

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Currently, going somewhere is one of the secondary needs of society. This is supported by today's travel is simplicity; numerous smartphone applications and websites which can fulfill this basic human needs. Humans desire a very different atmosphere from their daily lives when they are tired from carrying out their daily tasks. The activity of people traveling and staying in places outside their usual environment for leisure, business, or other purposes is called tourism.

One particularly distinctive form of tourism is agrotourism. Agrotourism is largely centered on natural areas that have been turned into places where the neighborhood may make money not from tourism, but rather from the harvest. Without a doubt, the land that the community has developed has a lovely design and can entice tourists to come and experience the uniqueness. As a result, agrotourism has enormous potential for drawing travelers interested in learning about the agricultural industry.

In Bengkalis District, Riau Province, specifically in the subdistrict of Bantan, has the potential for agrotourism. The extensive rice acreage in Bantan lends evidence to this because the district of Bantan in the Bengkalis District produces rice of the highest caliber. There are currently one location that have been managed by the local government and community as agrotourism destination, which is Mentayan Agrotourism.

However, Mentayan Agrotourism still underdeveloped and there are a few visitors right now. The reason for the query is undoubtedly because only the local community in Bengkalis is aware of the existence of agritourism there. The existence of Mentayan Agrotourism is greatly supported by effective marketing strategies. As a result, making a video about Mentayan Agrotourism was chosen as the main subject of this project. Because by means through this video it is expected to increase local and international community interest in Mentayan Agrotourism.

## **1.2 Formulation of the Problem**

The issue that be determined from the background that has been shown above is “How are processes of making a promotional video of Mentayan Agrotourism?”

## **1.3 Limitation of the Problem**

In Bengkalis, visitors can explore various interesting locations of tourism. There are lot of tourism spot in Bengkalis, but the focus of this study only covers one rice-field agrotourism, which is Mentayan Agrotourism.

## **1.4 Purpose of the Study**

The purpose of this study is to make a documentary promotional video with English and Indonesian subtitle of a rice-field agrotourism as destination in Bantan sub-district.

## **1.5 Significances of the Study**

### **1.5.1 Significances for the Readers**

This research will provide a better understanding of Mentayan Agrotourism as a tourist destination. Also through this study, readers will be able to see the potential and uniqueness offered by Mentayan Agrotourism. This will help in influencing their perception and encourage interest to visit the place.

### **1.5.2 Significances for the Government**

This research has an important role for the government in terms of promoting regional tourism by making an interesting promotional video about Mentayan Agrotourism, the government is able to attract local and foreign tourists to visit the place, it is will make a positive contribution to the local economy through spending on tourists, creating new jobs, and increasing income in the tourism sector.