CHAPTER I
INTRODUCTION

1.1. Background of the Study

Indonesia is well known for its wide range of cultures, with distinctive cultural events found in every province. Bengkalis Regency is one such place that provides a wide range of fascinating cultural activities. However, little attention is frequently paid to these events because of poor promotion. Instagram and other social media platforms are effective instruments for promotion in the modern digital age.

Bengkalis is a city in northern Sumatra Island that borders the Malacca Strait to the East. Since the area is situated on the international shipping routes that connect Indonesia and Malaysia, it enjoys strategic marine access. Bengkalis boasts a diverse range of Malay Riau customs and traditions, contributing to its unique culture. Everything exhibits the region's unique personality, including dancing, music, traditional attire, and cuisine. Maritime events like sailboat festivals and traditional boat races have an impact on Bengkalis culture.

The widespread use of social media, particularly Instagram, has altered how we exchange information, interact with one another, and advertise various events and activities. Instagram is well known for emphasizing visual media, including pictures and videos. It makes it the perfect platform for advertising events and activities because instagram can feature eye-catching photos that will rapidly capture consumers' attention.Instagram is well-known for emphasizing visual media, including pictures and videos. This makes it the perfect platform for advertising events and activities because you can feature eye-catching photos that will rapidly capture consumers' attention. The promotion of cultural events is very important, particularly for culturally rich locations like Bengkalis. Local communities can showcase their rich cultural heritage to visitors from outside their area or even overseas by promoting cultural events. Deeper cross-cultural understanding and cultural interchange are made possible by this.

Actually, there are already several Instagram account to promote cultural event of Bengkalis such as @beo (Bengkalis Event Organizer), @Genpibengkalis or etc, however, there is not single accout uses English for their contents so that it can be understood by international viewer to promote Bengkalis tourism culture and tradition to the International tourist, Bengkalis government, especially the tourism department has to start thinking about International tourists, one of them is trough Instagram account in English.

Based on the above background, the writer is interested to do the research and to create a product (Instagram account) that contain cultural events of Bengkalis Regency.

1.2.   Formulation of the Problem

The problem is formulated into "How are the Processes of Making Instagram Content to Promote Cultural Events of Bengkalis Regency?"

1.3.   Limitation of the Study

Since there are many cultural events in Bengkalis Regency and those are separated in several subdistricts, so this study is limited only on the cultural events in four subdistricts, namely: Bengkalis, Bantan, Rupat and Bukit Batu, which are reachable by the reseacher due to time and resource constraints, the reseacher focused on the areas that are close and easy to reach to improve research efficiency.

1.4.   Purpose of the Study

The purpose of this study was to describe and explain the processes involved in creating Instagram content that promotes cultural events in Bengkalis Regency. This includes the steps of data collection, content planning, visual design, caption writing in English, and publishing through Instagram features such as feed, stories, and reels. The study aimed to show how digital media especially Instagram can be used as an effective tool to support the promotion of local culture to a wider and international audience.

1.5.   Significances of the Study

1.5.1   Significance for Bengkalis Tourism

This English Instagram content can be an effective tool to promote the richness of local culture and attract more foreign tourists to visit cultural events in Bengkalis.

1.5.2   Significance for the Tourists

Through this Instagram content the potential International tourists are able to know more information related to cultural events available in Bengkalis Regency.

Since this Instagram content uses English as the main language, information about cultural events in Bengkalis Regency can be accessed and understood by an international audience.