

THE MAKING OF A PROMOTIONAL VIDEO OF MANGROVE TOURISM OBJECT ON BENGKALIS ISLAND

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ABSTRACT

Mangrove tourism on Bengkalis Island has significant potential for ecotourism development due to its natural beauty, recreational opportunities, educational value, and ecological importance. However, its tourism potential has not been optimally promoted due to the limited availability of engaging digital promotional media. Therefore, this final project aimed to produce a promotional video that introduces the tourism potential of mangrove destinations on Bengkalis Island and raises public awareness of mangrove conservation. This final project employed a descriptive method, with data collected through observation, interviews, and documentation. The data were obtained from four mangrove tourism destinations: Mangrove Paghet Segagah in Kelapapati Laut Village, Mangrove Ecotourism in Teluk Pambang Village, Mangrove Tourism in Sebauk Village, and Mangrove Tourism in Bantan Tengah Village. The result of this final project is a promotional video with a duration of 4 minutes and 24 seconds and a resolution of 1080p (Full HD). The video presents natural scenery, tourism facilities, recreational activities, educational information, and the ecological functions of mangrove forests. It combines real footage, persuasive narration, subtitles, and background music to deliver the promotional message. The discussion indicates that audiovisual media can be used as a digital promotional medium to introduce the tourism potential and ecological value of mangrove destinations on Bengkalis Island. The video is expected to support tourism promotion, provide information for potential visitors, and encourage greater appreciation and preservation of mangrove ecosystems.

Keywords: *Promotional Video, Mangrove Tourism, Bengkalis Island, Ecotourism.*