

CHAPTER I

INTRODUCTION

1.1 Background of Study

One of the biggest provinces on the island of Sumatra is Riau, which has a strong Malay culture. This province's cultural and historical acculturation strength sets it apart from other provinces. Riau Province, which lies in the center of Sumatra Island, is currently one of the most strategically vital regions, with excellent development acceleration. Rokan Hilir is one of the 12 districts in Riau.

In every city, Rokan Hilir is a district rich in history, and Bagansiapiapi is one of those districts. Rokan Hilir district's capital is Bagansiapiapi. Few people are aware of the intriguing history of the name Bagansiapiapi.

History is derived from the Greek noun "historia" or "istoria," which means "science." This phrase is used by Aristotle to describe natural phenomena in both a systematic and non-chronological manner, using both systems. A variety of historical problems facing the younger generation have included a lack of historical identity, a failure to learn from history, and a disregard for the existence of historical artifacts. An excursion to a local historic building can inspire you to weave history. by examining local historical sources, presenting historical values to the next generation, and creating memories with the country. The inspiration for the achievements and contributions of visiting places is to build memories, defend and fight for the hopes of the younger generation, and continue to strive for positive, innovative, and interesting learning. The vision of learning history consciously is not just a dream.

Based on the data and information above, the product that was made to complete this final project is a promotional video history of Bagansiapiapi. This product is used to promote the history of Bagansiapiapi, as well as the culture and origin of the name Bagansiapiapi. The main reason someone does a promotion is so that the product being marketed is known to many people. After the product is widely known, the sales results also increase. The main thing in promotion is to

create an effective persuasive message to attract the attention of consumers. An effective message strategy is a message that can convey promotional objectives.

One of the best promotional media was to use videos. The tourism sector also needs promotional media in the form of videos. Promotion using video is more effective, interesting and easy to understand because videos have audio and visual content. In addition, by using video, the message conveyed can be more precise, interesting and fun, and easier to disseminate than other promotional media..

1.2 Formulation of the Problem

The problem was formulated into “How were the processes of making a Promotional video of History of Bagansiapiapi.”

1.3 Limitation of the Problem

There are some aspects in history object discussed in this study. They are formation of the city Bagansiapiapi, history of the name, history of the origin people, and history of the culture.

1.4 Purpose of the Study

The purpose of the study was to make a video promotional History of Bagansiapiapi.

1.5 Significance of the Study

This product was created as a from of promotional video introducing the history of Bagansiapiapi to the younger generation, especially to children in Rokan Hilir district and abroad, such as in surrounding countries, so with this video it can add insight and knowledge about the history of their own area.