

CHAPTER I

INTRODUCTION

1.1 Background of Study

Indonesia is famous for being one of the biggest coconut producers globally. Coconut trees flourish all over the many islands, and nearly every part of the tree can be used for making money. The fruit is popularly used to create coconut milk, oil, and various food items. But coconuts are not just for eating. The shells and fibers, often seen as trash from farming, can be turned into valuable crafts that are both beautiful and profitable. This shows that the coconut tree provides not just food, but also opportunities for creative businesses in Indonesia.

In Riau Province, coconut cultivation plays an important role in supporting local livelihoods, particularly in coastal areas such as Bengkalis Regency. Based on data from the Riau Province Central Statistics Agency (BPS) in 2013, there were approximately 12,684 hectares of coconut plantations in Bengkalis Regency. The plentiful supply of raw materials establishes a strong base for local micro, small, and medium enterprises (MSMES) involved in coconut-based handicrafts. These enterprises enhance the local economy while also fostering environmental sustainability by utilizing recycled materials.

One of the prominent local businesses in this sector is SZ Coconut Art, located in Pasiran Village, Bengkalis. Founded by Mr. Ardy Adnan in 2013, this small enterprise produces various handmade coconut shell souvenirs such as tissue boxes, wall clocks, key chains, Refrigerator Magnets, and Decorative Lamps. Each product reflects creativity, cultural identity, and eco-friendly values. Despite these strengths, SZ Coconut Art faces a challenge in promoting its products to a wider audience. Currently, the marketing process still relies mostly on word-of-mouth promotion and local exhibitions, which limits its visibility among consumers and tourists outside the village.

In the digital era, video has become a popular medium for delivering information because many people access videos through smartphones and computers. This makes video an effective medium to introduce local products and explain production processes to a wider audience.

1.2 Formulation of the Problem

The formulation of the problem is formulated into “How is the processes of making an English informational video of SZ Coconut Art Souvenirs?”

1.3 Limitation of the Problem

This study focuses only on the process of making an English informational video for five types of SZ Coconut Art: tissue boxes, wall clocks, key chains, Refrigerator Magnets, and Decorative Lamps. It does not cover other marketing strategies, distribution channels, or financial analysis.

1.4 Purpose of the Study

The purpose of this study is to make an English Informational video of SZ Coconut Art Souvenirs.

1.5 Significance of the Study

1.5.1 Significance for the Researcher

To gain practical experience in producing English informational video and to improve skills in script writing, voice-over recording, and video editing.

1.5.2 Significance for the Craftsmen

To help the craftsman introduce SZ Coconut Art souvenirs and provide information about the products through an English informational video.

1.5.3 Significance for the Viewers

To provide viewers with information about SZ Coconut Art souvenirs and help them understand the production process and the uniqueness of the handmade products.