

CHAPTER I

INTRODUCTION

1.1 Background of Study

Riau Province is one of the provinces in Indonesia located in the central part of the island of Sumatra. The province has a rich background in history, culture, and abundant natural resources. Riau Province is located on the east coast of Sumatra, it borders the Strait of Malacca, which separates it from Peninsular Malaysia. Riau has an area of approximately 87,023 km² and consists of 12 regencies and 2 cities, namely Pekanbaru (the capital) and Dumai.

Bengkalis is located in a strategic area directly facing the Strait of Malacca covering the eastern part of the mainland. The island of Sumatra and the surrounding islands cover an area of 6,973.00 km². The capital of the district is Bengkalis Regency, which is separated from Sumatra Island, has many villages, and has a population of 593,397 people in 2020. Bengkalis Regency has 11 sub-districts, 19 villages and 136 sub-villages. One of the sub-districts has a historical tour that has become an iconic village, the village is called Gajah Sakti Village.

Gajah Sakti is village located in Mandau sub-district, Bengkalis district, Riau province, Indonesia. Gajah Sakti itself is taken from the history of the legendary story is marked by the Sumur Gajah Inscription on Jalan Jawa Gang Sumur Gajah. The story of Gajah Sakti Village begins with of the event that occurred in 1972. The city of Duri, Mandau sub-district, at that time was shocked by a very extraordinary event. A man named Sutan Sati, a buffalo butcher, was trampled to death by an elephant. Pak Sati alias Mak Sati was killed by an elephant because he was arrogant and conceited. As the saying goes, "*mulutmu adalah harimaumu yang akan menerkam kepalamu sendiri*". The meaning of this proverb emphasizes the importance of being mindful in speech. Careless words can lead to serious consequences, including harm to oneself. Therefore, it highlights the need for thoughtful and responsible communication.

Since that incident, this area is called Gajah Sakti Village. Until now in Duri, Bengkalis Regency, Riau, Gajah Sakti is the name of one of the villages in the area, and the elephant's rampage left a hole that was later named Sumur Gajah.

The Sumur Gajah inscription already exists and is well-known in Bengkalis Regency, even Bengkalis Regent Kasmarni, S.Sos, MMP has inaugurated the book 'Legend of Gajah Sakti Village' by Maharani, in the official website of the Prokopim news section of the Bengkalis Regency Government on Friday, March 11, 2022, and there has also been no video made about the Gajah Sakti inscription, especially in English. Based on this, this video was made to promote Gajah Sakti Village.

Therefore, the author conducted product research related to the inscription of Sumur Gajah for this final project entitled is "The Making of Video Promotional about Gajah Sakti Village".

1.2 Formulation of the Study

The problem is formulated into "How are the processes of making a promotional video about Gajah Sakti Village, Mandau Subdistrict"?

1.3 Limitation of the Problem

The limitation of the problem is only discussing the process of making a promotional video about Gajah Sakti Village. In order to focus the study and make it easy to understand in its preparation so that is more directed, this study is limited into historical places and people's livelihood.

1.4 Purpose of the Study

The purpose of this study is to describe the processes of making a promotional video about Gajah Sakti Village.

1.5 Significance of the Study

1.5.1 Significance for the Local and Foreign Tourists

This promotional video is expected to support Gajah Sakti Village tourism objects in promoting tourism in Gajah Sakti to local and international tourist can get to visit Gajah Sakti Village, Mandau Subdistrict.

1.5.2 Significance for the Tourism Office of Bengkalis Regency

This video is expected to support the Bengkalis Regency tourism office in promoting the tourist object at Gajah Sakti Village, Mandau Subdistrict.

1.5.3 Significance for the Society of Gajah Sakti Village

This Gajah Sakti Promotional Video can add to the video of the people of Gajah Sakti Village in Mandau Subdistrict about historical tourism. Through this, it can create pride for the local people, besides that the people can be expected to maintain and preserve Gajah Sakti Village, in Mandau Subdistrict.