

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

The potential for culinary tourism in Indonesia is huge. Every Indonesian region has its own regional cuisine, special ingredients, and cooking customs. Through tasting traditional delicacies, seeing local markets, or taking cooking classes, culinary tourism seeks to acquaint visitors with the diversity of Indonesian cuisine. For instance, visitors can savor Javanese dishes like Pecel, which consists of cooked vegetables served with peanut sauce, and Papeda, which is a Papuan specialty made from sago. Through culinary tourism, visitors can appreciate the local cuisine's flavor while also learning about its cultural and historical value.

The Meranti Islands Regency provides a range of travel options. A popular option is culinary tourism, which includes cendol, sago crackers, sago noodles, sempolet, and sago meals. The most well-liked type of tourism offered by Meranti Islands Regency is food tourism. It is challenging for residents in the most remote areas of Meranti Islands Regency to reach different kinds of tourists. Moreover, the Meranti Islands Regency native cuisine is not widely recognized. One of Indonesia's primary sago-producing regions is Meranti Islands Regency, Foreigners, meanwhile, are accustomed to foods made with sago.

Sago-based foods have already existed and become a main demanded product by local people since ancient times until today. Based on pre- observation on Micro, Medium Sized Enterprises (UMKM) Sagu Bu Mor, many people already know of traditional sago-based foods, but not with the manufacturing process become ready to cook traditional sago-based foods. It can be known that there is no video about the process of conventional sago-based food production starting from the processing of sago, into sago until of food. Besides, the lack of 2 promotional activities by the Meranti Islands Regency government also gives

society less information about making traditional sago-based foods. One of them is using video. The video has many advantages apart from displaying interesting pictures and audio. It also makes it easier for people to understand something being explained. Based on the videos found on social media about food made from sago, most of them only use one language, while my project uses two languages, namely English and Bahasa (bilingually), and they also only discuss one or two products, while I discuss five products made from sago.

Based on the information above, the product that will be made to complete this final project proposal is promotional video of traditional sago-based foods from Meranti Islands Regency. By making this video, local tourist will know what food is available on the Meranti Islands Regency. Get information about the foods in the Meranti Islands Regency through informational videos. The video will be dubbed and subtitled in two languages, English and Bahasa (bilingually). With this product, it is hoped that it can introduce a history that is rarely known, especially by the local tourist. In this day and age, the younger generation spends more time looking at their cell phones, so making this video will make it easier for them and may attract their attention. This video will be made in two languages dubbing in English and subtitling in English. Based on the problems above, this research is focused on "Making of Promotional video of traditional sago-based foods from Meranti Islands Regency."

1.2 Formulation of the Study

The problem is formulated into "How are the Processes of The Making of Promotional Video of Traditional Sago-Based Foods From Meranti Islands Regency?"

1.3 Limitation of the Study

There are many traditional sago-based foods from Meranti Islands Regency such as *Sempolet*, *Mie Sagu*, *Bubur Sagu*, *Lempeng Sagu*, *Ongol-Ongol*, *Cendol Sagu*, *Kerupuk Sagu*, *Sagu Rendang*, *Sagu Lemak*, *Srikaye Ketulang Sagu*, *Batok Sagu Rendang*, *Penganan Kerucut Sagu*, *Pepes Sagu Ikan Kakap*, *Kue Kelapa Sagu*, *Cokelat Chips Sagu*, *Cokelat Kacang Sagu*, *Sagu Kulit Manis*, *Milo*

Sagu Renyah, Sagu Jahe, Putri Salju Sagu, Sagu Wijen. However, in this study the Traditional Sago-based foods produced by "Sagu Bu Mor UMKM" was chosen *Sempolet, Sagu Rendang, Lempeng Sagu, and Sagu Crackers*, because those are in the highest sales.

1.4 Purpose of the Study

The purpose of this study is to make a Promotional video of traditional Sago-Based foods from Meranti Islands Regency.

1.5 Significances of Study

1.5.1 Significance for Meranti Islands Regency

Through this product, the traditional sago-based foods from Meranti Islands Regency will be better known by the outside community and can increase the number of tourist visits in Indonesia, especially on Meranti Islands Regency.

1.5.2 Significance for the Tourists

Through this video by (UMKM) Sagu Bu Mor will know the existence, beauty and uniqueness of the island of Meranti Islands Regency. Therefore, most likely they will come to visit to enjoy the island of Meranti Islands Regency, especially its unique culinary delights.