

THE MAKING OF A PROMOTIONAL VIDEO OF HISTORY OF BAGANSIAPIAPI

Deni Wijaya¹, Safra Apriani Zahraa, M.Pd²
Jurusan Bahasa Politeknik Negeri Bengkalis
wijayadeni748@gmail.com¹ safrapolbeng@gmail.com²

Abstract

Rokan Hilir district's capital is Bagansiapiapi. Beginning with the origins of the city, its culture, and its first inhabitants, Bagansiapiapi is a city which is rich in history. The purpose of this study was to making a promotional video of history of Bagansiapiapi. The method used was descriptive, there were several steps that must be carried out, first the collecting data taking the video at Bagansiapiapi, then the editing process, making subtitles, and dubbing. The results of this video contain history the origin of Bagansiapiapi's formation, the history of the origin of the name Bagansiapiapi, the history of the Bagansiapiapi people, and the cultural history of Bagansiapiapi which is made with Indonesian dubbing and English subtitles.

Keyword : History, promotional video, subtitle video, dubbing.

1. INTRODUCTION

Riau, which has a strong Malay culture, is one of Sumatra's largest provinces. This province's cultural and historical acculturation strength distinguishes it from others. Riau Province, located in the middle of Sumatra Island, is currently one of the most strategically important regions, with rapid development. Rokan Hilir is one of Riau's 12 districts. Rokan Hilir is a district rich in history in every city, and Bagansiapiapi is one of them. Bagansiapiapi is the capital of the Rokan Hilir district. Few people are aware of the mysterious origins of the moniker Bagansiapiapi. The term "history" comes from the Greek noun "historia" or "istoria," which means "science." Aristotle uses this word to explain natural phenomena in both a formal and informal sense.

A loss of historical identity, a failure to learn from history, and a disrespect for the existence of historical relics are among the historical issues confronting the younger generation. A visit to a nearby historic building may inspire you to weave history. through analyzing local historical sources, communicating historical values to the next generation, and making memories with the country. The motivation for visiting locations is to create memories, protect and fight for the hopes of the next generation, and continue to strive for positive, innovative, and exciting learning. The concept of actively learning history is more than a pipe dream.

Based on the facts and information presented above, the end project outcome is a promotional video history of Bagansiapiapi. This product is meant to promote Bagansiapiapi's history, culture, and the origin of the word Bagansiapiapi. The primary reason for a promotion is to make the thing being promoted known to a large number of individuals. Sales results improve when the product becomes more well known. The basic goal of promotion is to develop an effective persuasive message that will capture the attention of customers. A message that can express advertising objectives is an effective message strategy.

Using videos as promotional media was one of the most effective. Tourism requires promotional media in the form of videos as well. Because videos contain both voice and visual content, they are more effective, engaging, and simple to understand. Furthermore,

by employing video, the message can be more specific, entertaining, and fun, as well as easier to transmit than other promotional medium.

2. LITERATURE REVIEW

2.1 History

- a. KBBI (2022) states that there are three meanings for the word "history" in Indonesian. First, the lineage's beginning (ancestors) Second, historical occurrences and happenings.

2.2 Promotional Video

- a. Degey (2016), promotional videos are videos that are used to promote something.

2.3 Subtitling

- a. Snell-Hornby (2006), in his book quotes a statement from Alan Wildwood, a subtitle, who says that subtitling is more difficult than translating, but more fun.
- b. Furthermore, Machali (2009), translation is an attempt to replace text in the source language (SL) with text equivalents in the target language (TL), which are translated in accordance with the author's intended meaning. The meaning of the source language (SL) is transferred or restored into the target language (TL) in the form of phrases, sentences, or paragraphs in accordance with the grammatical structure and appropriate cultural context of the target language, without altering the meaning intended by the author, according to some of the opinions of these experts.

2.4 Dubbing

- a. The process of dubbing or dubbing a voice, according to Boordwell and Thompson in Hastuti and Wijayava (2011), includes activating the sound in the "soundtract" to rectify any flaws and re-record the discussion.
- b. Gambier in Hastuti and Wijayava (2011), are translations of the cinema dialogue that are printed at the bottom of the movie.

3. METHOD

This research was categorised as descriptive. According to Sugiyono (2012), is research that is used to describe or examine a research result but is not utilized to draw broad conclusions. As a result, the goal of its use cannot be divorced from the methodical portrayal of the objects and subjects to be investigated. In line with that, this study describes the processes of making promotional video of history of Bagansiapiapi.

4. RESULT AND DISCUSSION

The result of this product is a promotional video about the history of Bagansiapiapi, including the history of the origin of the name Bagansiapiapi, the history of the formation of the Bagansiapiapi government, the history of the Bagansiapiapi people and the history of their culture, as a learning medium for the younger generation, as well as to introduce history and culture in Bagansiapiapi.

4.1 Promotional Video

Promotional video contain the video city atmosphere videos and old Bagansiapiapi videos, and also filled with Indonesian dubbing to make it easier for local people to enjoy videos.

Table 1. Product Design

No.	Minute	Content
1.	Duration of Video	08:30 minutes
2.	Minute 00:00 - 00:47	Opening of the Video
3.	Minute 00:47 - 02:50	Formation of the City Bagansiapiapi
4.	Minute 02:50 - 05:04	History of the Name
5.	Minute 05:04 - 06:05	History of the Origin People
6.	Minute 06:05 - 08:11	History of the Culture
7.	Minute 08:11 - 08:30	Closing of the Video

5. CONCLUSION AND SUGGESTION

The result of this product was a promotional video for the history of Bagansiapiapi, showing the atmosphere of the city of Bagansiapiapi so that tourists can see how the atmosphere of this city. The Products was made with language dubbing and English subtitling, so they were not only targeted at the younger generation but also at foreign tourists.

Meanwhile there were several steps that must be followed, taking the video, editing video, then the process of editing the video, making subtitling, and dubbing.

In the video, there was an explanation of how the origin of Bagansiapiapi was formed, the history of the origin of the name Bagansiapiapi, the history of the indigenous people of Bagansiapiapi, and the history of Bagansiapiapi culture.

6. REFERENCE

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