

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Zapin Tradisi dance was a gesture and was originally performed by Arab traders to coastal areas. Before Zapin developed in Bengalis Sub-district, Zapin was very famous in Siak Sri Indrapura's. Zapin first entered Bengkalis in the 1940's brought by Abdul Noer artist from Deli Medan, and then developed by Muhammad Yazid from Meskom. The area is located in the traffic lane Riau international trade, facilitating contacts with various ethnic cultures. This situation began to gradually cause the loss of symbols and the intrinsic meaning contained in Zapin Tradisi dance.

To promote Zapin to the public Meskom certainly has a profile presentation to promote its institution by displaying the profile of each individual. There are various promotional items made by Meskom, including: brochures, pamphlets, banners, and video about general Meskom information. Zapin's profile is able to attract the attention of the public and circles. This could increase the number of visitors and tourists who are attracted to the Zapin Tradisi dance.

However, the promotional items that have been mentioned above seem less effective to attract more visitors to find out about the special Zapin Tradisi dance culture at Meskom. The work of people to develop and preserve this Meskom Zapin Tradisi dance is by educating and teaching their children and the younger generation the Zapin Tradisi dance. For the regeneration of this Zapin Tradisi dance to survived and flourish. The development of an art stage is essential because the art of Zapin is highly capable and presents unique characteristics compared with other artist's performances. And that requires cooperation between the government and the public. The village of Meskom has itself developed the art of the Zapin with cooperation between the school and Zapin coach

at Meskom, where the school has given the curriculum policy by putting the art of Zapin in the school as an extracurricular to students.

Based on the explanation above, this research is about making a product in the form of a promotional video about Zapin Tradisi dance in Meskom, Bengkalis. This video shows all the components of the Zapin Tradisi dance. Regarding this program, human resources, existing facilities, achievements, and existing activities. With this video, it is expected to be able to introduce Zapin Tradisi dance in Meskom to the wider community and attract more tourism.

1.2 Formulation of the Problem

The problem was formulated into “How are the processes of making a promotional video about Zapin Tradisi dance in Meskom, Bengkalis ?”.

1.3 Limitation of the Problem

This promotional video was limited to several aspects, because it just focuses on certain aspects such as the history of Zapin Tradisi dance, Zapin Tradisi tools, and Zapin Tradisi dance in Meskom, Bengkalis.

1.4 Purpose of the Traditional Study

The purpose of the study was to make a promotional video about the profile of Zapin Tradisi dance in Meskom, Bengkalis.

1.5 Significance of the Study

There are some significances for Society, Tourists from Abroad, and Government Tourism office Bengkalis Regency:

1. Significance for Society

The product was expected to be one of the promotional means to promote Zapin Tradisi dance to the society.

2. Significance for Tourists from Abroad

To help the tourists easy to learn everything about Zapin Tradisi dance.

3. Significance for Government Tourism Office Bengkalis Regency

To support tourism office of Bengkalis Regency to promote the existention of Zapin Tradisi dance in Meskom, Bengkalis.

