

# THE MAKING OF THE PRAPAT TUNGGAL BEACH CINEMATIC VIDEO

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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. Bengkalis Regency stands alone on the island of Sumatra and has several beach attractions, one of which is Prapat Tunggal Beach. Prapat Tunggal Beach is one of the tourist attractions located in Meskom that is less known by the outside world and the Bengkalis community itself due to a lack of information, media, and promotion. The purpose of this research is to create a promotional video for Prapat Tunggal Beach. This research is categorized as descriptive research. In making this product, there are several steps, such as collecting data and providing materials, writing video scripts, recording videos, recording voice over, editing, and inserting subtitles. The result of this research is a promotional video for Prapat Tunggal Beach. The video is 7 minutes long in total. The evaluation results show that the majority of respondents gave positive responses to this video, which can be used to promote Prapat Tunggal Beach.*

**Keywords:** *Promotion, Tourism, Prapat Tunggal Beach, Cinematic video, Tourist Atraction.*