

# **THE MAKING OF AN INFORMATIONAL VIDEO OF LOCAL FOOD SOUVENIRS PRODUCTION PROCESS IN RUPAT ISLAND**

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## **ABSTRACT**

*This study describes the production process of local food souvenirs from Rupert Island, specifically focusing on products made by "Mak Usu" in Pancur Jaya Village. The purpose of this project is to promote Rupert's culinary heritage through digital media and support local economic growth by increasing visibility both locally and internationally. The video highlights the making of Paya Sour Syrup, Pickled Paya Sour, Rosella, and Rose Flower products, which are among the most popular souvenirs in the area. The research method used is descriptive, involving data collection, scriptwriting, dubbing, and video editing using CapCut. The final video product is presented with English dubbing and Indonesian subtitles to reach a broader audience. Evaluations from academic and tourism professionals indicate that the video is informative and engaging, with suggestions for improvement in video transitions, duration, and the inclusion of a geographical map. Despite facing technical challenges, the project successfully achieves its goal of contributing to giving information of local food souvenirs and tourism in Rupert Island.*

*Keywords: Rupert Island, local food souvenirs, informational video, digital media, tourism, Mak Usu, video production.*