

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Tourism has become one of the main sectors in supporting regional development, especially areas rich in natural and cultural resources. Indonesia as a maritime country has diverse ecosystems that have tourism potential such as beaches, forests, coral reefs and mangrove areas. Tourism development not only contributes to the local economy, but also helps in environmental conservation and introduces local tourism and culture to the wider world.

Bengkalis Regency, located in Riau Province, is a coastal area with significant potential for ecotourism development. Most of its territory consists of coastal and riverbank areas, creating favorable conditions for the growth of mangrove ecosystems.

According to the Bengkalis Environmental Agency (DLH 2021), the total mangrove forest area in Bengkalis reached 41,718 hectares in 2021, making it one of the regions with extensive mangrove resources in Riau. These mangrove forests are distributed along the coast and riverbanks across the regency. This abundant natural resource provides strong potential for the development of mangrove based ecotourism in Bengkalis.

Mangrove ecosystems not only serve as a natural barrier that protects the coastline from abrasion and seawater intrusion, but also provide habitat for a variety of flora and fauna species. This makes them not only ecologically important, but also attractive to develop as tourist destinations, especially for tourists seeking nature experiences and environmental education. In Bengkalis, mangrove tourism object areas are spread across several villages, including Bantan Tengah, Pambang Baru, Kelapapati, Sebauk, each offering distinctive natural landscapes and local community cultural values that can be integrated into ecotourism development.

Despite having extensive mangrove forests, the mangrove tourism object in Bengkalis has not been optimally developed. Public awareness of the ecological,

educational and economic value of mangrove forests is still relatively low (Efni & Norma, 2025).

One of the main factors affecting this is the limitation of attractive and easily accessible promotional media. In today's digital era, people tend to be more interested in visual and dynamic content. Therefore, the absence of promotional media such as videos makes it difficult for this destination to be recognized and attract the attention of a wider audience.

In the digital era, promotional videos have become a powerful tool for tourism marketing, as they can visually showcase the beauty, uniqueness, and experiences offered by a destination. Unlike traditional promotional methods, videos can combine dynamic visuals, narration, music, and storytelling to create an emotional connection with potential tourists. For mangrove tourism in Bengkalis Island, a well-crafted promotional video can highlight not only the natural scenery but also the educational and recreational activities available. By presenting these attractions in an engaging format, the video can attract both domestic and international tourists, thereby increasing visitor numbers and local economic benefits.

Despite its potential, mangrove tourism in Bengkalis faces several challenges, including limited promotion and lack of public awareness. Many potential tourists are unaware of the existence of mangrove ecotourism in the region, partly due to insufficient marketing efforts. Additionally, the perception that mangrove areas are merely wastelands, rather than attractive tourist spots, further hinders interest. Based on a report from Melayupedia, the Mangrove Tourism Forest in Sebauk was quiet and careless, reflecting declining visitor numbers and lack of maintenance. Similarly, the Regent of Bengkalis emphasized the need to improve the management and promotion of mangrove tourism during his 2024 site visit, citing its untapped potential. However, these challenges also present opportunities by creating a high-quality promotional video, the local government and tourism stakeholders can reshape public perception,

educate viewers on the ecological importance of mangroves, and position Bengkalis as a leading ecotourism destination. Effective promotion can also encourage community involvement in conservation efforts, ensuring sustainable tourism development.

Although previous studies have discussed mangrove promotional videos in other regions, none specifically develops a promotional video focusing on Bengkalis Island by combining cinematic visuals, persuasive narration, educational content, and local community perspectives. Therefore, this final project aims to fill this gap by producing a promotional video that promotes the tourism potential of Bengkalis Island while increasing public awareness of mangrove conservation.

Therefore, this final project focuses on the production of a promotional video for Mangrove Tourism. It aims to increase public awareness, support the development of local tourism, and provide a digital media tool that can benefit both the local community and tourism stakeholders.

1.2 Formulation of the Problem

Based on the background described above, “how is the process of making a video of mangrove tourism object on Bengkalis Island?”

1.3 Limitation of the Problem

This study focuses solely on the process of producing a promotional video featuring four mangrove tourism objects on Bengkalis Island, namely Mangrove Paghet Segagah (Kelapapati Laut Village), Mangrove Ecotourism (Teluk Pambang Village), Mangrove Tourism (Sebauk Village), and Mangrove Tourism (Bantan Tengah Village). The video aims to highlight the natural beauty, ecological value, and tourism potential of the mangrove forest area. However, this research does not include detailed environmental studies, tourism policy analysis, or the development of tourism infrastructure in the region. It also does not cover promotional efforts for other tourism destinations outside the mangrove area. The scope is limited to video production using available tools and resources, including planning, shooting, editing, and distribution through digital platforms such as YouTube and social media.

1.4 Purpose of the Study

The purpose of this study is to make a promotional video of mangrove tourism Object on Bengkalis Island.

1.5 Significance of the Study

1.5.1 Significance for Tourists

This promotional video is expected to help tourists gain a clearer understanding of the beauty, uniqueness, and ecological value of mangrove tourism object on Bengkalis Island, thus increasing their interest in visiting the site.

1.5.2 Significance for Tourism Stakeholders and Local Community

The video can be used as a promotional tool to support the marketing of mangrove tourism, help tourism stakeholders and the local community increase visitor numbers and improve their economic welfare.

1.5.3 Significance for Students and Academics

This research and video can serve as references for students or academics who are studying ecotourism promotion, especially through visual media, and contribute to the development of sustainable tourism content.