

The Making of A Promotional Video of *Mie Sagu* Production Process in *Kepulauan Meranti* Regency

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Abstract

Kepulauan Meranti Regency is one of the regencies in Riau province, Indonesia. The capital is Selatpanjang. Kepulauan Meranti Regency is famous for its delicious and appetizing culinary destinations and famous for some processed sago such as "Mie Sagu". It was the center of attention of tourists visiting to Kepulauan Meranti. The purpose of the study was made a promotional video about the process of making "Mie Sagu" in Kepulauan Meranti Regency. The method of study used was descriptive. There were several steps that must be carried out. First, finding the materials at Kudap and Mekar Delima Village, collecting the materials, writing script, dubbing, making subtitles, then editing process. The result of this study was a promotional video of "Mie Sagu" production process in Kepulauan Meranti Regency with English dubbing and Indonesian subtitles, so the target was not only Indonesian people but also foreigners.

Keywords: Promotional video, dubbing, subtitle.

1. INTRODUCTION

Riau is a province in Indonesia, precisely in the island of Sumatra. Its coastal area borders the Malacca Strait. Riau is currently one of the richest provinces in Indonesia. Its resources are dominated by natural resources, especially petroleum, natural gas, rubber, palm oil, and fiber plantations. Riau has fertile soil, so the people grow a lot of plants, such as rubber trees, oil palm trees, and sago trees.

The sago trees in Latin is *Metroxylon sago*, which is a type of plant that is a staple food for some Indonesian people. One of them is people from *Kepulauan Meranti* Regency. They consume sago in which sago contains carbohydrates as a substitute for rice. Sago trees usually grow in freshwater swamp areas and peat lands, around rivers and water sources in swamp forest areas. Many Sago trees grow in *Kepulauan Meranti* Regency. Therefore, many people take initiative to process Sago into traditional foods. For example: *Sempolet, Lempeng Sagu, Bubur Sagu, Kerupuk Sagu, Kue Bangkit, Putu Piring and Mie Sagu* or Sago noodle. One which is popular among them is *Mie Sagu* that can be found easily in *Kepulauan Meranti* Regency.

Mie Sagu is made from sago flour which is processed from sago trees. Many people already know *Mie Sagu*, but not with the manufacturing process become ready to cook of *Mie Sagu*. It can be known that there is no a video about the process of *Mie Sagu* production starting from the processing of sago into flour until of *Mie Sagu*. Besides, the lack of promotional activities carried out by the *Kepulauan Meranti* government also make society get less information about the process of making of *Mie Sagu*.

Promoting *Mie Sagu* from *Kepulauan Meranti* is essential for several reasons. The first is cultural heritage preservation, *Mie Sagu* is a unique culinary tradition that reflects the cultural identity of *Kepulauan Meranti*. Promoting it can help preserve this cultural heritage

and pass it on future generations, ensuring that traditional recipes and cooking methods are not lost over time. The second is economic growth, promoting *Mie Sagu* can boost the local economy by increasing demand for sago and related products. This can support local farmers, food producers, and small businesses, creating job opportunities and stimulating economic development in the region.

The third is tourism attraction, travelers may find *Mie Sagu* to be a gastronomic destination. A growing trend in tourism is food tourism, and special, regional delicacies like *Mie Sagu* can attract tourists to *Kepulauan Meranti* boosting tourism income and promoting the area as a travel destination. The last is promoting food diversification. The primary ingredient of *Mie Sagu* is high in carbs and devoid of gluten, making it a great source of energy. Promoting *Mie Sagu* can inspire people to use this nutrient-dense item in their diets and increase knowledge of its health advantages.

Therefore, there should be ideas to introduce how to produce of *Mie Sagu*. One of them is using video. Video has many advantages aside from displaying interesting pictures and audio. It also makes it easier for people to understand something being explained. There are some videos of making of *Mie Sagu* but there is still no video displaying where the sago comes from.

Based on the previous explanation, the title "The Making of a Promotional Video of the of *Mie Sagu* Production Process in *Kepulauan Meranti* Regency" is chosen not only as a Diploma Degree requirement, but also as a tool to promote and make it easier for people to get to know about the existence of the process of making *Mie Sagu* in *Kepulauan Meranti*.

2. REVIEW OF RELATED LITERATURE

2.1 Definition of Traditional Food

Interest in traditional food has always existed since they are the basis of nutrition in diverse cultures and societies. According to Stefanova (2011), traditional foods are ones that have been consumed for centuries or perhaps millennia. It should be expected that traditional food with several kinds of herbs and spices will be challenging to replicate in other nations.

Fibri et.al (2022) says that traditional food is characterized as food having one or more special features which distinguish it apart from other comparable products in the same category.

From the definition above, it can be concluded that traditional food is a type of food that is closely related to an area and is passed down from generation to generation without reducing or adding to what has been measured. Traditional food is considered a food that has been around for a very long time and has been eaten for a very long time. Traditional food is generally one of the identities of a community group which is very easy to find and recognize.

2.2 Definition of Video

Videos are usually used for a variety of purposes in daily lives, including marketing for businesses, advertising, shopping, cooking, education, and promoting. According to Canning and Christine (2000), "Video is best defined as the selection and sequence of messages in an audio-visual context". Video can be a medium that helps the learning process and is very useful for many people. In addition, Alessi and Trollip (2001) says that video is an effective teaching and learning tool. It is challenging to show the way individuals behave in social contexts.

Based on explanation above, it can be concluded that video is that aims to educate or communicate a substantive message. Video is a recording of moving visual images made digitally or on tape. Video also as electronic medium for the recording, copying and broadcasting of moving visual images which can be used as learning media.

3. METHODOLOGY OF STUDY

This study used descriptive method which explains the problem in details. Descriptive method is a research method describing the characteristics of the population or phenomenon studied. This descriptive methodology focuses more on the “what” of the research subject than the “why” of the research subject. According to Bayat (2007), descriptive research is collecting data that will explain the situation more completely and will give objectivity to current issues or problems.

In addition, there are other opinions from the definition of descriptive research. Suryana (2020) says that descriptive research is focused to make a description systematically and accurately based on facts about a certain object. Meanwhile, Sugiyono (2014) says that descriptive research is used to analyze data by describing the data that has been collected as it is without intends to make conclusions that apply to general. Data collection methods for descriptive research can be used singly or in numerous combinations. Survey, interview and observations are some of the most frequent data collection methods used to answer descriptive research. Based on the explanation above, descriptive research is to find information about an object and make it a paragraph.

4. RESULT AND DISCUSSION

The result of this study was a promotional video of *Mie Sagu* Production Process in *Kepulauan Meranti* Regency, showing one of the typical culinary delight of *Kepulauan Meranti* Regency , so that other people can see how *Mie Sagu* was made. Product was made with English dubbing and Indonesian subtitles, so the target was not only Indonesian people but also foreigners.



Figure 1. Promotional Video

The evaluation of this final project product has been completed by three evaluators. The first evaluator was Mr. Niki Hardinata M. Kom, a lecturer at the Department of Information and Technology, he said that the video was good, but it needed further development to make it more interesting. At the subtitle section, many subtitles are not the same size and the layout was not appropriate. He also suggested providing slowmotion and transitions in some section.

The second evaluator was from a lecturer in the Language Department, Mr. M. Sabri, M. Pd, Par. After the product was evaluated, he said the video was very good and useful in promoting traditional culinary of *Kepulauan Meranti* Regency to international viewers. But there were still some aspects in the video should be improved to make it better. Some English vocabulary used in the video are not quite suitable and he also suggested making some correction in English description or dubbing to make it better. The third evaluator was State Polytechnic of Bengkalis student, majoring in English for business and professional communication, Ardi Wijaya, he said the storyline and introduction in video was good. In addition, the third evaluator also suggested adding natural background sound in some section and improving the quality of videos taken from other creators.

The fourth evaluator was Head of Meranti Islands Regency Tourism and Sports Youth and Sports Office, Eri Suhairy, S. Sos, he said this video was very interesting and the explanation of the process of making *Mie Sagu* was easy for the audience to understand. He also suggested introducing other foods made from sago flour, because Selatpanjang is known as the “City of Sago”.

There were several problems in making video, described as follow:

1. First, there were several steps in the sago production process very fast so that the researcher missed taking the video.
2. Second, problem was from the cellphone itself which has less capacity to run the application made the process editing run slowly.

5. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Overcoming problems in *Kepulauan Meranti* Regency tourism sector require a promotional video that can increase the number of tourists who visit in *Kepulauan Meranti* Regency. Not only in tourist destination, but also from traditional food. *Mie Sagu* has the potential to attract tourists and has never been promoted by *Kepulauan Meranti* Regency government.

For making this promotional video, there are several processes that need to be taken. First, collecting the materials. Second, writing the script video. Third, dubbing the video. Fourth, making subtitle and last editing the video.

In the video, there was a brief explanation about the *Kepulauan Meranti* regency. How to process sago to become sago flour, how to make *Mie Sagu*, type of *Mie Sagu* and where to get *Mie Sagu*. Hopefully this product can be useful now and in the future.

5.2 Suggestions

1. Suggestion for the Government

It is suggested that this final project product can be used by the Tourism Office of *Kepulauan Meranti* Regency as a way to promote *Mie Sagu* as the typical food of *Kepulauan Meranti* Regency and attract more international tourists.

2. Suggestion for the Student

Future student are expected to examine more references related to promotional videos so that the results are better and more complete. Then prepare yourself better in the process of taking and collecting data so that research can be carried out better.

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