

## Creating A Copywriting Video Narrative to Advertise Traditional Cakes in Palembang

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### Abstrak

Wisata kuliner mengalami perkembangan yang pesat dalam beberapa dekade terakhir dan dianggap sebagai komponen penting dalam sistem pariwisata (Ariani et al., 2022). Oleh karena itu, pengembangan wisata kuliner perlu dipromosikan agar wisatawan menjadi lebih mengenal makanan tradisional dan nilai sejarah makanan tersebut. Iklan merupakan salah satu alternatif untuk mempromosikan suatu produk kepada masyarakat. Pembuatan naskah iklan video dalam dua bahasa, bertujuan untuk meningkatkan visibilitas Palembang Harum di kalangan khalayak luar negeri. Memanfaatkan strategi promosi melalui platform daring, khususnya media sosial, dapat memfasilitasi kesadaran dan apresiasi yang lebih besar terhadap kuliner tradisional Palembang, terutama sajian yang tersedia di Palembang Harum. Tujuan dari penelitian ini adalah bagaimana membuat naskah video naratif untuk mengiklankan Harum sebagai objek wisata kuliner di Palembang. Penelitian ini dilakukan dengan wawancara dan observasi.

**Kata kunci:** *Video Copywriting, Advertising, Culinary*

### Abstract

Culinary tourism has experienced rapid development in recent decades and is considered an important component in the tourism system (Ariani et al., 2022). Therefore, the development of culinary tourism needs to be promoted so that tourists become more familiar with traditional food and the historical value of the food. Advertising is one of the alternatives to promote a product to the public. Creating a video advertisement script in two languages, aims to increase the visibility of Palembang Harum among overseas audiences. Utilising promotional strategies through online platforms, especially social media, can facilitate greater awareness and appreciation of traditional Palembang cuisine, especially the offerings available at Palembang Harum. The purpose of this research is how to create a narrative video script to advertise Harum as a culinary tourist attraction in Palembang. This research was conducted by interview and observation.

**Keywords:** *Video Copywriting, Advertising, Culinary*

### INTRODUCTION

Currently, the international tourism industry is growing rapidly. This can be seen from the number of tourists who visit these places to enjoy nature tourism, religious tourism, historical and cultural tourism, and culinary tourism. Tourists visiting the region have their own place to enjoy traditional food and drinks in the region. Ancient food is easily recognised by its appearance, taste, texture and smell (Triwidayati, 2020). Traditional food has criteria or characteristics, namely that the ingredients are local foods that are unique and characteristic of the region (Xiamin, 2017).

Culinary tourism has grown rapidly in recent decades and is considered an important part of the tourism system (Ariani et al., 2022). Therefore, the development of culinary tourism needs to be promoted so that tourists can understand the history of food and the historical value of the food. The development of culinary tourism coincides with the development of social media, economic development, and a better understanding of cultural heritage (Vlasova and Bychkava, 2021).

Advertising is an alternative to promoting a product to the public. The development of technology that is so advanced today makes advertising impressions not only through conventional media but has entered online media, especially social media (Nur, 2021). There are many forms of advertising presentation, including narrative presentation, this is because people like narrative advertisements that can be entertaining and informative. Narrative advertising is considered effective because it can shape consumer attitudes through beliefs, feelings, and behavioural intentions (Pingsen Pratama et al., 2023). Similarly, Wilson (2022) highlights the effectiveness of storytelling in conveying interesting and memorable information. The importance of storytelling lies in its ability to transcend the boundaries of traditional communication and foster meaningful connections between individuals. Storytellers can convey information in an engaging and impactful way, encouraging engagement, understanding, and ultimately, success. Therefore, by creating a bilingual video advert script, the author aims to increase Palembang Harum's visibility among overseas audiences. Utilising promotional strategies through online platforms, especially social media, can facilitate greater awareness and appreciation of traditional Palembang cuisine, especially the offerings available at Palembang Harum.

## METHODS

This study used action research. Action research is a methodology used to research and implement innovation and change processes. The following cyclical process of planning, action, observation, and reflection allows the researcher to actively engage with the participants and the research context (Somekh, 2005).

In selecting informants to explore culinary products, the author considers several factors: such as flavour, cultural significance, or how it is made. Several informants who have expertise and experience related to the culinary product will be selected. This could include professional chefs, waiters, customers, or individuals with knowledge of local cuisine. Their expertise can provide valuable perspectives and nuanced insights into the culinary world (Obilor, 2023). This research chooses Harum, an eatery, as the data collection site for the creation of the advertisement in question. several data collection methods and strategies can be used:

1. Interviews: Interviews were conducted to collect qualitative data on visitors' experiences and attachment to the destination including questions assessing the importance of local cuisine, memorable food-related experiences, identification with local attractions, and behavioural intentions related to local food consumption. Semi- structured interviews were conducted with informants including visitors, professional chefs, waiters, and people with extensive knowledge of local cuisine. Their expertise can provide valuable perspectives and gain deep insights into their perceptions and experiences regarding local food consumption.
2. Observation: Observing visitor behaviour and interactions with local food and culinary experiences at the site. Observations regarding their level of engagement, expressions of enjoyment, and interactions with the local community or food vendors are documented. The researcher engages in participant observation by mingling and actively participating in local food-related activities, such as culinary tours or cooking activities. The researcher recorded direct observations and reflections on the role of local food in shaping travellers' experiences and attachment to the destination. A diary study was also conducted where the author recorded daily experiences and interactions with local food during the visit.
3. Limited Survey. Testing and evaluation of an advertising campaign is important to measure its effectiveness. Feedback from respondents helps identify areas for improvement which further iterates the creative process to refine the advert, if needed. For this survey, an online questionnaire was sent along with a video link on the social media platform Youtube to each respondent. As a data collection tool, the questionnaire included both closed and open-ended questions to get a quantitative and qualitative picture of viewers' responses after watching the video.

The respondents selected were 59 students of English Study Programme. The reason for selecting these respondents is because the students have a good background in English and they learnt about writing advertising language / script writing.

## RESULTS AND DISCUSSION

The following are the results of identifying the narrative elements of dialogue extracted from the script in the video, including: character, setting, plot, conflict and theme.

### Characters Extract 1.

I breathe in the fresh air at SMB Airport while closing my eyes" (Opening Scene."I'll be there in five minutes, stay there!" (Scene 3: Whatsapp notification from sister)

Extract 2

[Scene 4: Growing bored]

Visual: standing upright waiting for sister Subtitle:

"Time seemed to be dragging longer than usual this morning, I don't know why, but my irritable sister will certainly be arriving soon."

[Scene 5: Sister's arrival]

Visual: Sister arrives and approaches with a shout. Subtitle:

"Sure enough, she appeared suddenly with her trademark scream at the airport.

All eyes were on her as she walked towards me. It's great to see her again. "Sister : "WOI BOCIL!" (approaches and ruffles hair)

Me : "What the hell are you doing!" (annoyed) Sister : "Still remember the way home" (sarcastically)

The narrator is the main character who has just returned home from overseas. The narrator here as well as the main character are mentioned interchangeably in this discussion. She began to recall her past memories with the cake shop "Harum." Her sister is a nosy but loving person. Her sister picks her up at Sultan Mahmud Badaruddin Airport (see Extracts 1 and 2).

Extract 3.

[Scene 6 -struggle: walking home on the LRT] Visual: Road to LRT

Subtitle:

"Since our parents passed away, I decided to leave her and the city behind."

Me : "I haven't been home for a long time. A lot has changed about this city.

Only one thing hasn't changed; you. You're still so angry!" (teasing sister)

Sister : "Oh you've grown up, and you've started to be brave...." (while rolling her eyes).

In this part of the story, the characters are on the road to the Light Rail Transit (LRT) station. This journey represents their journey, both the journey they take and the feelings they experience (Extract 3). Their parents are not present, but memories with their parents strongly influence the narrator's emotions and memories. This sentence tells us that the narrator left Palembang city after their parents died. It provides important background information on why the main characters feel the way they do. The conversation between the narrator and her sister shows the way they communicate with each other and how their relationship is. The narrator says she hasn't been home in a long time and the city of Palembang has changed a lot. However, her sister remains the same and is still grumpy. The narrator teases her sister to break the ice. The sister responds by saying the narrator has matured and become brave, but she shows a facial expression that she may not fully believe. This shows that she still feels a little upset or sarcastic.

Extract 4

[Scene 7: going home past Harum]

Visual: sister and I going down the escalator Subtitle:

"The memory of our parents always haunts me when I'm in this city, especially when we pass by the cake shop we used to visit with Mom and Dad."

Me : " "Harum" is still the same as before, sis. " (says softly). Sister : "Yes, it's still the same, it's never changed"

Their parents are no longer around, and this affects both characters greatly. The narrator feels sad about the death of their parents and leaves the city of Palembang to avoid this feeling. Memories of their parents make the narrator feel the emotion of sadness. Walking home in the LRT is like a symbol of their emotional journey. They are moving towards home and also trying to deal with their past feelings and experiences.

The city of Palembang has changed, but his sister's temper has not (Extract 4). This shows how things can change on the outside but stay the same on the inside. They tease and argue, but they also care about each other. Their conversations show a mixture of feelings of love and frustration.

The sister comments on how the narrator has matured and become brave. This shows that the narrator is trying to face her past and become a better person. This scene, "Struggle: Walking Home," uses simple images and conversations to show the characters' feelings and journey, symbolising their emotional path, the absence of parents shows how loss affects them, and the sibling relationship reveals their love and conflict. This part of the story helps us understand how they try to deal with their past and grow as a person.

### Setting

Palembang, the narrator's hometown, rich in cultural and culinary heritage, where they reunite with loved ones. The airport, the arrival point, where the narrator waits for her sister, sets the stage for the initial meeting.

Extract 5

[Scene 8 -climax: the next day visiting Harum] Visual: parking the motorbike in front of Harum.

Subtitle:

"There are so many sweet memories in this cake shop, "Palembang Harum" is the name. This cake shop in the centre of Palembang City holds many memories for us. It witnesses the story of our childhood journey that feels warm and pleasant, of course."

[Scene 9: childhood flashback]

Visual: pulling out a chair and flashbacks of my father, my sister, and me in the past.

Subtitle:

"I still vividly remember how our family spent time together at the cake shop. We always visited the patisserie, which was open from morning till night"

Me : "You remember, sis, how much we used to love coming here with our father. Then we had cake-eating competitions, until we wanted to vomit (laughs). I miss those days " (ending with a smile).

(Sister only responds with a smile and ruffles sister's hair again).

Palembang Harum (Toko Kue), the centre of the narrative, is a symbol of family memories and childhood joy. It is a place that has significant sentimental value for the narrator and her sister (Extract 5).

### Plot

- Exposition: The narrator arrives in his home town, reunites with family, and enjoys the nostalgic appeal of their favourite foods.
- Rising Action: The arrival of the younger brother at the airport, characterised by his arrival accompanied by a loud scream, reminds the narrator of past memories together.
- Climax: The vivid memories of their visit to "Harum" with their parents living a haunting shadow, especially the warmth and joy of those moments, serve as an emotional climax.
- Falling Action: The narrator continues to reflect on certain pastries they enjoyed, emphasising the simple yet profound happiness these memories bring.
- Resolution: The narrative ends with a bittersweet acknowledgement of the past, appreciating the sweetness of those memories while facing the present.

### Conflict

- Internal Conflict: The narrator grapples with the emotional strain of returning to a place filled with both happy and sad memories, especially memories of their dead parents.
- External Conflict: A brief moment of tension while waiting for the younger brother, who is described as irritable, adds a minor external conflict that underlines the narrator's anxious anticipation.

### Theme

- Nostalgia and Memories: The narrative is told in nostalgia, with the narrator reflecting on the warmth and happiness of his childhood memories with his parents, especially those related to "Fragrant."
- Family Ties: Stories highlight the strength and importance of family relationships, both past and present.
- Cultural Heritage: Through descriptions of local food and patisseries, the narrative highlights the importance of cultural heritage and culinary traditions in shaping personal and collective identity.

### Reflection

The reflection phase in action research is an important stage that allows researchers to evaluate the effectiveness of the actions that have been taken, identify strengths and weaknesses, and plan corrective actions. By conducting in-depth and systematic reflection, researchers can improve the quality of their research and contribute to the development of better theory and practice.

After the videos were uploaded on social media, they were distributed along with a questionnaire and responses were collected. The collected data was displayed using percentages to identify common patterns and trends. The instructions on the questionnaire form asked respondents to state their level of agreement with each of the following statements regarding the culinary advertising video they had just watched. The questionnaire used a Likert scale.

Scale:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

The statements that they have to rate based on the Likert scale include:

1. The title of the video immediately caught my attention.
2. The title makes me want to watch the rest of the video.
3. The video tells an interesting story and gets me carried away/involved.
4. The video narration is easy to follow and interesting.
5. The language used in the video is persuasive and convincing.
6. The video effectively communicates the culinary product.
7. The video elicited a strong emotional response in me.
8. The emotional appeal of the video makes the product more appealing.
9. The visual elements in the video are engaging and reinforce the message.
10. Verbal elements (voice, text) are clear and add to the overall effectiveness.
11. The spatial arrangement of elements (layout, design) is visually appealing and well organised.
12. The combination of visual, verbal and spatial components creates a cohesive and persuasive advert.

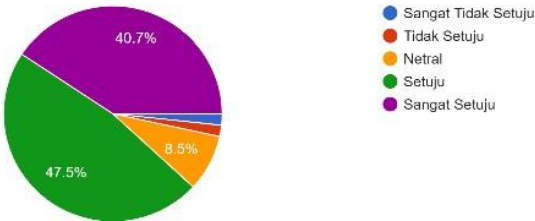
Overall Perception:

13. Overall, the video effectively communicates the advantages of the product.
14. I am more likely to consider purchasing the product after watching this

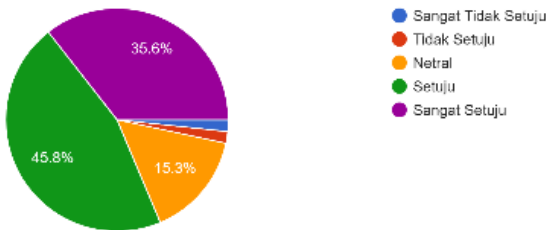
The comments submitted by respondents were almost all positive. A small number requested that the product description be more detailed and the call to action be displayed more explicitly. Others stated that there was no need to display the product in detail, pointing out that some well-known brands did not display their products in their adverts at all.



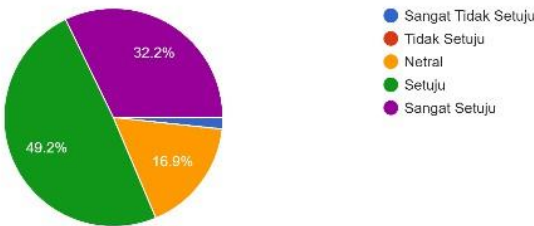
Judul yang Menarik Perhatian: 1. Judul video langsung menarik perhatian saya.  
59 responses



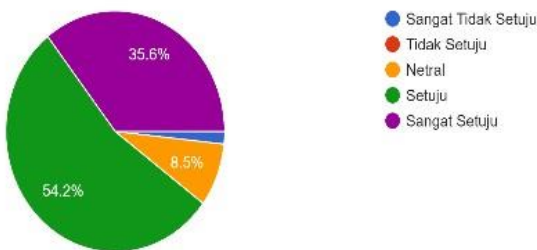
Judul yang menarik, membuat saya ingin melanjutkan menonton video tersebut.  
59 responses



Penceritaan yang Menarik: 3. Video tersebut menceritakan kisah yang menarik dan membuat saya terlibat.  
59 responses



59 responses



6. Video tersebut secara efektif mengkomunikasikan produk kuliner yang dipromosikan.  
59 responses

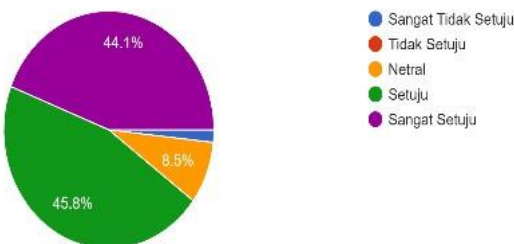


Figure 1 Percentage of Respondents' Ratings

## CONCLUSIONS

This research analyses narrative elements such as character, setting, plot, conflict, and theme. On multimodality analysis, it can be concluded that the video utilises various visual, auditory and text elements to create a cohesive and engaging narrative. The high-resolution visual elements, carefully chosen background music and clear narration all contribute to an immersive viewing experience. The use of bilingualism in the delivery of the video content also expands the audience reach, both locally and internationally. At the testing stage, the evaluation and feedback received was very limited. Including more respondents and information about the testing process would have increased the credibility and validity of the results.

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