

The Making Of The Prapat Tunggal Beach Cinematic Video

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Abstract

Tourism objects are everything that has uniqueness, beauty, and value in the form of diversity in natural wealth, culture, and man-made products. Bengkalis Regency stands alone on the island of Sumatra and has several beach attractions, one of which is Prapat Tunggal Beach. Prapat Tunggal Beach is one of the tourist attractions located in Meskom that is less known by the outside world and the Bengkalis community itself due to a lack of information, media, and promotion. The purpose of this research is to create a promotional video for Prapat Tunggal Beach. This research is categorized as descriptive research. In making this product, there are several steps, such as collecting data and providing materials, writing video scripts, recording videos, recording voice over, editing, and inserting subtitles. The result of this research is a promotional video for Prapat Tunggal Beach. The video is 7 minutes long in total. The evaluation results show that the majority of respondents gave positive responses to this video, which can be used to promote Prapat Tunggal Beach.

Keywords: Promotion, Tourism, Prapat Tunggal Beach, Cinematic video, Tourist Atraction.

1. INTRODUCTION

A Tourist Attraction is everything that markets the uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth. Most of Indonesia's tourist attractions are natural resources that become the destination or destination of tourists who visit the area.

Riau is one of Indonesia's provinces with many new tourist attractions that are no less interesting than well-known tourist attractions in other regions but are less well-known by domestic and foreign is tourist Bengkalis Regency. Which is located in a strategic area Facing directly to the Malaka Strait covering the eastern part of the mainland. Sumatra Island and it's surrounding archipelago total 6,973.00 km². The district capital is of Bengkalis Regency, which is separate from the island of Sumatra, which has many villages, and has a population of 593,397 people in 2020.

Bengkalis Regency that has several natural attractions that are popular, such as *Pantai Selatbaru, Objek wisata Magrove, pantai Madani, pantai Penampar, pantai Raja Kecik Muntai And pantai Prapat Tunggal*. Prapat Tunggal Beach is one of the tourist attractions located in the village of Meskom, Bengkalis District, Bengkalis Regency, which is rarely known by the outside community and the Bengkalis community itself because of the lack of information, media, and promotions.

There are many ways to promote tourist attractions. One of them is through cinematic video. Cinematic video has several advantages in promotion because of the combination of visuals and audio, and they function well in conveying messages that attract the attention of the audience. Therefore, making this cinematic video is very helpful for the government of Bangkalis district. It is hoped that by focusing on the Prapat Tunggal beach's charm, more people will become aware of the beach, visit it, and contribute to boosting the local

economy. Based on the background above, this study will be focused on “The Making of the Prapat Tunggal Beach of Cinematic Video”

2. LITERATURE REVIEW

2.1 Promotion

- a. Promotion is defined as an effort to provide or introduce a product or service in order to attract customers who are likely to use the product or service. Based on Made (2015) Promotion is one of the determining factors for the success of a marketing program. If consumers have never heard of it and are not sure that the product will be useful to them, then they will not buy it either.
- b. According to Sinta (2011) Intristic Promotion is a form of marketing communication. Marketing communication is an activity that seeks to disseminate information, influence/persuade and or remind the target market of the company and marketing to accept, buy and be loyal to the products offered by the company concerned.
- c. Based on Firmansyah (2020) Promotion is a form of communicating information about products and influencing consumers to buy them. Promotion is an effort to introduce products and services so that they can be known and accepted by the public. There are several types of promotions, namely: advertising, personal selling, sales promotion, publicity, and direct marketing.

2.2 Cinematic Video

- a. The Big Indonesian Dictionary defines (2016) Video is the part that transmits images on a television set or recorded live images that are broadcast on television.
- b. Video is made up of still images that are mechanically projected one frame at a time through a projector lens to give the illusion of motion on the screen. Usually, entertainment, documentation, and education are the three main uses of this medium. Videos have the power to convey knowledge, explain complicated ideas, teach skills, compress or lengthen time, and change attitudes.
- c. In Miyarso (2011) mentions that video has a relationship with cinematography. Where video is interpreted as a part of cinematography, a very striking difference is that, in its early development, cinematography was only able to record moving pictures without sound at once.
- d. According to Ladistin (2022) Video cinematic is a video that tells a story with visual quality consisting of color, brightness, contrast, sharpness, motion blur, sharp space, optical effects, grain, vignette, lighting, and camera movement that is processed so that it looks close to the image quality from the camera with the film format.

2.3 Dubbing

- a. Dubbing or voiceover is part of the artistic expression of audio-visual media. Who is more vocal in playing drama. Riska (2018) claims that dubbing is a method for translating the voices of actors and actresses who perform in a film into a different language. The dialogue in the movie, which is spoken by a stunt double or dubber, can also be interpreted as a translation from a foreign language into the native tongue.
- b. Based on Putrilestari (2020) Dubbing is a post-production process used in film making and video production in which additional or supplementary recordings are lip-synced and mixed with original production sound to create the finished soundtrack.

2.4 Subtitling

- a. Gottlieb (2004) Describes Subtitling as “Diasemiotic translation in polysemiotic media (including films, TV, video and DVD), in the form of one or more lines of

written text presented on the screen in sync with the original dialogue”. Compare to dubbing subtitling is more convenient and save a lot of time and money production.

- b. Khalaf (2016) Subtitling is a type of translation, particularly in the audiovisual filed which includes dubbing, voiceover and audio description. In other words, the audiovisual language of TV programs or films transferred with certain forms to be understandable by target audiences whom they are not familiar with its source language

2.5 Tourism

- a. Sinaga, in Mudea. (2018) Tourism is a type of trip that is planned and carried out from one place to another, either individually or in groups, with the aim of obtaining some form of satisfaction and pleasure.
- b. The United Nations World Tourism Organization (UNWTO) has developed a definition of tourism in light of this development, which can be loosely translated as follows:“Tourism is the activity of travel and stay of a person or group outside their place of residence and environment for not more than one consecutive year for tourism, business, or other purposes without working in the place visited.”
- c. Law Number 10 of 2009 concerning Tourism.defined as follows:“Article 1 (paragraph 1): Tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of tourist attractions visited for a temporary period of time.”

2.6 Tourist Attraction

- a. Warpani in Setyawan (2019), is anything that prompts an individual or group of individuals to visit a location due to something that has a specific meaning, such as the natural environment, a historical site or location, or specific events
- b. Irawan in Yunis (2019) states that tourist is people who are traveling.
- c. Satato (2019) Tourist attractions are one of the important elements in the world of tourism. Tourist objects and attractions can be in the form of natural, cultural, artificial, living, and so on, and have attractiveness and selling points to be visited or enjoyed by tourists.

3. METHOD

The method of this study was descriptive research. According to Sugiyono (2005) states that descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. Therefore, this study tries to describe the process how to make Promotion and Video Cinematic of in Prapat Tunggal Beach.

4. RESULT AND DISCUSSION

The Result of this Study was a about a Cinematic Video on Prapat Tunggal Beach as medium to increase knowledge and information about the tourist attraction "Prapat Tunggal Beach". This product is expected to help the government in this video made in English which aims to promote to internasional tourist.

No.	Minute	Content
1.	Duration of video	7 Minutes
2.	Minute 00:00-00:31	Opening of the video
3.	Minute 00:30-01:12	The Introduction of <u>Bengkalis</u>
4.	Minute 01:12-07:00	Cinematic Video of Tourist Attraction in <u>Prapat Tunggal Beach</u>
5.	Minute 07:00-07:05	Closing of The Video

Figure 1. The Figure of Design Product



Figure 2. Design of The Video

5. CONCLUSION AND SUGGESTION

The result of this final project is a Promotional Video with the title "The Making of a Cinematic Video of a Tourist Attraction in Prapat Tunggal Beach,".Product was made with English dubbing and Language subtitling. This video is expected to help the local government promote touris attractions in Prapat Tunggal Beach to local tourists and foreign tourists, and the community can learn English through the video. The making of this video uses a manual process, starting with providing materials such as cameras and smartphones. This video contains information about Prapat Tunggal Beach. It was made with a duration of seven minutes and three seconds and edited using the VN video editor application.

There are several processes carried out in making this product, starting with collecting data and providing material, writing video scripts, recording videos, Voice over,editing, and inserting subtitles.

The video was evaluated by four competent people, including lecturers from the university, and the Bengkalis Regency Tourism, Youth and Sports Office. The evaluation results were quite satisfactory where most of them gave positive responses to the video.

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