

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Tourism plays a crucial role in supporting the economic, social, and cultural development of many countries, including Indonesia. As an archipelagic nation rich in natural and cultural resources, Indonesia has great potential in the tourism sector. This sector not only contributes to national and local income but also creates jobs, supports cultural preservation, and strengthens the image of regions. However, not all tourist destinations receive the same level of attention and promotion. Many attractive places remain underdeveloped in terms of marketing, particularly in remote areas.

One such destination is Ketapang Beach, located on Rupert Island in Bengkalis Regency, Riau Province. The beach offers clean and fresh air, soft white sand, clear water, and lush green trees that create a relaxing atmosphere. It is also supported by various facilities, including a prayer room, toilets, a playground, food stalls, swings, and photo spots. Accessibility is good, as visitors can reach the location by motorcycle or car via well-maintained roads.

In addition to its natural appeal, Ketapang Beach has the potential to make a significant contribution to the local economy. The presence of visitors—both domestic and foreign—can stimulate economic activities for surrounding communities through small businesses such as food stalls, souvenir shops, accommodation services, and transportation providers. Tourism-related employment opportunities can also arise, ranging from beach maintenance workers to tour guides. Furthermore, the development of Ketapang Beach as a well-promoted destination can encourage investment in supporting infrastructure and services, which in turn can improve the quality of life of local residents. The combination of natural beauty, accessible location, and potential for community-based economic growth makes Ketapang Beach a valuable asset for the regional tourism industry.

Despite its natural beauty, available facilities, and important role in supporting the local economy, Ketapang Beach remains less visited compared to

other beaches in Rupert Island, such as Tanjung Lapin Beach and Tanjung Medang Beach, which consistently attract more tourists. According to data from the Bengkalis Regency Public Information Portal (PPID), Ketapang Beach recorded 4,930 visitors in 2024. Meanwhile, tourism in Rupert Island has shown significant potential, with 42,830 tourist visits recorded in 2024. These figures indicate that Ketapang Beach has not yet attracted visitors at the same level as other tourism destinations in the region despite its considerable potential.

One of the main factors contributing to this condition is the lack of effective promotion carried out by local tourism authorities. Muhtarom (2022), in his study on the tourism development strategy of Ketapang Beach, found that promotional activities were still limited to conventional methods such as word-of-mouth and local events, with minimal utilization of digital media. Similarly, Akbar and Dawami (2025) emphasized that there has been no significant effort to implement digital tourism strategies for Ketapang Beach. Their research highlighted the absence of an official website, structured social media campaigns, and professional promotional videos that could effectively present the beach's attractions to a wider audience.

These findings indicate that inadequate promotional practices remain a major barrier to increasing the visibility and visitor numbers of Ketapang Beach. In today's digital era, this represents a missed opportunity, as video marketing has become one of the most effective tools for promoting tourism destinations. According to Kotler and Keller (2016), promotional media play an important role in attracting consumer attention and influencing interest. In addition, HubSpot (2023) reports that 66% of consumers prefer watching videos to learn about a product or destination rather than reading text.

Although previous studies have discussed tourism promotion videos, none specifically focuses on developing a promotional video that highlights Ketapang Beach in Rupert Island by integrating natural attractions, facilities, accessibility, and visitor activities into one comprehensive promotional product.

Therefore, this final project aims to make a five-minute promotional video of Ketapang Beach that highlights its natural beauty, visitor facilities, and

accessibility, with the goal of increasing public awareness, supporting local tourism growth, and providing a useful promotional tool for the community and tourism stakeholders.

1.2. Formulation of the Problem

Based on the background described above, the problem that can be formulated into “How are the processes of making a promotional video of Ketapang Beach in Rupert Island?”

1.3. Limitation of the Problem

There are several aspects that could be explored regarding Ketapang Beach, such as its historical background, fresh coastal atmosphere, tourism infrastructure development, or the promotion of other tourist destinations in Rupert Island. However, this study is limited to focus on specific elements, namely the natural beauty, visitor facilities, and accessibility of Ketapang Beach, with the intention of providing comprehensive information that may enhance potential visitors' awareness and interest in the destination.

1.4. Purpose of the Study

The purpose of this study is to make a promotional video of Ketapang Beach located in Rupert Island, Bengkalis Regency.

1.5. Significances of the Study

1.5.1 Significances for the Viewers

This study provides viewers with informative and visually engaging content about Ketapang Beach as a tourism destination. By watching the promotional video, audiences can discover its clean beach atmosphere, white sand, green surroundings, and available facilities, which may positively influence their interest in visiting the site.

1.5.2 Significances for the Tourism Department

This project supports the efforts of the Tourism Department in promoting lesser-known destinations within Bengkalis Regency. The video can be used as digital promotional material on social media or during tourism campaigns to attract both domestic and foreign visitors. It also contributes to the region's tourism development strategy by offering a media product that highlights local potential and encourages economic growth through tourism.

1.5.3 Significances for Local Community

This project can help local communities promote Ketapang Beach to a wider audience. Increased tourist visits may create more economic opportunities for local businesses, such as food stalls, transportation services, and other tourism-related activities.