactivity, targeted market and information.

2.2.2 Components of Video

Ciampa and More (2016) state that there are three components to make a good video:

1. Top quality audio

The better video sound the better it looks. Visual elements can easily be accepted when the sound is clear.

2. A Stable camera

A stable camera will produce a stable shoot as well. A stableshoots will help the editor when selecting the best shots. The results of video will look professional if the display does not shake or move too much. Therefore, using a tripod is highly recommended.

3. Short structure

An editor should strive for a nice selection of short types and angels in order to keep the viewer engaged.

From the explanation above, it can be concluded that to make a good video, there are several components that must be considered, namely top quality audio, a stable camera and short structure.

2.3 Script writing

Norbury(2017) states that scripts can be defined as generic ordered sequences of actions or events. The capture the central themes in a narrative and can be matched againts other scripts or situations. Video script is very important to help readers and viewers comprehend the text.

A script is a basic idea needed in the production of video promotion, the quality of manuscript determines the end result of a video for promotion. A manuscript generally contains a description of the message or information conveyed (Hanifah, 2013).

Script writing theoretically is a component of media development or more practically is a part of a series of media production activities through the stages of planning and design development and evaluation(Sukonco, 2014).

From the explanation above, it can be concluded that the script is the most important part in a video for promotion.A good script contains actual information, so that it is able to be understood by viewers.

2.3.1 Stages of script writing

According to Hanifa (2013) script writing usually consist of three activites. The activities are formulating idea, doing research and writing outline.

1. Formulating Idea

Idea is a design that is arranged in mind (*Kamus Besar Bahasa Indonesia*, 2012). As long as the idea has not been included 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. The idea is an intellectual property such as copyright

or patent. formulating idea of writing a script is a story that will be made into a video script. The formulating idea can also be taken from the true story or nonfiction and fiction.

2. 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.

3. 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.

2.3.2 Script Regulations

Cover of script consists of the title, name of the writer and number of draft. All of them are written in capital letters. There are seven regulations of script outline (Kartawiyudha, 2017). They are:

1. The main idea is ussually written in one sentence.

2. Number of scene

It means that each scene consists of one place or one theme

3. scene heading

There are two kinds of scene heading based on where the scene takes place EXT (exterior) indicates the location outside room, and INT (interior) indicates the location inside room. They are followed by indication of place and time. Scene heading is written down with capital letters.

4. Name of character

The character's name is written with a capital letter.

5. Visual descriptions

   In visual description, the writer should avoid using ambiguous and poetic words. Visual description only contains what will be seen later on a movie screen such as the layout of object inside, room, or movements and actions done by character.

6. Voice descriptions

   In the visual description, there is a voice; for example PHONE RINGING, DOORBELL or MUSIC should be written in capital letter.

7. Parenthesis. It is shows how to pronounce dialog.

2.4 Subtitle in video

Translation Journals (2016) state that subtitles and captions are widely relied on by viewers. The following are the ways to write subtitles in the video:

1. Avoid presenting too much text on screen at one time. Make sure the subtitles are easy to read and follow. Always allow enough time for each subtitle to be read.

2. Ideally, each subtitle should contain a single complete sentence. wherever two lines of unequal length are used, the upper line should preferably be shorter to keep as much of the image free as possible and in left-justified subtitles in order to reduce unnecessary eye movement.

3. It is important to caption all important dialogue and to distinguish between speakers. In subtitling, you should simplify the text to make the subtitles easy to read so that the viewers can understand them at first sight.

4. Use a large enough text size. The font must be clear and easily readable. There should be a high contrast between the caption (text) and the background.

5. Position subtitles at the center/bottom and avoid clashing with any on screen texts. The normally accepted position for subtitles is center/bottom of the screen, but in obeying this convention it is most important to avoid obscuring 'on-screen' captions or any part of a speaker's mouth or eyes.

6. Always ensure accuracy in captioning. The target point for synchronization should always be at naturally occurring pauses in speech-sentence boundaries, or changes of scene. This has to be the most important best practice in subtitling and closed captioning.