

# The Making of Promotional Video of Mentayan Agrotourism

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## ABSTRACT

*Mentayan Agrotourism is one tourism spot in Bengkalis. However, the lack of promotional media makes this agrotourism still not visited by many tourists. Based on the problems, an attractive promotional media is needed to attract tourists to this detention. The purpose of this research is to create a cinematic video to promote Mentayan Agrotourism. The method used in this research is descriptive research. There are several stages that have been carried out, such as collecting data and providing materials, collecting the video, writing the script, editing, and dubbing. The results of this study is six minutes video which covering detail information about of Mentayan Agrotourism. This video is expected to be an attractive promotional media for local and international audiences to know the information about Mentayan Agrotourism.*

**Keyword:** *Agrotourism, Mentayan, video, making, Bengkalis.*