

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Tourism development plays an important role in strengthening regional identity, preserving cultural heritage, and supporting local economic growth. According to Yoeti (2013), “cultural and historical-based tourism is an important way to maintain regional identity and introduce it to the wider public”. In Indonesia, many regions have high historical and cultural value, but they are not well documented and are still less known by society. Many villages still depend on oral stories that are passed down from generation to generation. One of these villages is Batu Panjang Village, which is located on Rupert Island, Bengkalis Regency, Riau Province.

Batu Panjang Village has an important history related to the Malay community and the colonial period. One of the historical sites in this village is the Batu Panjang Sacred Grave. According to local historical narratives, the grave is believed by the local community to be the burial place of a commander (panglima) who took part in the battles against the Portuguese and VOC colonial forces. During these battles, several victims, including people from Aceh, were also buried in the Batu Panjang area. Besides its historical heritage, Batu Panjang Village is also known for the daily activities of its people, such as fishing, oil palm harvesting, and brick making. These historical, cultural, and community activities show the unique identity of Batu Panjang Village and make it an interesting place to be introduced through an informational video.

However, information about Batu Panjang Village, including its historical background and cultural values, is still not widely known by the public. Some information is still passed down through oral stories and has not been well documented. Therefore, an informational video is needed to provide clear and interesting information about Batu Panjang Village. Through this video, the historical background, cultural values, and general information about the village can be documented and introduced to a wider audience.

In the digital era, information can be delivered more effectively through visual media. Video is one of the most effective media to deliver information because it combines visual, audio, and narration. Therefore, this final project focuses on making an informational video about Batu Panjang Village as an effort to document its historical background and cultural values. The video is expected to help preserve local history, increase public awareness, and strengthen nationalism related to the history of colonial resistance in Batu Panjang Village.

1.2 Limitation of the Problem

This final project is limited to the making of an informational video about Batu Panjang Village, Rupert Island. The video focuses on general information about Batu Panjang Village, including its historical background and the daily activities of the local community. The historical information includes local stories and historical sites related to the village, while the information about the community includes the daily activities of the local people, such as fishing, oil palm harvesting, and brick making.

The information used in this final project is obtained from interviews with local people, direct observation, documentation, and available references related to Batu Panjang Village.

This final project does not discuss all aspects of Batu Panjang Village in detail. The discussion focuses on the information presented in the informational video, especially the history of Batu Panjang Village, the Batu Panjang Sacred Grave, and the daily activities of the local community.

Therefore, the discussion is limited to the information needed for producing the informational video. The video provides simple and clear information about Batu Panjang Village to help the audience understand its history and the daily activities of the local community.

1.3 Purpose of the Study

The purpose of this final project is to produce an informational video about Batu Panjang Village, Rupert Island. This video aims to provide clear information

about the village, including its general information, historical background, and cultural values, and to introduce Batu Panjang Village to a wider audience through an interesting and easy to understand audiovisual medium.

1.4 Significance To the Study

This final project is expected to provide benefits for viewers and Batu Panjang Village. The informational video is intended to introduce the history of Batu Panjang, especially the Batu Panjang Sacred Grave, and the daily activities of the local community. The significance of this final project is explained as follows:

1.4.1 Significance To the Viewers

This study is expected to give benefits for the viewers by providing clear and simple information about the history and culture of Batu Panjang Village. Through the informational video, viewers can learn about the origin of the village's name, the sacred grave, and the cultural values that are important to the local community. The video helps viewers understand the identity of Batu Panjang in a visual and easy to follow way, which makes the learning process more interesting. For students, researchers, and the general public, the video can be a useful reference to increase knowledge about local history and support the preservation of cultural heritage.

1.4.2 Significance To the Village

For Batu Panjang Village, this informational video is expected to help introduce the history and historical value of the village to a wider audience. The video can also be used as a medium to document local historical stories, especially the story related to Batu Panjang Sacred Grave. In addition, this video is expected to help preserve local historical information and make Batu Panjang Village better known to the public.