

WRITING THE SCRIPT OF NATIVE ADVERTISING VIDEO FOR TAJUNG AND BLONGSONG CLOTHS

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Abstract: This study aims to investigate (1) how the video scripts of native advertising for promoting Tajung and Blongsong Palembang traditional textile is made. (2) to what extent the video script made in the video of Tajung and Blongsong cloths fulfill the criteria of SPEAKING Model, (3) to what extent the video script made for the video of Tajung and Blongsong cloths fulfill the communicative functions of the move structure. Dell Hymes' SPEAKING Model and Bathia's Move Analysis were used for testing product advertising effectiveness. The results showed that the video script should be developed through several testing to validate the data. Furthermore, the analysis of the components of communication, and linguistic function revealed the video fulfilled the criteria for native advertising.

Keywords: Speaking, move, native advertising, function

Palembang is often referred to as one of the most culturally diverse cities in Indonesia. It is considered home to various races and ethnic groups. Among Indonesians, Palembang is famous for its traditional cloths, such as Songket, Tajung and Blongsong. These handicrafts are widely sold in various beautiful colours and embroidery in many Palembang marketplaces and even available in the Sultan Mahmud Badaruddin II Airport. However for richer variety and choices, several handcraft centres, production houses, boutique or showroom are worth trying.

Blongsong and Tajung are less popular with Palembangnese than Songket. There are several factors that contribute to this problem, such as lack of available information about Tajung dan Blongsong for people to access and the information that is managed by companies is less attractive.

The writers have selected native advertising video to share important information of Tajung dan Blongsong due to several reasons. Native ads have become very popular in the past few years among advertisers. Video is an important media to build an online brand because more than a third of the Internet users' online connection is spent to watch videos recently (Lovell, 2017) and it is estimated to soar over 85% within the next few years (CISCO, 2019). This kind of promotion is also perceived more attractive because it displays audio and visual presentation of the video, link as well as podcast (Carvalho, 2017).

With regard to the problems mentioned in connection with promotion, it can be noted that small scale handicraft producers might not be using the appropriate resources in implementing their promotion strategies, and hence there is a highly need for Palembangnese to conduct a study on a kind of promotion media that would eventually provide knowledge to business people upon challenges facing handicraft business.

The aims of this research is to investigate (1) how the video scripts of Tajung and Blongsong Palembang traditional textile is made. (2) to what extent the video script made in the video of Tajung and Blongsong cloths fulfill the criteria of SPEAKING Model (Hymes, 2005), (3) to what extent the video script made for the video of Tajung and Blongsong cloths fulfill the communicative functions of Move Analysis (Bhatia, 1993).

A corpus-based methodology was adopted in this study. The text and the subtitle were analyzed twice using SPEAKING Model and Move Analysis. The working process

of this study can be described in the following stages. First, the purposively designed video scripts of this study, developed by the writers, were tagged for their criteria in SPEAKING Model to identify interaction components of the video script. Secondly, the specially composed video script about traditional local cloths was used to extract lexical data by Move, following Batias' Move Analysis (Bhatia, 1993).

This video could benefit viewers to learn more about native advertising as well as Palembang traditional cloths. Not only would all viewers benefit from the cultural content of the online videos, but prospective tourists, and particularly the handcraft producers, could use the advertising video for promotion purpose. By presenting the video in English and Bahasa, the opportunities for local and international viewers would be maximized. In a different context, this concept could also be used to provide opportunities in maintaining a local heritage.

LITERATURE REVIEW

Native Advertising Video

The technological advancements bring with them many obvious benefits. Nowadays, people can easily share information among internet users across geographies using videos, simultaneously. Video continues to be one of the most effective elements in sharing information for the purpose of advertising. Digital advertising strategy is more memorable, and popular than any other type of media. By 2020, online videos will make up more than 85% of all consumer internet traffic (Cisco, 2019). 60% of people say they would rather watch video than read text to help them find information (Boomtownig, 2016). Promotional video is more interesting than any texts because the music, images, links and subtitles in a video convey messages differently than text and have a stronger power of drawing attention (Carvalho, 2017).

This study of audio-visual media focuses on the use of native advertising video to visualize moving objects naturally there are several definitions for the term native advertising. Richards and Curran, (2002, p. 64) define it as "a paid non-personal communication from an identified sponsor, using mass media to persuade or influence an audience", In this study, native advertising refers to sponsored content that is designed to persuade the viewers to purchase certain products or services.

This native advertising video graphically presents information about Tuan Kentang and how the traditional cloths are made by the producers through the process of inter weaving threads together in their workshop. The video also explains that the material inherited from ancient times still has a wide range of uses in the industry to date.

Native advertisings are usually different in their appearance from other types of advertisements so that the viewers may not directly see them as advertisements for a service or product. The main reason why many people refuse most advertisements is that they find the ads annoying and interrupting their views. On the other hand, native advertising helps users by providing new useful information and does not disrupt the viewers therefore more likely to be viewed. (Medcom.id, 2017).

Recent studies have found that viewers perceived sponsored content more informative, more amusing, less annoying than banner advertisements (Becker-Olsen, 2003; Tutaj & Reijmersdal, 2012).

Video Script

Video script is important in making a video. A script enables script writers to generate ideas and imagination, and structure their creative works. Tristiawati (2014) holds that video scripts is a guide for a script writer in transforming ideas into video, pictures or images. Norbury (2014) states that script is “sequences of actions or events” presenting focal ideas and can be synchronized with other context scripts. Video script is crucial to help readers and viewers comprehend a text.

There are several different stages of development when writing a script. (Sungkono, 2007) proposes that any video program should begin from an idea and then followed by research to obtain necessary information. Main topic, title, target audience, time, reviewer, player location and property should be determined after the research.

This study is centered on pre-production process namely story concept, script, storyboard and story line. Although not every story needs the presence of something conceptual, story concept adds strength to any story. A concept is the presence of something conceptual that can be represented by texts, pictures or video (Ruslan 2016: 90). In proposing the desired process, the script was made in more detail. In the first phase, a setting was identified and used as basis to set the generic steps in the creation of background, characters, events and dialogue. A storyboard is a visual representation of a video that is made up of a series of images in a video animation, and it also shows different angles of views (Ruslan, 2016: 100). Finally, a storyline of a video is the segments of a video and their explanation. Storyline also indicates the agents' actions and the visual appearance of actions so that it provides potential plausible explanations of the video plot (Ruslan, 2016: 94).

This audio-visual media focuses on the use of videos to visualize moving objects naturally. The writers included subtitled in Bahasa Indonesia, in addition to English oral presentation to enhance the presentation process for global viewers. The subtitle was synchronized to the narration in English and video images.

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Some studies suggest positive viewer reaction to online native advertising (Barban et. al, 2001; Van Reijmersdal, 2009). Similarly, other studies have found that sponsored contents more educative, more amusing, and less disrupting than other types of online advertisements (Becker-Olsen, 2003; Tutaj & Reijmersdal, 2012).

Speaking

Some scholars have developed several approaches to investigate some components of linguistic interaction within genres. A number of interaction approaches have attempted to study the components of message content in various interactions of particular genres

and to set a framework for investigating the components in a wide range of contexts. Hymes SPEAKING Model (Hymes,2005)was developed to assist the identification and labeling the components of message contents in various interactions. The model of analysis employs the first letters of terms for the eight categories of speech components; they are represented in the eight components of the speaking model.Each component can be implemented on textual analysis of many genres.

To understand communication patterns in the video the writers began with data on the historical background of the community, setting, product features, the location of important sites, patterns of movement.

Move Analysis

Swales (2004) established Move-step Analysis to explain shared communicative intentions or identifiable aims of speakers through text analysis. Move Analysis is a text analytical framework proposed by Swales. According to Swales (2004), a move is “discoursal or rhetorical units performing coherent communicative functions in texts” (pp.228-229). Meanwhile, Yang and Allison (2003) define a move as a term to label the classification of particular texts regarding their special communicative purposes. Thus, a move is a semantic unit of text classification based on the writer’s purposes.

The text in this online video advertisement was classified to identify communicative purposes based on Rhetorical Moves (Bhatia, 1993; Swales, 2004) and to investigate whether the texts contain similar purposes of the analysis. Most previous move-analysis studies investigated the necessity of a move in a text. Similarly, the present study explored hierarchy classification of moves and steps for interaction purposes.

METHOD

Research and development (R&D) refers to any research activity through the creation of new innovative products or services as well as developing new products or services (Sugiono, 2015). This study dealt in an ongoing process of video product improvement. In doing this, the writers briefly reviewed the important issues, such as research designs, data analysis, validity strategies, mixing and integration procedures, and rationales in the following discussion.

A research design was used because this method enabled this study to cross-check with each step for the drawbacks. Research and development is a process in which a new product or service is processed for development and validation (Borg and Gall, 1983: 775 and Sugiyono, 2015), Borg and Gall (1983:775).

Literature on the process, and combination between the interview and survey methods were reviewed. Data collections include studying literature, interview, observation and questionnaire. Studying literature and printed materials such as newspapers, letters, biographies and business document is an instrument for collecting data to obtain information.

Interview is data collection instrument in which the set of questions are purposely designed to elicit responses from informants for collecting data. The informal interviews were posed to each interviewee and their responses were recorded (Sugiyono, 2015). The interviewers modified few questions, by changing the wording and sometimes explaining them to clarify. It contained some questions, such as the location of Tuan Kentang as one

of the places that produce the Blongsong Cloth, the history of Tajung and Blongsong and the potential of Tajung and Blongsong cloth as one of the characteristics from Palembang

After doing the interview with four experts, the writers listened to the record of the interview and wrote it to make an interview transcript. The writers used important information to write a proper oral narration in Bahasa Indonesia and English properly that would be used in the video script. Other group of five people were also selected based on their expertise and invited for validations of the proposed video (Sugiyono, 2015: 252).

To ensure that both the English oral transcript and subtitle in Bahasa Indonesia in the video were representative of what is established by Dell Hymes and Bathia, a content analysis of the transcript and the text were conducted. SPEAKING Model was adopted to study communication components, patterns and the relative importance of the components such as setting, the participants in the communicative event, and other components of communication of transcript are analyzed within the framework. Meanwhile, the subtitle in Bahasa Indonesia was analyzed using Move Analysis. Overlapping or repetition in the analysis from different angles are necessary to see the way to new insights

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FINDINGS AND DISCUSSION

The following discussion addresses the components of linguistic interaction found in the script.

Setting

The script indicates the setting, where the conversation take place and the situation.

It was around the 1970s, I was created in 1 Ulu district which is later known as Tuan Kentang. It is still a mystery why it is named Tuan Kentang.

Participants

The narrator, the models, the craftsmen and craft women. Although the models are not uttered in the script, they can be seen in the video.

Every now and then I hear the craftsmen's laughter breaking the harmony of the weaving tools. In one month, there are around 80 sheets of me are created, or around 8-10 meters per craftsman in each week.

Ends

The specific purpose of this speech. Is expecting viewers to preserve the traditional cloths as cultural heritage.

For you wherever you are, do not let me extinct in my own land. Be proud that you recognize my existence, take care and keep the pride of it that it turns into a motivation for you to continue preserving the cultural heritage.

Act Sequence

Act Sequence refers to process of making cloths. Viewers can conclude that the following utterance inform production process.

First of all, they start with yarn spinning. Then, spun yarn must be composed according to the patterns desired. They swiped them with wood and yarn that is already dyed with

some colours. Next, the yarn is recomposed to create the desired patterns. And then, I am woven using traditional weaving tools. And now, I already have different interesting colors and patterns

Key

The component of Key includes tone and manner of speaking in which the information is delivered. The message of script is delivered one way with little or no feedback from the audiences. and the vocabulary used is uttered in formal style.

Norms

The norm of the speech can be identified as positive politeness. Meanwhile, the norm of interaction is reflected by the speaker in using the code, including for example tone and how the speaker addresses an audience and eye contacts.

Instrumentalist

Online video is the media to convey the information in this video. The script shows that this information is shared through social media.

Genre

The genre is referred to the type of the utterances whether it is in the form of a poem, a proverb, a prayer, a lecture, etc. Emphasizing on video script, the writers could identify that this utterance can be included into advertising genre..

Move

The following discussion addresses the identification of functional roles of communication in the script in the native advertising video and the necessity of the moves using Bhatia's framework of seven moves as the guideline (Bhatia, 1993). The structural model of advertisement covers 1) establishing credentials; 2) introducing the offer; 3) offering incentives; 4) enclosing documents; 5) soliciting response; 6) using pressure tactics; and 7) ending politely. The following are the steps in writing the structure of the script based on the Bhatia's Framework:

Move: Establishing Credentials

To persuade prospective customers, Bhatia (1993) states that the writer should convince them by presenting the achievements, elaborating their superiorities, and suggesting that the product or service can satisfy the potential customers. This is surely an obligatory move not only for a native advertising video but for any advertising media.

Waktu itu sekitar tahun 1970an, aku diciptakan di tempat yang tak jauh dari pusat Kota Palembang, yaitu Kelurahan 1 Ulu Palembang yang sekarang berubah nama menjadi Tuan Kentang, Palembang.

Sudah 49 tahun Kampung Tuan Kentang menjadi satu-satunya tempat di Palembang yang memproduksi aku, Kain Blongsong.

Step: Highlighting the uniqueness

The writer described the uniqueness of Tuan Kentang products. By elaborating the unique positioning of *the products*. The claim of uniqueness can be realized through high-

lighting the fact that Tuan Kentang is the main producer, of the traditional cloths that deserves to be proud and preserved.

1.*kain yang menjadi simbol kekayaan daerah dan juga identitas bangsaku.....*
2. .. *Sudah 49 tahun Kampung Tuan Kentang menjadi satu-satunya tempat di Palembang yang memproduksi aku, Kain Blongsong*

Step: Highlighting the company's capabilities

The third step implies that the product or service can fulfill the interests or needs of the potential customers and convince the customers that the company is credible.

1. *Di kampung pembuatanku ini, terdapat sekitar 20-25 orang pengrajin tenun....*
2. *Dalam waktu 1 bulan, aku dibuat sekitar 80 lembaran atau sekitar 8-10 meter per pengrajin dalam setiap minggunya.*

Move: Introducing the Offer

This move is the most essential part of advertising genre because it contains details of the product that the producer wants to offer. The writer introduced the important information of the product such as price, patterns, basic materials, and the process of making Blongsong cloth.

Step: Highlighting the motifs of Blongsong cloth

Mempunyai berbagai macam motif mulai dari Bebek Setaman, Gajah Mada, Mawar Berantai, Ubur-Ubur, dan masih banyak lagi

Move: Offering Incentives

After the introduction move, the writer offered some incentives to make the products more attractive, it can be discounts, rebates and many more. These incentives are implied in the advertisement in order to persuade customers to buy the products as customers tend to like the products that offer incentives rather than the non incentives one. In this section, the writer describes the information that had been obtained from Mr. Ahmad Habibi in *Tuan Kentang* regarding discounts and product guarantee.

1. *Untuk pembeli dalam skala besar, kalian bisa mendapatkan potongan harga dari pemilik usaha tenun.*
2. *Jika kalian mendapatkan aku dalam keadaan yang tidak sempurna, kalian bisa menukar atau mengembalikan kepada pemilik usaha tenun.*

Move: Enclosing Documents

This move suggests that the advertisers gives a detailed description of the products or services in the form of brochures, leaflets, flyers and other kinds of advertisement. This is an optional move which can improve a positive impression of the prospective customers

Move: Soliciting Response

Soliciting response is an obligatory move in the structure of any advertising genre (Bhatia, 1993). In an advertisement, the producers need to provide the contact information likes address, telephone number, official website, or social network accounts.

Move: Using Pressure Tactics

This move is an important tool to push the customers to take action.

Berbanggalah ketika kalian mengenali keberadaanku, jaga dan pupuklah kebanggaan itu sampai tumbuh menjadi motivasi bagi kalian untuk terus melestarikan warisan budaya. Apresiasi tangan-tangan terampil dari para pengrajin dengan cara memiliki, mengenakan, serta mencintaiku, kain tenun Blongsong dari Bumi Sriwijaya.

Move: Ending Politely

An advertising media should be closed by expressing a polite, pleasant and courteous expression. In this move, the writers elicit a pride when having Blongsong or Tajung cloths. Furthermore, the writers encourage customers to realize the importance of preserving traditional cloth.

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CONCLUSION

Native advertisements attempt not only to attract viewers' attention but also to educate them. The benefits of the native advertising video for business and preservation of cultural heritage has diverse application for product or service, advertisers as well as visitors or tourists, and for the world beyond South Sumatera region.

Mixed method of video content analysis conducted in the present study provide insights in creating a framework for video script writing. The method was used as guiding principles to write video script for the advertising video. Bhatia's framework of seven moves was used in the analysis of present study of advertising video for the identification of functional roles of communication and the necessity of the moves using as the guideline. SPEAKING Model was also used to study communication components, patterns and the relative importance of the components. In this paper, we provide a conceptual tool to help professionals in the advertising industries to write their video script. They should provide interesting and useful information for viewers in designing their advertisement. However, our results should be validated by a larger sample size.

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