

# **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.*