

CHAPTER I

INTRODUCTION

1.1 Background of the Study

A Tourist Attraction is everything that markets the uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth. Most of Indonesia's tourist attractions are natural resources that become the destination or destination of tourists who visit the area.

Riau is one of Indonesia's provinces with many new tourist attractions that are no less interesting than well-known tourist attractions in other regions but are less well-known by domestic and foreign is tourist Bengkalis Regency. Which is located in a strategic area Facing directly to the Malaka Strait covering the eastern part of the mainland. Sumatra Island and it's surrounding archipelago total 6,973.00 km². The district capital is of Bengkalis Regency, which is separate from the island of Sumatra, which has many villages, and has a population of 593,397 people in 2020.

Bengkalis Regency that has several natural attractions that are popular, such as *Pantai Selatbaru*, *Objek wisata Magrove*, *pantai Madani*, *pantai Penampar*, *pantai Raja Kecik Muntai* And *pantai Prapat Tunggal*. Prapat Tunggal Beach is one of the tourist attractions located in the village of Meskom, Bengkalis District, Bengkalis Regency, which is rarely known by the outside community and the Bengkalis community itself because of the lack of information, media, and promotions.

There are many ways to promote tourist attractions. One of them is through cinematic video. Cinematic video has several advantages in promotion because of the combination of visuals and audio, and they function well in conveying messages that attract the attention of the audience. Therefore, making this cinematic video is very helpful for the government of Bangkalis district. It is hoped that by focusing on the Prapat Tunggal beach's charm, more people will

become aware of the beach, visit it, and contribute to boosting the local economy. Based on the background above, this study will be focused on “The Making of the Prapat Tunggal Beach of Cinematic Video”

1.2 Formulation of the Problem

The formulation of the problem in the study How are the processes of The Making of the Prapat Tunggal Beach of Cinematic Video

1.3 Limitation of the Problem

The Limitation of the problem is only a Cinematic Video at Prapat Tunggal Beach.

1.4 Purpose of the Study

The purpose of this study is to make a Cinematic Video at Prapat Tunggal Beach.

1.5 Significances of the Study

1.5.1 Significances for the Local Community

1. This Video can be as a medium for local community increasing their insight about Prapat Tunggal beach
2. This Video can help increasing their economy through promoting their tourism to international community

1.5.2 Significances for the Tourism Office Bengkalis Regency

1. This Cinematic Video is expected to support the Bengkalis Regency tourism office in promoting the tourist attraction at Prapat Tunggal to domestic and international tourists.
2. By using the Video Tourism Office of Bengkalis Regency can increase their Video about the tourist attraction of Bengkalis.

1.5.3 Significances for the International Community

1. International community can get the information about the Prapat Tunggal Beach.
2. International community can get to visit Prapat Tunggal beach tourism.