

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Riau is a province in Indonesia, precisely in the island of Sumatra. Its coastal area borders the Malacca Strait. Riau is currently one of the richest provinces in Indonesia. Its resources are dominated by natural resources, especially petroleum, natural gas, rubber, palm oil, and fiber plantations. Riau has fertile soil, so the people grow a lot of plants, such as rubber trees, oil palm trees, and sago trees.

The sago trees in Latin is *Metroxylon sago*, which is a type of plant that is a staple food for some Indonesian people. One of them is people from *Kepulauan Meranti* Regency. They consume sago in which sago contains carbohydrates as a substitute for rice. Sago trees usually grow in freshwater swamp areas and peat lands, around rivers and water sources in swamp forest areas. Many Sago trees grow in *Kepulauan Meranti* Regency. Therefore, many people take initiative to process Sago into traditional foods. For example: *Sempolet*, *Lempeng Sagu*, *Bubur Sagu*, *Kerupuk Sagu*, *Kue Bangkit*, *Putu Piring* and *Mie Sagu* or Sago noodle. One which is popular among them is *Mie Sagu* that can be found easily in *Kepulauan Meranti* Regency.

Mie Sagu is made from sago flour which is processed from sago trees. Many people already know *Mie Sagu*, but not with the manufacturing process become ready to cook of *Mie Sagu*. It can be known that there is no a video about the process of *Mie Sagu* production starting from the processing of sago into flour until of *Mie Sagu*. Besides, the lack of promotional activities carried out by the *Kepulauan Meranti* government also make society get less information about the process of making of *Mie Sagu*.

Promoting *Mie Sagu* from *Kepulauan Meranti* is essential for several reasons. The first is cultural heritage preservation, *Mie Sagu* is a unique culinary tradition that reflects the cultural identity of *Kepulauan Meranti*. Promoting it can help preserve this cultural heritage and pass it on future generations, ensuring that traditional recipes and cooking methods are not lost over time. The second is

economic growth, promoting *Mie Sagu* can boost the local economy by increasing demand for sago and related products. This can support local farmers, food producers, and small businesses, creating job opportunities and stimulating economic development in the region.

The third is tourism attraction, travelers may find *Mie Sagu* to be a gastronomic destination. A growing trend in tourism is food tourism, and special, regional delicacies like *Mie Sagu* can attract tourists to *Kepulauan Meranti* boosting tourism income and promoting the area as a travel destination. The last is promoting food diversification. The primary ingredient of *Mie Sagu* is high in carbs and devoid of gluten, making it a great source of energy. Promoting *Mie Sagu* can inspire people to use this nutrient-dense item in their diets and increase knowledge of its health advantages.

Therefore, there should be ideas to introduce how to produce of *Mie Sagu*. One of them is using video. Video has many advantages aside from displaying interesting pictures and audio. It also makes it easier for people to understand something being explained. There are some videos of making of *Mie Sagu* but there is still no video displaying where the sago comes from.

Based on the previous explanation, the title "The Making of a Promotional Video of the of *Mie Sagu* Production Process in *Kepulauan Meranti* Regency" is chosen not only as a Diploma Degree requirement, but also as a tool to promote and make it easier for people to get to know about the existence of the process of making *Mie Sagu* in *Kepulauan Meranti*.

1.2 Formulation of the Problem

The problem of the study was formulated into "How are the processes of making a Promotional Video about the Process of Making of *Mie Sagu* in *Kepulauan Meranti* Regency".

1.3 Limitation of the Problem

In order to focus study and make it easy to understand in its preparation so that it is more directed, this study is limited into:

- a. The beginning of logging sago trees and processing into sago flour.
- b. Sago flour which is processed into of *Mie Sagu*.
- c. Packaging process.

1.4 Purpose of the Study

The purpose of the study was to make of a promotional video about the process of making of *Mie Sagu* in *Kepulauan Meranti* Regency.

1.5 Significances of the Study

1.5.1 Significance for the Viewers

This study can be used as information materials about the Process of Making of *Mie Sagu* in *Kepulauan Meranti* Regency, so that other people can know the stages of making *Mie Sagu* and can increase the interest of *Mie Sagu* lovers, both from the local community and abroad.

1.5.2 Significance for the Researcher

This study can actually apply the knowledge that has been obtained from college. It also could be useful to stimulate and motivate the researcher to increase learn English.

1.5.3 Significance for the Government

This study can be used as a promotional tool to increase visitor interest. It also can provide information to the public for develop Sago house as business to improve the community's economy in the *Kepulauan Meranti* Regency.