Developing a Video Script for the Three Unique Chinese Temples as Tourism Destination in Palembang

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Abstract: This research was aimed at designing a video script to promote three Chinese temples in Palembang. In this study, the writers used the research and development (R&D) method. The writers conducted five steps of the R&D method: 1) Preliminary investigation; 2) Designing; 3) Realization/construction; 4) Testing, revising, and evaluation; 5) Implementation [6]. The writers implemented these steps by designing the product. The data were collected from documentation, observation and interview in the preliminary investigation step. In the designing step, the writers arranged the structure and content of the script and made it become the first draft as a realization step. In the testing, revising and evaluating step, the draft of the video script regarding the language, structure of sentences, and the content of the script was revised by several experts starting from tourism, linguistics, and script writing experts. In the last step, the writers made it become the final script. The script was written in English by using Celtx as the software for writing the script. The script described the uniqueness and the long history of three Chinese temples in Palembang. In addition, to design a script, the R&D method [6] was linked to the ten steps of writing a script: finding an idea, creating a plan, researching, selecting material, planning the message, arranging the structure, drafting the script, first draft and testing script, and final draft [7].

Keywords: Developing, Script, Tourism Destination, Chinese Temples

1. Introduction

Palembang has a diversity of cultural heritage from the past which can be seen until now. The existence of a building which is a legacy of the past with the age of tens of years and even hundreds of years is of infinite value as a relic of history. The buildings that were built in the past are reflection of the people of their time. The existence of evidence of cultural heritage in Palembang can be seen through the very real culture in the architecture of buildings such as the Limas House, Cheng Ho Mosque, Arab Village and hundreds-year old Chinese temples which have unique building design.

The Chinese temples or worship buildings which is called house of worship is one of the important relics in Palembang. There are 118 temples spread across various sub-districts in Palembang and are divided into Vihara, Cetiya, and TITD (Tri Dharma or Kelenteng) [2]. In Indonesia, Tri Dharma or Kelenteng is the name for a place of worship for adherents of traditional Chinese beliefs in general. Tri dharma means three teachings of truth whose appreciation is united in the teachings of Buddha, Confucianism, and Taoism [3]. Thus, the worship house (Tri Dharma) is used by the three beliefs, Buddha, Confucianism, and Taoism.

There are three Tri Dharmas (Kelenteng) which are famous and prepared as tourism objects because of their uniqueness and interesting history in Palembang, namely; the Candra Nadi Soei Goeat Kiong (Dewi Kwan Im) temple which is located at 10 Ulu and is on the edge of the Musi

River which has stood firm since 1773 during the Palembang. Darussalam Sultanate and the Dutch Colonial era. Secondly, the Tridarma Gie Hap Bio Temple is located on Diponegoro Street, Talang Semut, which was established in 1883 and the second oldest pagoda in the city of Palembang. The last temple is the Hok Tjing Rio Temple which is located in the middle of Kemaro Island and surrounded by the Musi River. This temple was founded in 1962.

Based on the writers' observation, it was found that in the Covid 19 pandemic era especially for Omicron variant, these temples face some problems. For example, the pandemic outbreak gives a big impact to the number of visitors. The managements must limit the visitors who want to worship, even in the Chinese New Year event. The other problem is about stigma that these temples are specially provided only for Buddhists. In fact, these temples are also opened to local visitors or tourists who want to enjoy the uniqueness of the buildings and history.

Based on the previous problems, the writers think that these temples need an online media promotion to attract tourists or prospective visitors as a preparation for the end of Omicron variant and reopening of massive tourist visits, and to show that those temples are friendly for public tourists. YouTube, which is the largest video sharing site, has undergone substantial changes [9]. Over the last decade, the platform developed into a leading marketing tool used for product promotion by social media influencers.

Therefore, the writers chose a way to increase tourist visits to these Chinese Temples as tourism objects through online media promotion and it will be applied in video by uploading and sharing the video on YouTube, the video promotion will quickly be spread to massive viewers. These social media platforms allow almost anyone to reach global viewers for interpersonal interaction and exchange information that allow people from different parts of the world to connect and exchange information with each other. The media plays an important role in many aspects of tourism, especially in information seeking and decision-making behavior and promotions that focus on best practices for interacting with consumers through social media channels [8].

When producing a video, script is an important element to convey the message of the video. The information about these Chinese Temples will be delivered through the script of the video. It is necessary to put the English script into the video in order to make the video watched by not only domestic viewers but also foreign viewers. The script will consist of the information of the history, location and the view of these Chinese Temples. Therefore, based on the explanation and the reasons above, the writers chose a title "Developing a Video Script for the Three Unique Chinese Temples as Tourism Destination in Palembang".

2. Literature Review

2.1. Development

In promoting a product, a development step is needed to get a product with good quality. Development research methods are research methods used to produce certain products and assess the effectiveness of a product [1]. In addition, development is a process or steps to develop a new product [11]. The steps of the research or development process consist of a study of the research findings of the product to be developed, developing a product based on the findings, conducting field trials according to the background where the product will be used, and revising the results of the field test [10]. Therefore, it can be concluded that development is an effort made to make and improve a product with steps and preparations that are planned and directed.

2.2. Video

In the world of the media, video attracts special interest and attention of the viewers through its content, especially when it is being used on the internet or social media platform. Video is a technology for capturing, recording, processing, transmitting and rearranging moving images [14]. Video can influence the viewers by making them understand the meaning conveyed by the video. In line with this opinion, video media can help viewers who are weak and slow to capture a message, become easy to accept and understand the innovations presented [14]. 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 appropriate sound. Then video present information, message, and influence the viewers.

2.3. Script

A script could be a basic plan required by video program and contains a draft arrange during a video program. The script determines the ultimate results of program. It implies that script is a very important component of manufacturing a video. A script allows scriptwriters to generate thoughts and imagination and shape their innovative works. Script is a chronological the outcome run-down of scenes, shots, action and dialogue [13]. Then, scripts "sequences of actions or events" presenting focus ideas and can be synchronized with other context scripts [5]. The script is very helpful in making videos and the script can display the information and messages contained in the video. There are four elements when making a good script [4]: hook, opening, body and closing.

2.4. The stages of making script

There are ten stages of writing video script [7]. The stages are as follows:

1. Finding idea

At this stage, the writers need to think and discuss about the idea and main message.

2. Creating outline

The writers should arrange and select the information and put them into brief or outline. That can be the title, objectives, audiences, and duration.

3. Researching

During this stage, the writers may find any supporting materials regarding the topic will be written. It can be from, observation field, journals, interviewee and experts.

4. Selecting material

At this stage, the writers arrange and selects the supporting material that already collects in the research stage and chose the most relevant material that will be presented on the video.

5. Planning message

It is important to know a good strategy to deliver the message that contains on the video. The writers should provide a creative and interesting way to deliver the message.

6. Arranging structure

The writers must arrange the script which one is the opening, the body and also the closing of the script.

7. Making storyboard

Storyboard is related to the visual and spoken words on the video. This stage can help the script writers to think visually and develop the script.

8. Drafting script

In this stage, the writers can write the whole script.

9. Testing script

The last stage is to test the effectiveness of the script. The writers can apply the scripts on the video to test comprehensibility of the content, language, and relevance of the material. If the scripts are not perfect, the text can be revised again at this stage.

10. Final draft

After the script was tested by some experts and there are no comments anymore. Finally, the script is used as final draft of the product.

3. Research Methodology

The method used the research and development method. There are five stages of the method [6]. The stages were briefly described in sequence as follows:

1. Preliminary investigation. The important elements are the gathering and analysis of information, the definition of the problem and the planning of the possible continuation of the project.

2. Designing. Characteristic activities in this phase are the generations of alternative solutions, comparing, and evaluating these alternatives, resulting in the choice of the most promising design or blue print for the solution.

3. Realization/construction. The basic form of the product is produced as a result of the realization of the design phase

4. Test, evaluation and revision. A developed solution should be tested and evaluated in practice. These three steps are carried out through the process of collecting, processing and analyzing information systematically, to obtain the realizable value of the solution.

5. Implementation. After evaluating and obtaining valid, practical and effective products then the product could be implemented for a wider area.
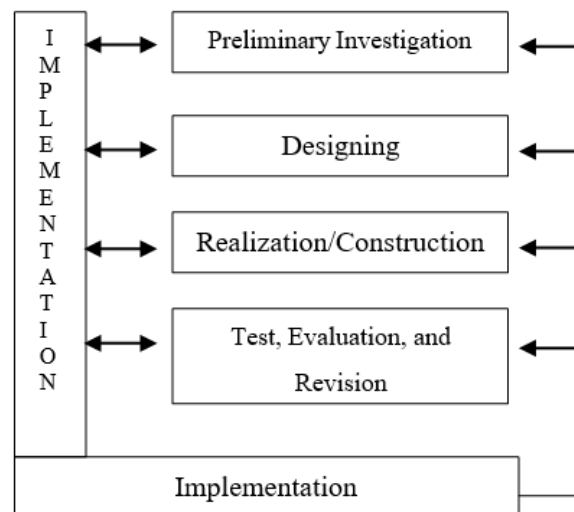

Figure 3.1. The stages of R&D modified Sources: Plomp (1997)

Furthermore, the writers found that the stages linked to the ten steps of writing a script as illustrated in the chart below:
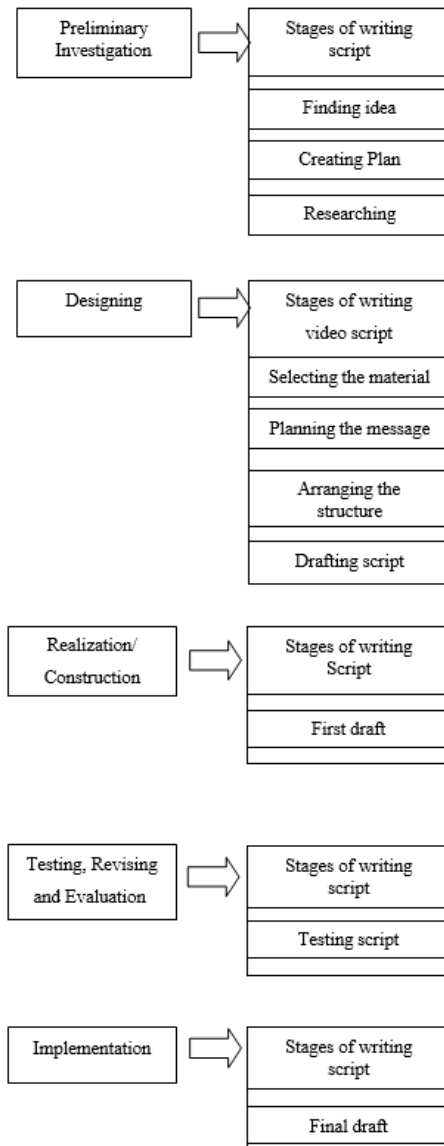

Figure 3.2. *The stages of simplified R&D by Plomp (1997) and stages of writing script by Ranga and Koul (2017).*

4. Result and Discussion

4.1. Result

The five stages used in this research and development method consist of preliminary investigation, designing, realization/construction, test, evaluation, and revision, and implementation [6]. Those stages were linked to the stages of writing script; finding idea, creating plan, researching, selecting material, planning the message, arranging the structure, drafting the script, first draft, testing script, and final draft [7].

The first stage was preliminary investigation. In this stage, the writers found that the location of the tourism objects were in three places. The first object was in 10 Ulu, the second object was located in Diponegoro, Talang Semut, and the third one was located in Kemaro island. These tourism objects had so many interesting things such as the uniqueness of building, history and background story.

The second stage was designing. The writers used format of video script to write the script that consisted of four elements, which are hook, introduction, body and closing [4]. Then, for the software which the writers used was Celtx.

The third stage was realization/ construction. At this stage, the video script designs began to be developed according to the designs that had been made at the designing stage.

The fourth stage was testing, evaluation, and revision. In this stage, the writers used limited testing and wider testing. After the testing process, the writers conducted evaluation and revision of the product. In this case, the experts were people who have English background, tourism expert, and experienced in scriptwriting.

The fifth stage was implementation. In this situation, after the final script was approved and there were no further revisions, then the final script could be used as a narration in the video promotion of three Chinese temples in Palembang and would be uploaded on YouTube.

4.2. Discussion

1. Preliminary investigation

The first stage of Research and Development was preliminary investigation [6]. This stage was consisted of three stages of writing script [7] which were finding idea, creating plan and researching.

a. Finding idea

At this stage, the writers needed to think and discuss about the idea and main message that were applied in the video script. To find the idea, the writers collected some references such as articles, journals and videos related to the topic.

b. Creating plan

The writers set a plan that was related to plan the title, target audiences, objectives, duration, structure, and synopsis of the script. For the title of the script, the writers decided to choose "Three Historical Chinese Temples in Palembang". The reason was because the writers found that those three temples are the oldest temples in Palembang with different and interesting history. For the target audiences, the writers targeted visitors from local people and international visitors. The duration of the video was about eight to ten minutes that contained structure of the script (hook, introduction, body, and closing).

c. Researching

During this stage, in order to get real information about the Chinese temples, the writers observed the situation and condition of the place starting from buildings, visitors, and ornaments outside the buildings. However, the information that had been collected through observation was still limited. Therefore, the writers also interviewed the managements of these Chinese temples. They were Mr. Burhan as management of Hok Tjing Rio temple, Mr. Chandra Husein as vice chairman of Chandra Nadi Soei Goet Kiong temple, and Mr. Asien as management of Gie Hap Bio temple.

2. Designing

The second stage of Research and Development was designing [6]. This stage consisted of four stages of writing script [7] which were selecting the material, planning the message, arranging the structure, and drafting the script.

a. Selecting the material

After collecting the material through field survey and online resources, the writers selected the most relevant material with the topic that would be presented on the video. In this stage, the writers noted some materials that were important to put on the video. The materials were as follows;

a) Location and situation of the Chinese temples
b) History of the Chinese temples
c) Overview of the architecture of Chinese temples buildings
d) Unique facts about the Chinese temples
e) Regular event, activity, and regulation during new normal era

b. Planning the message

In this stage, the writers set a plan to create the message that would be put on the video.

Table 4.1 Video script structure (Jakacaping, 2018)

Parts	Materials
Hook	The unique facts about Palembang that was related to Chinese temples.
Opening	The meanings and numbers of the Chinese temples inPalembang.
Body	The location and situation, history of the Chinese temples, overview of the architecture of buildings, unique facts about theChinese temples, events and activities.
Closing	The regulation during new normal era and invitation tovisit these Chinese temples.

d. Drafting script

In this stage, the writer started to make the first draft of the video script based on the structure that already set. In drafting the video script, the writer used Celtx as the software for typing the script within one week that consisted of four parts (hook, opening, body and closing).

3. Realization/construction

The third   stage of Research and condition of Chinese temples. Starting from how to reach the location, interesting history background of the Chinese temples, attractions that people should know about the Chinese temples, unique facts related to the buildings, events and activities that usually held on the location of the Chinese temples and the rules that visitor should pay attention while visited the Chinese temples in new normal era.

c. Arranging the structure

In this stage, the writer arranged the structure of the script. The writer divided the structure became four parts that consisted of hook, opening, body and closing. They were as follows:

Development was realization/construction [6]. This stage consisted of one stage of writing script [7] which is first draft. In this stage, the writer arranged the draft that already made based on the structure of the script became the first draft of the video script. In this stage, the script was written using Celtx as the software starting from June 30th, 2022 and ended on July 7th, 2022. The first draft of the script had about 663 words or it was 2 pages in A4 paper size.

4. Test, revising and evaluating

The fourth stage of Research and Development was testing, revising, and evaluating [6]. This stage was consisted of one stage of writing script [7] which was testing script that would be divided into two parts, which were:

a. Limited testing

In this part, the writers gave the first draft of the script to two experts that were from different background, those were expert of tourism and expert of linguistic.

For the content validation, the writers gave the printed video script draft to Mr. H. Kemas Abdul Latief, S.Pd. He is the Chief of DPD Himpunan Pramuwisata Indonesia South Sumatera. He said that the script was good. The arrangement of the script was clear, started from Hook, Opening, Body and Closing. But it needed more details information about the Chinese Temples. Therefore, he suggested the writer to add more details information about the History and interesting things about Chinese temples.

In order to make the script was good, the writers gave the second draft of the script in the form of printed text to Mrs. Diana Nursanti, M.Pd, an English teacher in Senior high school number 7 Palembang. She reviewed grammatical error in the script and gave suggestion words that were better to use in the script, especially in body and closing part. After being reviewed, the writer revised the mistakes.

b. Wider testing

In wider testing, the writer gave the draft in the form of text file to some experts. The comments, suggestions, and revision were related to language and content of the script.

Firstly, the writers gave the third draft of the script to the expert of copy writing who was Mr. Bimo Rafandha, a professional copy writer at Serangkai Creative Agency. He said that the script was already good. It contained details information about the Chinese temples. But he commented that the hook was not related to the topic. Therefore, he asked the writer to revise it to the content that was more related to the topic.

Then, the writers gave the fourth draft to the expert of copy writing. He was Mr. Kevin Adrian, a freelance Content Coordinator. He checked the content of the script that represented information about the Chinese Temples. Mr. Kevin Adrian stated that the content of the script was good and

suitable for promotional needs. He also said that the video script has been well-structured. It consisted of hook, opening from general topic, body, and closing with call to action. Therefore, the writer did not get any revision from Mr. Kevin.

After checking the content of the script, the writers gave the fourth draft to the expert of proofreading. He was Mr. Valcino Fikhi Pratama, a freelance English translator and copywriter. He reviewed the language of the script especially some grammatical errors on the script. Then, he asked the writer to revise the script based on the suggestion from him.

After revising some grammatical error on the script, the writers gave the fifth draft to another proofreading expert. She was Mrs. Sekar Nawang, a freelance proofreading and English translator at Translationship. She said that the script was already good. There was no grammatical error and use of word error.

5. Implementation

The fifth stage of Research and Development was implementation [6]. This stage was consisted of one stage of writing script [7] which was final draft. This was the last stage of the research, which the final product testing was not done because of the limited time of conducting the research. Therefore, the writer stopped product testing until the final draft without conducted final product testing. In this stage, the writer used the final draft as the final product. This was considered as the result, and it would not pass any testing anymore.

5. Conclusion

The writer concluded that there are five steps in designing a video script to promote Chinese Temples. The writer conducted five steps of R&D method: 1) Preliminary investigation; 2) Designing; 3) Realization/construction; 4) Testing, revising, and evaluating; 5) Implementation [6] which were linked to the ten steps of script writing: finding idea, creating plan, researching, selecting material, planning the message, arranging the structure, drafting script, first draft, testing script, final draft [7]. In order to validate and develop the video script, the writer did limit and wider testing where the script was checked by several experts starting from tourism, linguistics, and script writing experts. There were two aspects tested in limited testing, which were content and language of the video script especially its grammar. The next testing was wider testing, in which there were three aspects being tested. The aspects were grammatical error and diction, content suitability, and content arrangement. In the last stage, it was implementation. The writer used the last draft as a final product due to the writers' limited time of conducting the research.

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