

The Making of an English Cinematic Video of Huis Van Behauring Bengkalis

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Abstract

Huis Van Behauring Bengkalis is one of the Dutch heritage buildings that still exists in Bengkalis. However, the lack of promotional media makes this building still not visited by many tourists. Based on the problems, an attractive promotional media is needed to attract tourists to this detention house. The purpose of this research is to create a cinematic video to promote Huis Van Behauring Bengkalis. The method used in this research is descriptive research. There are several stages that have been carried out, such as pre-production stage, production stage and post-production stage. The results of this study is six minutes. Video covering history of Bengkalis, history of the detention house and exploring the detention house. This video is expected to be an attractive promotional media for local and international audiences to know the information about Huis Van Behauring Bengkalis.

Keywords : Cinematic, video, making, Behauring, Bengkalis.

1. INTRODUCTION

Indonesia has a lot of histories. There is history in every corner of this country, especially Dutch history. Colonialism carried out by the Dutch hundreds of years ago has left many historical sites, objects, or buildings such as bridges, roads, caves, prisons, churches, and others in the Indonesian territories they colonized. As in Bengkalis, the Dutch colonial also left a historic building in the form of the Dutch colonial detention house, namely Huis Van Behauring Bengkalis. This building was built in 1883 in Bengkalis which was used to imprison the king or anyone who opposed the Dutch colonial. This building has the potential to attract tourists because the authenticity of the European-style architecture is clearly visible starting from the walls, roof, doors, main door and windows, which are the main attraction. However, the scarcity of interesting information about the Huis Van Behauring Bengkalis detention house and the fact that there are still many people who do not know about this place is a problem today.

One of the media that is currently easy to influence and attracts the interest of many people is video. According to Ardianto (2016) promotion using videos is more effective, interesting and easy to understand because of video have audio and visual content. Currently, one of the most popular types of video is cinematic. Based on the problems, the research entitled "The Making of an English Cinematic Video of the Huis Van Behauring Bengkalis" was chosen as a media to introduce the Huis Van Behauring Bengkalis through cinematic video.

2. TINJAUAN PUSTAKA

2.1 Tourism

- a. According to Lontoh, et.al (2020) tourism is a transitory journey from one destination to another undertaken by groups or individuals in an effort to seek or balance peace and enjoyment with the environment in the social, cultural, ecological, and scientific dimensions.

- b. Suwanto in Ernawati (2020) claims that Tourism is the temporary departure of one or more people from their place of residence to another location for a variety of reasons, including economic, social, cultural, political, religious, health, or other interests such as just wanting to know, gain experience, or learn.

2.2 Promotion

- a. Abdillah (2016) explain that there are several methods that may be utilized to promote the power image as a tourist destination.
- b. Mardiyani & Murwatiningsih (2015) say that promotion is a type of communication aimed to convey information about a product or service, hence employing promotional methods is critical in a product or service organization.

2.3 Video

- a. Purwati in Apriansyah, et.al (2019) claims that video is a medium for conveying messages that are factual or fictitious, informative, educational and instructional.
- b. Chandra & Nugroho (2016) explain that benefits of video media for learning needs, among other things, might capture more attention than the duration of a short time. While the nature of one-way communication is one of video media's downsides, it must be tempered by seeking other sources of input.
- c. Ladistin, et.al (2022) argues that video as a promotional medium is an excellent technique to express a product's or location's aim and purpose.

2.4 Cinematic

- a. Setiawan & Hasanah (2020) argues that cinematic (cinematography) comes from the Yunani words: Kinema which means movement, Photos which means light and Graphos which means painting. Cinematography as an applied science is a field of science that discusses techniques for capturing images and combining these images so that they become a series of images that can convey ideas or can carry stories
- b. according to Farhan & Ahmad (2018) cinematography is an applied science that discusses the technique of capturing images and at the same time combining these images so that they become a series of images that have the ability to convey ideas and stories. Farhan & Ahmad (2018) also added that the four cinematic aspects are as follows: mise-en-scene, cinematography, editing, and sound. The term "mise-en-scene" refers to anything in front of the camera.

2.5 Voice Over

- a. According to Vira (2022) Voice over is additional narration in the form of a human voice reading a story/narration related to the video being made. In fact, voice over is often paired with sound effects as the background music.
- b. Putri (2022) explain that voice over is the activity of filling in the voice for audio or visuals behind the scenes such as advertisements, narratives, promotions, events, live events, company profiles and so on, but there are still many people who often mistakenly called or confused with the term dubbing, the difference with dubbing is changing the sound on existing characters, for example in movies or cartoons. People who work as VOs are called voice overs talent.

2.6 Subtitling

- a. According to Sirait, et.al (2018) subtitles should be read briefly in a few seconds; a professional subtitle translator should be able to assist the audience in enjoying and understanding the film rather than keeping it occupied reading extended subtitles. As a result, a translator must be able to ensure that a subtitle is readily read and understood.
- b. Naserly (2017) says that subtitle is one of the translations of the text of a video or movie from the source language to the target language. Movie subtitles are very important today. Because foreign languages require subtitles to reach viewers more easily.

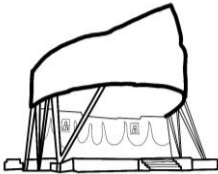

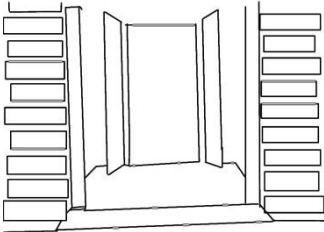
METHOD

This research was conducted in Bengkalis Regency. According to Anggara & Abdillah (2019) stated that the qualitative approach is a method of study that tries to reveal or describe a specific and precise symptom or occurrence without the use of measurement. From the explanation, the method in this study was qualitative research, especially descriptive research. This method was used because this study explained the object of research in the study product, which is in the form of a video and described the state of the object.

3. RESULT AND DISCUSSION

The result of this study is the making of an English Cinematic Video of Huis Van Behauring Bengkalis which duration is about six minutes. This video presents the history of Bengkalis, the history of Huis Van Behauring Bengkalis and explores every corner of this building.

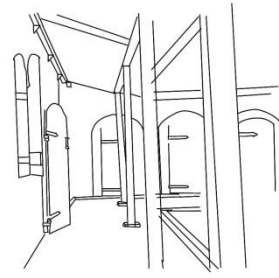
Table 1. Product design

No	Minute	Explanation	Story Board
1.	00:05-01:34	Ext: Location: Around Bengkalis Malay Intrument Cinematography of Bengkalis Port	
2.	01:35-02:38	Ext: Location: In front of Huis Van Behauring Bengkalis Introduction of the Huis Van Behauring Bengkalis	
3.	02:39-02:55	Ext: Location: Around the Building History of Huis Van Behauring Bengkalis	

4. 02:56-05:14

Int & Ext:

Location: Detention rooms

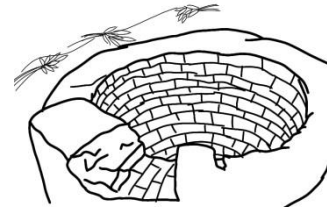


Detention rooms of Huis Van
Behauring Bengkalis

5. 05:15-05:47

Ext:

Location: Each side of the Huis
Van Behauring Bengkalis

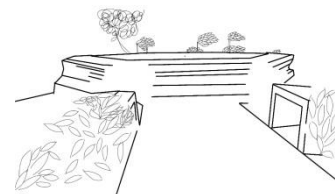


Old wells

6. 05:48-06:29

Ext:

Location: In the Middle of the Huis
Van Behauring Bengkalis

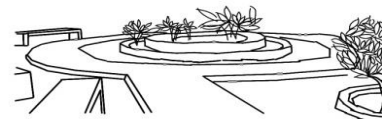


Pond and garden

7. 06:30-06:44

Ext:

Location: In Front of the Huis Van
Behauring Bengkalis

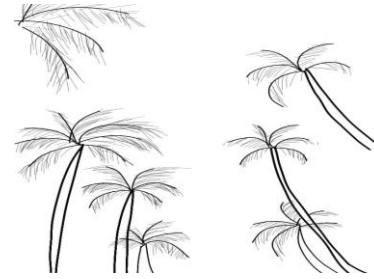


Garden and sitting area

8. 06:45-07:01

Ext:

Location: Around the Huis Van
Behauring Bengkalis



Closing

4. CONCLUSION AND SUGGESTION

The study aimed to create an English cinematic video of Huis Van Behauring Bengkalis, involving three stages: pre-production (observation and data collection), production (video shooting), and post-production (editing using applications like Wave Sound and VN Editor). The final product is a six-minute English cinematic video showcasing the history and exploration of Bengkalis island and Huis Van Behauring Bengkalis.

Local communities and the youth should enhance the promotional video of Huis Van Behauring Bengkalis by improving video quality and content. Additionally, the Cultural Department of Disparbudpora of Bengkalis should ensure accurate history information on their official website to prevent information errors.

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