

THE MAKING OF PROMOTIONAL VIDEO OF TRADITIONAL SAGO-BASED FOODS FROM MERANTI ISLANDS REGENCY

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ABSTRACT

The process of making a promotional video of traditional sago-based foods from Meranti Islands Regency consists of several systematic steps. C It begins with data collection through interviews, observations, and existing media sources. Next, the video materials are collected, both by recording directly on-site and obtaining permission for additional footage. After that, the script writing process is conducted in Indonesian, which is then translated into English to make the video accessible to a wider audience. Once the script is completed, the next steps involve dubbing in English, ensuring clear pronunciation and suitable intonation. This is followed by the video editing process using editing software to insert subtitles, synchronize audio, and enhance visuals. The final result is a bilingual promotional video, featuring English dubbing and Indonesian subtitles, that effectively introduces and promotes the traditional sago-based culinary heritage of Meranti Islands Regency.

Keywords: *Promotional Video, Traditional Food, Sago, Meranti Islands Regency, Culinary Tourism*