

THE MAKING OF A PROMOTIONAL VIDEO ABOUT GAJAH SAKTI VILLAGE IN MANDAU SUBDISTRICT

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ABSTRACT

This final project aims to make a promotional video about Gajah Sakti Village, located in Mandau Subdistrict, Bengkalis Regency, Riau Province. The purpose of this video is to introduce the village's historical values, particularly the legend of Gajah Sakti Inscription, as a potential tourism attraction for both local and international tourists. The method of study used was descriptive. Method in making this product there were several steps such as data collection through direct observation and interviews, scriptwriting, English voiceover, subtitling in Indonesian, and video editing using the CapCut application. The final product is a six minutes and twelve seconds promotional video that highlights the village's history, local livelihoods, and iconic sites. It is expected that this final project supports the efforts of the local government and tourism office in promoting Gajah Sakti Village and raise local society awareness in preserving Gajah Sakti Village.

Keywords : *Promotional Video, Gajah Sakti Village, Tourism, Historical Value*