

CHAPTER I

INTRODUCTION

1.1 Title of the Study

The Making of Bengkalis Malay Wedding Video

1.2 Background of The Study

Marriage is done by all people in this world, either from religion, color of skin, country or ethnic. In Indonesia the wedding ceremony is carried out in two ways, traditional and modern. There are times when the bride and groom use both methods, usually in two separate ceremonies. The wedding ceremony is traditionally carried out according to local customary rules. Indonesia has many tribes, each of which has their own wedding ceremonies.

The wedding ceremony for Malay marriage is a must to do with processes and it can be held in a small or big ceremony. It is usually made into two ways. They are traditional and modern ways. These ways are done in different moments, such as: in Solemnization and Wedding reception. Malay custom has been influenced by Islam hundreds years ago. Therefore, the processes of the marriage follow the ways of Islam.

Malay people who live in the district of Bengkalis have the customs and regulations to celebrate their wedding. Basically, the aim of Malay marriage is the same like the other ethnics, religions, and countries in this world. The Malay custom and marriage ceremony has very complex ceremony. There are many things that have to be passed through from the ceremony before marriage until the ceremony after marriage.

Bengkalis city has Malay culture because Bengkalis is famous for Malay traditions, and the Bengkalis Malay wedding procession is a customary manifestation

that is still cultivated today. The procession of Bengkalis Malay Wedding is very long and complex. Many tools and rules must be prepared and done, such as:

- a. *Merisik* is a term from the Malay community to find out information about the girl to be proposed
- b. Engagement is a form of commitment from both parties who have agreed to get married by giving a gold ring to the woman
- c. *Berinaï* is a procession tonight for the second bride. This activity is carried out one or two days before the wedding
- d. Solemnization is the most sacred event in the custom of marriage because this is the surrender of obligations and responsibilities from the father of the woman to her husband
- e. The wedding and others.

All of the tools and rules should be prepared and done by Malay, but there is different Malay custom that is found in some territories. Thus, there are some rules are not done by them because of the difference of the territory, and still most of the malay people in Bengkalis do not know philosophy of Bengkalis Malay Wedding.

The making of this video aims to promote Bengkalis Malay wedding not only for international tourists but also for people from other cultures. Therefore, this video will facilitate people's knowledge or insight about Bengkalis Malay wedding. According to Cecep Kustandi (2013, p.64) said that video is a tool that can present information, explain the process, explain complicated concepts, teach skills, shorten or slow down time and influence attitudes. Next, Sukiman (2012, p.188) states that video media is a set of components or media capable of displaying images and sound at the same time.

This study aims to make Malay people in Bengkalis know the meaning or philosophy of each culture because there are many people do not know the meaning or philosophy of all tools and rules of Bengkalis Malay Wedding. Than, it can help

government to promote the culture and Bengkalis malay wedding to international tourism.

1.3 Limitation of the Problem

Based on the problem explained in the background of study, the formulation of the problem is many people do not know the meaning of every process in Bengkalis Malay wedding

1.4 Formulation of the Problem

The purpose of the study is based on the formulation of the problem, this is to introduce and promote culture of Bengkalis Malay wedding.

1.5 Purpose of the Study

This study focus only in the making of malay wedding and this study was conducted in Bengkalis.

1.6 Significances of the Study

The expected benefits of this Final project Proposal are :

- a. To help the government to promote of Bengkalis malay wedding customs to international tourist.
- b. To improve people's understanding about Bengkalis malay wedding.