

THE MAKING OF AN INFORMATIONAL VIDEO OF TRADITIONAL FOODS IN BATAK TOBA

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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. The island of Sumatra consists of several tribes that have various types of special food, one of which is the Batak Toba. The Batak Toba has various types of foods that are unique and little known to the outside community and the world. The purpose of this study was to make an informational video about these traditional foods so that they can be known to the public and worldwide. The method of this study was descriptive. In making this product, there are several steps such as data collection and providing material, writing video scripts, video recording, voice over recording, editing, and inserting subtitles. The result of this study was an information video about traditional food in Batak Toba. This video is 9 minutes long. This video can be used to promote Indonesian culinary delights, especially in the Batak tribe.

Keywords: *Informational, Tourism, Traditional Batak Toba Foods, Informational Videos, Tourists Attractiveness.*