

Writing A Video Script to Promote DR. A.K. Gani Museum as A Tourism Destination in Palembang

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ABSTRACT: This study was aimed at finding out how to write a video script of dr. A.K. Gani Museum as a tourism destination in Palembang. The researcher used Research and Development (R&D) method by Plomp (1997), consisted of preliminary investigation, designing, realization/construction, testing, evaluation and revision, and implementation. In the preliminary investigation, the researcher did literature and field study. In designing step, the researcher modified video script by Ranga and Koul (2017). Then, in realization/construction step, the researcher made first draft and linked it to AIDA Model stated by Rofiq et al (2012). After that, the researcher did test, evaluation, and revision by giving it to four experts who were chosen purposively (Head of dr. A.K. Gani Museum, Script writer, English linguist, Video Editor). The last step was implementation, in which the result was a final video script entitled “Visiting dr. A.K. Gani: Historical Tourism Destination in Palembang”. The researcher uploaded the video in social media such as Youtube for promoting Palembang tourism destination.

Keywords: *writing, script writing, video script, dr. A.K. Gani Museum, tourism destination*

INTRODUCTION

Tourism destination is everything that has a uniqueness, beauty, and valuable in the form of natural resources, culture, and the result of man-made or objectives targeted tourist visits. There are two kinds of tourism destination namely tourism destination from Almighty God’s creation and tourism destination from human masterpiece. In Palembang city, there are many beautiful tourism destinations originated from human masterpiece, such as dr. A.K. Gani museum which is a National Hero Museum. dr. A.K. Gani is the first Palembang Resident and the first Governor of South Sumatra. He was both active as a doctor and in the military. This museum contains a collection of books, photos, and objects left by the National Hero dr. A.K. Gani. However, the information that accompanies the collection which is one of the attractions of this museum is minimal. The number of visitors of dr. A.K. Gani museum has also been

declining because of lack of information about this museum. Based on digital visitor data, there are only 5-10 people who visit the museum every week. Most of the visitors are students and college students. Therefore, one way that can be done is to provide a media to introduce and promote dr. A.K. Gani museum as one of tourism destinations. Promotion is needed to spread and inform the existence of product or service.

According to Kenton (2019), promotion refers to activities between buyer and seller, which communicate the product, brand or service to the user. Rachman & Suryono (2015) stated that promotion is a one way information about product or service through publication persuasively. Moreover, promotion involves advertising, sales promotion, event, publicity, personal selling, direct marketing, and online interactive marketing. Hence, the researcher proposes using video to promote tourism destination to make people aware, attract and induce to buy the product or use the service. It also helps to improve the public image. While Ward (2019) states that promotion are communicating with the public in an attempt to influence them toward buying products or services. It is due to the current habit that people tend to watch videos instead of reading articles. By watching video, people can see what is going on in the field, listen to the narrator, and remember the information presented in the video. In making a video, there is an essential element to be prepared which is called a script. Chappel (2011) stated that a script is one of the most critical elements of video production. By writing good script in video, viewers will be easier to understand the content of video, particularly for this study, it is the detailed information about dr. A.K. Gani museum.

Writing is specific abilities which help writers put their thoughts into words in a meaningful form and mentally interact with the message. Harmer (2004) states that there are four stages process of writing which are planning, drafting, editing, and final version. A script should comprise a draft that is organized during a video program and should be the fundamental

plan required by the video program. The program's final outcomes are determined by the script. It suggests that writing a strong script is crucial to create an original video. Jakacaping (2018) states that there are four elements when making a good script which are Hook (find the interesting words or sentences to attract viewers stay in watching video), Introduction (talk about the content and introduce the objects of video first), Body (explain video content including its main point and supporting details to make the viewers want to know about the video), Closing (provide the viewers with specific information). Writing script consists of some stages in order to make it well organized. Hepburn (2021) states that the stages are consist of finding idea, exploring structure, defining (character, world, and problem), working on storyline, writing draft and draft checking.

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), Norbury (2017), and Muslimin (2018) holds that video script is a guide for a script researcher in transforming ideas into video, pictures or images in a generic sequence of scenes and actions, places, conditions, and dialogue structured according to the context as a guide to the filmmaking process. 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. Cockerham (2016) states seven ways to write effective script for video which are writing video brief, creating message into a story, using comprehensible language, writing short script, using more than words, re-reading the script, and checking the script. AIDA model is one of the methods that can be used to write a video script. This method is considered effective to promote products. According to Rofiq (2012), AIDA Model stands for Attention, Interest, Desire, and Action. Therefore, the researcher is interested in finding the steps how to write video script as a promotion media to promote dr. A.K. Gani museum.

METHOD

The researcher used Research and Development (R&D) technique. This viewpoint asserts that a procedure for producing and evaluating a product's viability and effectiveness using standards customized to the developed product exists. Research and Development (R&D) method proposed by Plomp (1997) consists of five stages (preliminary investigation, designing, realization/construction, testing, evaluation and revision, and implementation). This study was conducted at dr. A.K . Gani Museum which is located in Jl. MP. Mangkunegara No.1F, Sukamaju, Ilir Timur. II, Palembang City, South Sumatra Province. This study employed three methods in collecting the data namely (1) literature study (collected and selected the sources related to the topic of the study such as e-articles, e-journal, development study on/in educational development (major sources) and online articles about video script for promotion and video theme (minor sources)); (2) Observation (visited dr. A.K.. Gani Museum to find out the real situation of the object and being documented through camera); and (3) Interview (used semi-structured interview with museum owner, expert of scriptwriting, expert of English linguist, and expert of video editor).

FINDINGS

Findings

The researcher took five stages of Research and Development (R&D) stated by Plomp (1997) to find out the problem formulation solution of writing a video script to promote dr. A.K. Gani Museum as a tourism destination in Palembang. The stages were following:

a. Preliminary Investigation

This stage is aimed at generating ideas for a video script. It was identified that dr. A.K. Gani Museum is a tourism destination in Palembang that needed promotion. The

researcher conducted literature reviews to generate ideas and select title, target audience, duration, objectives, and synopsis for the video script. It was found out that this place had various interesting aspects including some antique relics. However, the information obtained through observation is still limited. The researcher then conducted an interview with one of the guides and head of the foundation at dr. A.K. Gani Museum. A semi-structured interview approach was used, involving specific questions about dr. A.K. Gani Museum. The chosen title was “Visiting dr. A.K. Gani: Historical Tourism Destination in Palembang” which was based on the fact that dr. A.K. Gani Museum is recognized as a historical tourism destination in Palembang. Additionally, the target audience for the video script was intended to be the general public as its objective is to promote this tourism destination. The duration of the video script was set for 5 minutes.

b. Designing

In this part, the researcher used other script writing type that is proposed by Dontigney (2017). It is also related with the stages of writing video script of Ranga and Koul (2017) which are selecting the material of script (selected the most relevant material such as location and situation, history, unique facts, overview of collection, social media), planning the message of script (highlighted the unique facts of the museum such as its historical building concept), arranging the structure of script (Hook, Introduction, Body, Closing), and drafting script (made the draft of the video script based on the structure that already set).

c. Realization/Construction

In this step, the researcher made the first draft of the video script. The researcher linked the first draft with AIDA model that is explained by Rofiq et al (2012). The first draft could be seen as following:

Table 1. First draft of the Video Script of dr. A.K. Gani Museum

Writing a Good Script by Jakacaping (2018)	AIDA Model by Rofiq (2012)
<p>HOOK</p> <p><i>Hello everyone, did you know that there is an educational tourist destination in Palembang? It's not just a place to relax, but also a place to learn and explore the Museum. Welcome to dr. A.K. Gani Museum, where history comes alive and the legacy of an extraordinary individual is immortalized.</i></p>	<p>(A) attention</p> <p>In the hook part, it provided information to viewers that there is the shade of the educational tourism destination in Palembang. It can attract the viewers and give the information about the place.</p>
<p>INTRODUCTION</p> <p><i>dr. A.K. Gani Museum is located at Jalan Jl. MP. Mangkunegara No.1F, Sukamaju, Ilir Timur. II, Palembang City, South Sumatra 30961. The museum was established in 2004 and began operating in the same year. It is managed by Hj. R.A. Masturah A.K. Gani Foundation. Currently, the museum is overseen by Mrs. G.I. Priyanti Gani as the Foundation's Chairwoman and Mr. Eko B. Prasetyo as the Museum Director.</i></p>	<p>(I) interest</p> <p>In the introduction part, it provided information about the location and the short history about the museum to attract and give information to viewer if they want to visit dr. A.K. Gani Museum.</p>

BODY

dr. Adnan Kapau Gani, commonly known as dr. A.K. Gani, is a renowned historian and philanthropist. Born in 1905, his tireless efforts in preserving and promoting cultural heritage have left an indelible mark on the world. As a young scholar, dr. A.K. Gani dedicated himself to uncovering forgotten civilizations, studying ancient artifacts, and documenting hidden stories beneath the layers of time.

The museum stands as a testament to dr. A.K. Gani's journey. Here, you will find collections of his historical artifacts, including the weapons he used in his time, his medical equipment, his jeep, and items that provide valuable insights into dr. A.K. Gani's struggle.

In addition to housing dr. A.K. Gani's historical relics, the museum also serves as a unique venue for students to conduct study, internships, and historical film screenings. dr. A.K. Gani Museum provides a facility known as the "aula," where students engage in various activities. Furthermore, the museum does not set a fixed price for using the space; instead, students contribute voluntarily.

In the body part, there was the explanation about the history, collections, unique facts and concept of dr. A.K. Gani museum.

(D) desire

In the body part, it also explained the various things that can be enjoyed by the visitors to attract and motivate the visitors to come to dr. A.K. Gani Museum.

<p>CLOSING</p> <p><i>Through the dissemination of this promotional video, it is hoped that the public can obtain information about dr. A.K. Gani Museum and develop a greater awareness and appreciation for the struggles of the national hero, dr. A.K. Gani, by visiting the museum and helping to introduce it to a wider audience.</i></p> <p><i>Don't forget to visit dr. A.K. Gani Museum; it should be on your must-visit tourist destinations list.</i></p> <p><i>For more information, you can visit their Instagram account @museumakgani. So, what are you waiting for? Let's go to dr. A.K. Gani Museum.</i></p>	<p>(A) action</p> <p>In the closing part, there were the invitation sentences that may lead people to visit dr. A.K. Gani Museum and visit the social media of dr. A.K. Gani Museum.</p>
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d. Testing, Evaluation and Revision

In this step, the researcher tested the first draft to develop the script. Following the Research and Development method by Plomp (1997), the researcher did the limited testing. The researcher gave the first draft of the video script to the three experts. The first expert checked and validated the content, the second expert checked the writing of the script, and the last expert checked the language of the video script.

e. Implementation

In this part, the researcher made the final draft from the script that has been tested and revised. The final draft is shown in the table below.

Table 2. The Final Draft of the Video Script

Hook

Did you know that there is an educational tourist spot in Palembang City?

Hello, welcome to dr. A.K. Gani Museum, where history comes to life and the legacy of extraordinary individuals is immortalized

Let's get to know more about dr. A.K. Gani Museum!

Introduction

dr. A.K. Gani Museum is located at Jl. MP. Mangkunegara No.1F, Sukamaju, Ilir Timur. II, Palembang City, South Sumatra. The museum was established in 2004 and started operating in the same year. Initially, it was managed by Hj. R.A. Masturah A.K. Gani Foundation. Currently, dr. A.K. Gani Museum is managed by G.I. Priyanti Gani as the Chairperson of the Foundation and Eko B. Prasetyo as the Head of the Museum.

Body

So, who is the figure whose name is immortalized in this historical museum? dr. Adnan Kapau Gani, commonly known as dr. A.K. Gani, was a renowned historian and renowned philanthropist born in 1905. dr. A.K. Gani dedicated himself to uncovering forgotten civilizations, studying ancient artifacts, and documenting hidden stories beneath the layers of time.

This museum stands as evidence of dr. A.K. Gani's journey. Here, we will see collections of his historical relics, including the weapons he used during his struggles, his medical equipment, his jeep, and various items that provide valuable insights into dr. A.K. Gani's history of struggle.

In addition to housing historical artifacts from dr. A.K. Gani, this museum also has a unique feature. It is often used as a place for students to conduct research, internships, and historical film screenings. dr. A.K. Gani Museum provides a facility called an auditorium, where students engage in various activities. Moreover, the museum does not impose a specific entrance fee, so visitors can contribute voluntarily.

Closing

So guys, once again don't forget to visit dr. A.K. Gani Museum. It's open every day and the operational hours start from 9 a.m. to 5 p.m.

Let's visit dr. A.K. Gani Museum and don't forget to follow Instagram below!

DISCUSSION OF THE FINDINGS

There are four elements that the researcher used to make the script according to Jakacaping (2018) which were Hook, Introduction, Body, and Closing. The researcher made the first draft and linked it with AIDA Model that explained by Rofiq et al (2012), they were attention, interest, desire, and action. In attention part, the researcher used the information about shades of the educational tourist attraction in Palembang. In the interest part, there were explanation about the history, collections, and concept of dr. A.K. Gani Museum. The next step was desire. In this step, the researcher provided various interesting things that can be enjoyed by the visitors, so they can attract and motivate the visitors to come. The researcher elaborated about the collection at the sentences that may lead people to visit dr. A.K. Gani Museum and play around to dr. A.K. Gani Museum social media.

CONCLUSIONS AND SUGGESTIONS

The researcher concluded that there were several steps in writing a video script of dr. A.K. Gani Museum by using Plomp (1997) model namely preliminary investigations, designing, realization/construction, testing evaluating and revision, and implementation. After the researcher did study with those steps, the researcher knew that the video script can be used as a guideline for tourists to find information about dr. A.K. Gani Museum through online video. For the future researchers in the same field, the researcher suggests to conduct the Research and Development (R&D) much better, especially in implementation stage which is in uploading the video to social media as early as possible. Besides providing information about dr. A.K. Gani Museum and how to write a video script to promote a tourism destination, this study hopefully can be better known to the public as a recommended tourism destination in Palembang.

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