

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

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Abstract: *Digital media has become an effective tool for promoting tourism and introducing local products to broader audiences. This study aims to develop a bilingual informational video showcasing the production process of local food souvenirs on Rupal Island, Bengkalis Regency, Riau. The study employed a descriptive method through observation, script writing, voice-over recording, and video editing using CapCut. The final product features English voice-over and Indonesian subtitles to reach both domestic and international audiences. The evaluation results from a lecturer, a tourism officer, and a student indicated that the video provides informative and engaging content for promoting local culinary products. Therefore, the bilingual informational video can be considered an effective digital promotional medium to support local tourism and cultural preservation.*

Keywords: *bilingual, digital, promotion, local, Rupal*

INTRODUCTION

The tourism industry has experienced significant transformation due to the rapid development of digital technology. Digital media, especially video-based content, has become one of the most effective tools for promoting tourism destinations and introducing local cultural products to broader audiences. Through audio-visual presentation, videos can provide

attractive information regarding the uniqueness, production process, and cultural values of tourism products.

Local food souvenirs are one of the important components of culinary tourism because they represent the identity and heritage of a particular region. Besides functioning as memorable products for visitors, local food souvenirs also contribute to the economic development of local

communities. Therefore, effective promotional strategies are needed to increase public awareness and interest in these products.

Rupat Island, located in Bengkalis Regency, Riau Province, has various tourism potentials, including natural attractions and local culinary products. One of the local businesses in Pancur Jaya Village produces unique food souvenirs such as Paya Sour Syrup, Pickled Paya Sour, and Rosella products. However, information regarding the production process and uniqueness of these products is still limited, making digital promotional media necessary.

Previous studies have highlighted the use of promotional videos in tourism and local product marketing.

Andhika (2020) examined tourism promotional videos distributed through YouTube to increase tourist attraction in South Kalimantan. Kustanto et al. (2023) developed culinary tourism promotional videos using microdrone technology in Yogyakarta, emphasizing visual attractiveness and cinematic presentation. Meanwhile, Dian and Purba (2021) discussed the role of digital media in promoting local

products and supporting small businesses. These studies demonstrate that digital video is an effective promotional medium for tourism and local products.

However, several research gaps remain. First, studies focusing on the digital promotion of local food souvenirs in small-island tourism contexts, such as Rupert Island, are still limited. Second, previous studies have mainly emphasized product promotion rather than documenting the production process as educational content. Third, the development of bilingual informational videos that integrate English voice-over and Indonesian subtitles for tourism promotion remains underexplored.

The novelty of this research lies in three aspects. First, this study develops a bilingual informational video using English voice-over and Indonesian subtitles to reach both domestic and international audiences. Second, the video combines promotional and educational functions by presenting not only the final products but also the production process in detail. Third, this study contributes to the preservation and

promotion of Rupert Island's local culinary heritage through digital media.

Therefore, this study aims to develop a bilingual informational video that introduces the production process of local food souvenirs on Rupert Island. The use of bilingual presentation is expected to expand the target audience and support the promotion of local culinary tourism at both national and international levels.

METHODOLOGY OF STUDY

This study used a descriptive research method to describe the process of developing a bilingual informational video about local food souvenir production on Rupert Island. The study was conducted in Pancur Jaya Village, Rupert Island, Bengkalis Regency, Riau. Data were collected through direct observation and online communication with local producers. Direct observation was conducted to record the production processes of several products, including Paya Sour Syrup, Pickled Paya Sour, and Rosella products. Additional information was obtained through communication with local business owners to ensure the accuracy of the information presented in the video.

The video production process consisted of three main stages: pre-production, production, and post-production. During the pre-production stage, information was collected, and bilingual scripts in Indonesian and English were prepared.

The production stage involved recording videos of the product-making processes and collecting supporting visual materials. In the post-production stage, the video was edited using CapCut, including arranging footage, adding subtitles, recording English voice-over, and combining all elements into a complete informational video. The final video has a duration of approximately 19 minutes and contains an introduction to Rupert Island, an explanation of local food souvenirs, the production processes of each product, and a closing section.

RESULTS AND DISCUSSION

The Development Process of the Bilingual Informational Video

The development of the bilingual informational video was conducted through several stages, namely material preparation, data collection, script writing, voice-over recording, and video editing. The video was designed to provide

comprehensive information regarding the production process of local food souvenirs from Rupert Island, particularly products produced by local entrepreneurs in Pancur Jaya Village. The initial stage involved collecting information and visual materials related to the production process of local products, including Paya Sour Syrup, Pickled Paya Sour, and Rosella-based products. The data collection was carried out through direct observation at the production location and communication with local producers to ensure the accuracy of the information presented. After collecting the necessary information, the script was developed in two languages, Indonesian and English. The bilingual concept was selected to make the video accessible not only to local visitors but also to international tourists. The script contained information about Rupert Island, the uniqueness of local souvenirs, and step-by-step explanations of the production process. The next stage was recording the English voice-over based on the prepared script. The recording was conducted in a quiet environment to achieve clear audio quality. The voice-over was then synchronized with the

visual materials during the editing process. The final stage involved video editing using the CapCut application. During this process, all recorded footage, background music, subtitles, and voice-over were arranged into a complete video. The final product was a 19-minute bilingual informational video containing an introduction to Rupert Island, an explanation of local food souvenirs, the production process of each product, and a closing message.

The Content of the Informational Video

The developed video was structured into several sections to provide a systematic explanation of local food souvenirs in Rupert Island.

The opening section introduces Rupert Island as a tourism destination in Bengkalis Regency, Riau Province, highlighting its natural beauty and local culture. This section aims to provide viewers with general knowledge about the geographical and cultural background of the island.

The second section introduces the local souvenir business and explains the importance of traditional food products as part of the island's cultural identity and economic resources.

The main section presents the production process of several local food products. The first product presented is Pickled Paya Sour, which demonstrates the preparation of ingredients, seasoning process, preservation, and packaging. The second product is Paya Sour Syrup, which presents the stages of cleaning, processing, boiling, filtering, and bottling the syrup. The third product is Rosella-based products, which show the process of preparing rosella petals, cooking, adding sugar, and packaging the final products.

Through these detailed explanations, the video does not only function as promotional media but also provides educational value regarding traditional food processing and local culinary heritage.

Evaluation of the Video Product

The developed video was evaluated by three evaluators from different backgrounds, including a lecturer from the English Department, a representative from the Tourism and Youth Sports Office of Bengkalis Regency, and a student from the English for Business and Professional Communication Department.

The first evaluator stated that the video had presented useful information and attractive visual content. However, improvements were suggested in terms of speaker transitions to make the presentation smoother and more engaging.

The second evaluator from the tourism sector considered the video effective as a promotional medium for local tourism and the creative economy in Pancur Jaya Village. Nevertheless, several recommendations were given, such as adding a map to show the geographical location of Rupert Island and adjusting some scenes by slowing down the visual presentation of the production process.

The third evaluator stated that the video successfully provided educational information regarding local food souvenirs. The evaluator suggested improving the duration and arrangement of the content to provide more detailed information for viewers.

Overall, the evaluations indicate that the bilingual informational video has fulfilled its main objective as a digital promotional medium. The combination of visual representation, English voice-over, and Indonesian subtitles allows the video to reach a

broader audience and promote the uniqueness of Rupal Island's culinary products.

Challenges During Video Development

Several challenges were encountered during the development process. The first challenge was the limited availability of raw materials, which affected the timing of the video recording process because the production of certain souvenirs depended on the availability of seasonal ingredients.

The second challenge involved technical limitations of the recording and editing devices. The smartphone used for video editing had limited storage capacity and processing performance, causing the editing process to take longer.

Despite these limitations, the development process was successfully completed, and the final product achieved the intended purpose of introducing and promoting

Discussion

The findings of this study indicate that bilingual informational videos can serve as an effective medium for promoting local tourism products while simultaneously

providing educational value. The use of visual content, combined with English voice-over and Indonesian subtitles, enables the video to reach wider audiences, including both domestic and international viewers. This suggests that bilingual digital media can enhance accessibility and improve the dissemination of tourism-related information.

The findings support previous studies that identified video as an effective promotional medium in tourism. Andhika (2020) emphasized that video-based promotion can increase tourist attraction by presenting destinations in a visually engaging manner. Similarly, Kustanto et al. (2023) highlighted the effectiveness of visual storytelling in culinary tourism promotion. In line with these studies, the present research confirms that video-based promotion enhances audience engagement. However, this study extends previous research by incorporating educational content through detailed explanations of food production processes, rather than merely showcasing final products.

Another important finding is the contribution of the bilingual video to cultural preservation. By documenting

the production process of Paya Sour Syrup, Pickled Paya Sour, and Rosella-based products, this study preserves local knowledge that might otherwise remain undocumented. The video not only promotes local products commercially but also strengthens cultural identity by preserving traditional culinary practices for future generations.

Therefore, this study contributes to tourism promotion literature by demonstrating that bilingual informational videos can function as both promotional and educational tools. This dual function offers added value for local tourism development, particularly in small-island contexts such as Rupert Island, where digital promotion remains limited.

Research Limitations

Despite its contributions, this study has several limitations. First, the evaluation involved only three evaluators from different backgrounds, which limits the generalizability of the findings. Second, this study focused only on selected local food souvenirs from Pancur Jaya Village, namely Paya Sour Syrup, Pickled Paya Sour, and Rosella-based products, which may not

fully represent the diversity of culinary products on Rupert Island. Third, this research evaluated the informational and promotional quality of the video but did not measure its direct impact on audience engagement, tourist attraction, or consumer purchasing behavior. In addition, technical limitations during video recording and editing also affected the production process.

CONCLUSION

This study developed a bilingual informational video that introduces the production process of local food souvenirs in Pancur Jaya Village, Rupert Island. The video presents several local products, including Paya Sour Syrup, Pickled Paya Sour, and Rosella-based products through visual documentation, English voice-over, and Indonesian subtitles.

The development process consisted of several stages, including data collection, script preparation, voice-over recording, and video editing. The final video was produced as a digital promotional medium that combines educational information with tourism promotion.

The evaluation results from the lecturer, tourism practitioner, and student indicated that the video provides clear information and attractive visual presentation. Although several improvements are still required, such as adding geographical visualization and improving video transitions, the developed product has demonstrated its potential to support the promotion of local culinary tourism and contribute to the economic development of local communities.

Future research is recommended to involve a larger number of participants and broader stakeholder groups, including tourists, local business owners, and digital media experts, to obtain more comprehensive evaluations. Future studies may also compare the effectiveness of bilingual and monolingual promotional videos in influencing audience perceptions. In addition, more advanced multimedia features such as interviews with local producers, customer testimonials, interactive elements, and artificial intelligence-based editing tools could be incorporated to improve video quality and audience engagement. Further research may also investigate

the direct impact of digital promotional videos on tourism growth and local economic development.

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