

CHAPTER I

INTRODUCTION

1.1 Background of the study

One of Indonesia's island regions developed for tourism is Rupert Island in Bengkalis Regency. Known for its natural beauty and unspoiled landscapes, Rupert features tranquil small rivers and a large river dividing the island. Its strategic location facing the international shipping lanes of the Malacca Strait makes it highly prospective for marine tourism development. This not only promises to improve local community welfare but also ensures the sustainable conservation of its natural resources and biodiversity through maritime tourism initiatives.

Rupert Island is one of the outer islands in the province of Riau's Bengkalis Regency. The location of it is along the Malacca Strait. Rupert Island boasts breathtaking natural scenery. Since 2011, Rupert Island has even been named a National Tourism Strategic Area. Beautiful beaches surround it, as may be seen. Ketapang Beach is one of the several beaches where guests may take in the stunning scenery together with the sound of the waves and wind. There are two other beaches with white sand; Tanjung Lapin Beach and Pesona Beach. In addition, Tanjung Daya Beach is well-known for both its crystal-clear water and its sturdy lighthouse. Furthermore, Beting Aceh Island exists. This little island has a distinctive.

Apart from its natural beauty, Rupert also has souvenirs especially local food souvenir that can be taken home to give to relatives. There are various places selling local food souvenirs on Rupert Island, for example *Ikan Salai*, *Kerupuk Ikan*, *Madu Kelulut* and many more. Almost all areas on Rupert Island have places selling souvenirs. There is also a place that sells typical Rupert souvenirs, namely Mak Usu which is located in Pancur Jaya village, Rupert Island; Available here are Tamarind Pickles, nano-nano Candy, Paya Tamarind Drinks, Paya Tamarind Syrup, Rose Drinks, Rose Flowers, Rosella Tea.

In this study, an Informational video of souvenirs produced by “Mak Usu” were chosen because “Mak Usu” is one of local food souvenirs in Rupert that is promoted in Sistem Informasi Pancur Jaya Rupert Bengkalis Regency

(<https://www.pancurjaya.id/index.php/lapak>). Through this video, it can add Pancur Jaya village references in promoting Rupert Souvenirs in its website. It is expected that "Mak Usu" local food souvenirs is more developed and can be wellknown by many people locally and internationally.

1.2 Formulation of the Study

The problem is formulated into “How are the Processes of Making an Informational Video of Production Process of local food Souvenir in Rupert Island?”

1.3 Limitation of the Study

There are many types of local food souvenirs such as *ikan salai* (smoked fish), *kerupuk ikan* (fish crackers), *madu kelulut* (stingless bee honey), *bombon nano-nano* (nano-nano candy), *syirup asam paya* (sour syrup), *minuman ros* (ros drink), *teh daun kelor* (Moringa leaf tea), *teh rosella* (rosella tea) and *asam paya* (sour). However, in this study the souvenir produced by “Mak Usu” was chosen *syirup asam paya* (sour syrup), *kembang ros* (rose flower), *teh rosella* (rosella tea) and *asam paya*(sour), because those are in the highest sales.

1.4 Purpose of the study

The purpose of this study is to make an Informational video of production process of local food souvenir in Rupert Island.

1.5 Significances of Study

1.5.1 Significance for Souvenir Producers

This video serves as an informational and informational medium to introduce local food souvenirs from Rupert Island to a wider audience. By showcasing the production process of “Mak Usu” products, this project can increase product visibility, attract potential buyers, and support the growth of local small businesses.

1.5.2 Significance for the Tourists

Through this video, outsiders will learn about the existence, beauty and uniqueness of Rupert Island. Therefore, it is very likely that they will come to visit to enjoy Rupert Island, especially its typical culinary delight.

1.5.3 Significance for Academic Field

This study contributes to the development of practical learning in digital media production, particularly in creating informational and informational content for tourism. It can serve as a reference for future students who wish to create similar multimedia projects for local tourism information.