

THE MAKING OF PROMOTIONAL VIDEO OF MENTAYAN AGROTOURISM

Ario Andreansyah¹, Rionaldi²

^{1,2}English Study Program of State Polytechnic of Bengkalis

State Polytechnic of Bengkalis

Jl. Bathin Alam-Sungai Alam, Bengkalis-Riau, 28711 Phone: (+6277) 24566,

Fax: (+2766) 800 1000 Indonesia.

e-mail: rio@polbeng.ac.id, arioandreansyah83@gmail.com

Abstract: *Mentayan Agrotourism was one of the tourism spots in Bengkalis. However, due to the lack of promotional media, it had not attracted many tourists. To address this issue, an engaging promotional video was deemed necessary to draw visitors to the destination. This research aimed to create a cinematic video to promote Mentayan Agrotourism. A descriptive research method was employed, involving several stages: data collection, material preparation, video shooting, scriptwriting, editing, and dubbing. The outcome of this study was a six-minute video providing detailed information about Mentayan Agrotourism. This video was expected to serve as an appealing promotional tool, helping both local and international audiences learn more about Mentayan Agrotourism.*

Keywords: *Agrotourism, Mentayan, video, making, Bengkalis.*

INTRODUCTION

Currently, going somewhere is one of the secondary needs of society. This is supported by today's travel is simplicity; numerous smartphone applications and websites which can fulfill this basic human needs. Humans desire a very different atmosphere from their daily lives when they are tired from carrying out their daily tasks. The activity of people traveling and staying in places outside their usual

environment for leisure, business, or other purposes is called tourism.

One particularly distinctive form of tourism is agrotourism. Agrotourism is largely centered on natural areas that have been turned into places where the neighborhood may make money not from tourism, but rather from the harvest. Without a doubt, the land that the community has developed has a lovely design and can entice tourists to come and experience

the uniqueness. As a result, agrotourism has enormous potential for drawing travelers interested in learning about the agricultural industry.

In Bengkalis District, Riau Province, specifically in the subdistrict of Bantan, has the potential for agrotourism. The extensive rice acreage in Bantan lends evidence to this because the district of Bantan in the Bengkalis District produces rice of the highest caliber. There are currently one location that have been managed by the local government and community as agrotourism destination, which is Mentayan Agrotourism.

However, Mentayan agrotourism still underdeveloped and there are a few visitors right now. The reason for the query is undoubtedly because only the local community in Bengkalis is aware of the existence of agritourism there. The existence of Mentayan Agrotourism is greatly supported by effective marketing strategies. As a result, making a video about Mentayan Agrotourism was chosen as the main subject of this project. Because by means through this video it is expected to increase local and international community interest in Mentayan Agrotourism.

REVIEW OF RELATED LITERATURE

The Nature of Tourism

According to Marpaung (2002), Tourism is a temporary movement carried out by humans with the aim of getting out of routine job, out of their place of residence.

Activities carried out during their stay in the intended place and facilities made to meet their needs. Meanwhile, According to Meyers(2009), Tourism is a travel activity in which a person travels from his or her home to a destination with the intention of not settling or earning a job, but rather to satisfy curiosity, spend leisure time or holidays, and see other places. It is concluded that tourism is a person's journey to their destination from their area of origin to fill their spare time and fulfill their curiosity about new things and not to earn a living.

Both perspective. acknowledge the motivation for travel, but they approach it from different angles. Marpaung emphasizes the desire to break away from everyday routines and explore new places, while Meyers emphasizes the attractiveness of places with various values, such as aesthetic,

beauty, historical significance, and entertainment choices.

Combining those perspectives, tourism can be seen as a complex phenomenon involving the movement of individuals to different places, their interactions with the environment and local communities, and the various processes, activities and results resulting from these interactions. It covers aspects such as recreation, business, cultural exchange, economic development and environmental impact. Tourism also can be defined as the phenomenon of individuals or groups embarking on journeys to unfamiliar locations, distinct from their everyday environment, for the purpose various motivations.

Agrotourism

Agrotourism is defined as a form of sustainable tourism that combines agricultural activities with leisure and educational experiences, offering visitors an opportunity to engage directly with rural life and farming practices (Tew & Barbieri, 2012). It encompasses a variety of activities, including farm stays, hands-on agricultural experiences, nature-based tourism, and cultural immersion in rural areas. Modern definitions

emphasize the role of agrotourism in supporting rural economies, preserving local culture, and promoting environmental sustainability (Phillip, Hunter, & Blackstock, 2010). The rise of experiential travel has further solidified agrotourism's role in creating unique, memorable experiences for travelers while fostering a deeper understanding of the agricultural sector.

Hakim and Malik (2012) described Agrotourism as one type of diversification of tourism products that can be used to present several tour packages to tourists who have recently tended to be interested in seeing and enjoying objects and their own attractions. In addition, agro-tourism is the act of visiting agricultural fields, horticulture or other forms of agribusiness to obtain entertainment,meducation, or engagement with activities in it.

Honey's perspective focuses on attractions and activities related to rural and agricultural life. The emphasis is on providing tourists with an experience connected to agriculture-based activities and the natural environment. Hakim and Malik, on the other hand, highlight the diversification

of tourism products and the interest of modern tourists to witness and enjoy various objects and attractions. Their perspective seems to cover a wider range of tour packages and attractions beyond just the farm.

From these two opinions it can be concluded that agrotourism is one form of tourism where the place of people live and work becomes an attraction for visitors. The property in dispute consists of several types of land, such as farmland, plantation land, and fish ponds. Usually, before being made into a tourist spot, the local government and local community will renovate the place to become a place worth visiting.

Video

There are several meanings of video according to experts. Arsyad (2011) states that video is pictures in frames, where frame by frame is projected through a lens projector mechanically so that the screen shows a live image. The above opinion is quite similar to Sadiman's opinion (1995) which states that the video is an audio-visual medium that displays motion.

From opinions of these two experts, it can be concluded that video is a series of moving pictures (frames)

that are fast-forwarded in a predetermined order to provide the impression of continuous motion. Videos can be uploaded in a variety of digital forms, including MP4, AVI, MOV, and others, and they can be viewed on televisions, computers, cellphones, and other electronic devices. Videos can be used for business, education, entertainment, and a variety of other uses. Films, music videos, training videos, corporate presentations, and many other forms of videos are examples of often encountered types.

Promotional

According to Simamora (2003) says that promotions can be forms of communication used to inform (to inform), coax (to persuade), or remind people about the products -the organization, individual, or the household. On the other hand, Santika (2022) promotion is the process of giving a targeted consumer a specific cause to make an immediate or short-term decision. Promotion is a term used to describe a special cause for reaching a goal in the present or in a short period of time.

Both Simamora and Santika emphasize the role of promotion as a

communication tool to inform potential customers about products. They agree that promotion is about spreading information to influence consumer behavior positively. The difference in their opinions lies in the extent of promotion's coverage. While Simamora "coax" people, which may imply a more persuasive of convincing approach, Santika's definition is more focused on "persuasive communication" without explicitly mentioning the term "coax".

Overall, those opinions share the common theme that promotion is a vital aspect of marketing used to communicate with customers and create awareness and interest in products. The specific wording and nuances in their definitions might differ, but the underlying concept remains the same.

Copywriting

According to Bisoyi et al. (2013) copywriting is the use of creativity in words or ideas with the focus of selling products through the creation of brands. On the other hand, Kartsivadze (2022) says that copywriting is the process of searching and discovering optimal ways of communication, a professional

copywriter is always looking for the right direction, it is important to use the volume of the text, the correct structure, tone, and words.

From the opinions of these two experts, it can be concluded that copywriting is the art of writing that combines creativity with effective communication techniques. The main goal is to sell products through the creation of a strong brand, paying attention to the right structure, tone and choice of words. This process always involves finding the optimal way of communication to achieve the best results.

METHODOLOGY OF STUDY

This study used descriptive methods as its research method. Kamila et al. (2020) describes that descriptive method is studying objects directly based on the information provided by the senses. Meanwhile, according to Krishnarao (1961), the descriptive method, as a method of science, aims at an understanding or generalization concerning the behavior of the objects studied so that stable beliefs can be imposed on the flux of change in which the objects originally exist.

Overall, From two opinions above, it can be concluded that the descriptive method is a research approach that involves collecting data from real life experiences. Aims to provide a detailed and accurate description of a particular phenomenon or situation. Descriptive research can also be referred to as a research method that shows the characteristics of the population or phenomenon being studied. Until finally this research method mainly focuses on explaining the object of research and answering what events or phenomena occurred.

RESULT AND DISCUSSION

Process of the Making Product

There were several processes in making a promotional video of Mentayan Agrotourism starting with data collection and then taking the video at the location, after that making videos, writing scripts, and entering subtitles and dubbing.

Collecting Data and Providing Materials

This video shows the natural beauty and what is available at Mentayan Agrotourism, including green rice fields, huts, photo spots, and others. First, data collection by taking videos at Mentayan Agrotourism and

taking from other sources with permission from the main source. Then write the video text script using Microsoft Word, then record the audio dubbing after that, the video editing process.

Collecting the Video

The video was taken at various points in Mentayan Agrotourism using a cellphone camera, the locations taken were huts, green rice fields, photo spots, and so on. Permission to take pictures was also carried out. The videos are also taken via the Instagram Account "@eric_laksamana27" and "bispro20_polbeng" which has been previously approved.

Writing Scripts Video

In writing script video, they were some steps. First, opening Microsoft Word, Second, inserting table to make it easier to type scripts, Next, writing the script, Finally, saving the script after finishing writing.

Dubbing the Video

After collecting data and writing a script, the next step was to record sound with a script that has been prepared before. The recording device is a voice note via a cell phone directly from Capcut application, and used a hands-free so that the recorded sound

was clearer. Opening Capcut, Clicking the Audio menu, Next, clicking record menu to start the dubbing process, Then, Starting the dubbing process.

Editing Process

After the dubing video was done, the next process was editing the video. Editing is the process of consolidating all the parts in making a video. First, opening Capcut. Second, importing the video and recording voice into Capcut application. Clicking the T icon on upper left side of the computer screen and starting to write the subtitle. Putting the back sound into Capcut. Cliking the audio menu audio in the upper left side, then searching the music you need, "Natural".

Finishing the video

Next, the process was continued by saving video. Choosing the menu file, and cliking Export.

The Result of the Study

The result of this product is a promotional video about Mentayan Agrotourism, covering its natural beauty, the facilities available here, the enthusiasm of the farmers, as well as a learning medium for the younger generation, as well as to introduce agriculture in Bengkalis.

Evaluation

Staff of Tourism Office of Bengkalis

First evaluation was from one of staff Bengkalis Tourism Office Staff. Mrs. Dimas Asri Agustien said the video produced was quite good and had the potential to help the community to promote Mentayan Agrotourism, and she suggested using better equipment. She suggest to use proper sound recording equipment for better dubbing quality and clearer results.

Student of Language Department

Next, the second evaluation was from a Language Department student who is also a former member of the communications and documentation division for the LEDSA organization. According to Ms. Syarina Reviati Sofyan, the video is good and has implemented a code of ethics for using copyright properly by including the main source in some of the footage in the video, but the intonation of the dubbing still needs to be improved and some of the pronunciations are still unclear.

Lecturer of English Study Program

Last, the evaluation continued by English Study Program Lecturer. Mr. M.Sabri said that there are several aspects in writing subtitles that need to

be improved, for example making *Italic* for all of Indonesian text.

CONCLUSION AND SUGGESTION

Conclusions

Mentayan Agrotourism is currently underdeveloped and lacks widespread recognition beyond the local community in Bengkalis. The primary objective of this project is to create a promotional video to increase awareness and interest in this unique rice-field agrotourism destination. The video was produced in both English and Indonesian subtitle, showcasing the potential of Mentayan Agrotourism to attract both local and international visitors. By focusing on this specific location, the project aims to highlight its charm and promote it as a valuable regional tourism asset. The outcomes of this study are expected to benefit both potential visitors, by providing them with deeper insights into the destination, and the government, by boosting the local economy through increased tourism activity.

This study employed a descriptive research method, which focuses on directly studying objects based on real-life information. The aim

of this approach is to provide a detailed and accurate description of a particular phenomenon or situation by collecting data from actual experiences. Descriptive research is concerned primarily with explaining the object of study and answering what events or phenomena occurred. The equipment used in this study was divided into hardware, such as a smartphone camera, hands-free device, and laptop, and software, including CapCut for video editing, Canva for creating engaging visuals, and YouTube for global sharing of the video. Materials included photos and videos captured at Mentayan Agrotourism, supplemented with additional footage from other sources when necessary. Data collection techniques involved both interviews with key individuals, such as a local farmer, to gain insights into the development of the agrotourism site, and observations of seasonal activities and tourist spots to capture relevant content for the promotional video.

The result of this product is a promotional video for Mentayan Agrotourism which displays the atmosphere of the Mentayan rice fields

so that tourists can see the natural beauty of Mentayan Agrotourism.

There are several stages in the process of making this promotional video that must be carried out, first collecting data with taking the video at Mentayan Agrotourism directly also taken via the Instagram Account "@eric_laksamana27" and "bispro20_polbeng" which has been previously approved, then the video editing process, making subtitles and dubbing. In the video there was explanation of the natural beauty of Mentayan Agrotourism, the enthusiasm and dedication of the farmers, and what facilities there are.

Suggestion

It is advisable to upload this final project product to social media to maximize its reach. Utilizing an account with a substantial number of followers will help ensure that it is seen by a wide audience. This strategy will also enhance its effectiveness as a promotional tool.

In addition, it's important to use high-quality equipment when producing this video to achieve optimal results. Better equipment will ensure that the video is clearer and more visually appealing. Investing in the

right tools will significantly enhance the overall quality and professionalism of the final product.

REFERENCES

- Arsyad, A. (2011). *Media Pembelajaran*. PT. Raja Grafindo Persada.
- Bisoyi, D., Barua, U., & Guha, E. (2013). Effective Communication of Product Information: A Copywriting Methodology. *Journal of Humanities and Social Science (JHSS)*, 6(1), 1-3. Retrieved from https://www.researchgate.net/publication/272717572_Effective_Communication_of_Product_Information_A_Copy_Writing_Methodology. Retrieved on August 3rd, 2024.
- Butarbutar, R. R., Wiratanaya, G. N., Rachmarwi, W., Ganika, G., Susanty, S., Widyaningsih, I. U., ... & Suma, N. N. (2021). *Pengantar Pariwisata*. CV Widina Utama. <https://repository.penerbitwidina.com/media/publications/345261-pengantar-pariwisata-93ee99b1.pdf>. Retrieved on August 1st, 2024.
- Graça, A. R., Banha, F., & Banha, F.M. (2022). *Video-Induced Tourism in Central Portugal: Production and Impact of Promotional Videos*. *Tourism & Management Studies*, 18(1), 41-50. <https://doi.org/10.18089/tms.202>

- 2.180104. Retrieved on August 4th, 2024.
- Hakim, L., & Malik, I. (2012). Strategi Pemerintah Daerah Dalam Pengembangan Agrowisata di Kabupaten Bantaeng. *Otoritas: Jurnal Ilmu Pemerintahan*, 2(2). <https://doi.org/10.26618/ojip.v2i2.52>. Retrieved on August 1st, 2024.
- Honey, M. (1994). Paying The Price of Ecotourism. *Americas*, 46(6), 40-47. Retrieved from <https://www.proquest.com/openview/997b4923bec8fb3ba75af6da4bf839be/1.pdf?pq-origsite=gscholar&cbl=364>. Retrieved on August 1st, 2024.
- Ismayanti, I. (2010). *Pengantar Pariwisata*. PT Gramedia Widiasarana.
- Kamila, K., Guzal, B., & Visola, I. (2020). Professional-Oriented Teaching Foreign Language at A Non-Language University and The Role of Descriptive Methods in The Lessons. *Mental Enlightenment Scientific-Methodological Journal*, 167-174. <https://mentaljournal-jspu.uz/index.php/mesmj/article/view/42>. Retrieved on August 1st, 2024.
- Kartsivadze, T. (2022). Copywriting in Social Media. *International Journal of Innovative Technologies in Economy*, (4). https://doi.org/10.31435/rsglobal_ijite/30122022/7924. Retrieved on August 6th, 2024.
- Krishnarao, B. (1961). The descriptive method in social research. *Sociological Bulletin*, 10(2), 46-52. <https://doi.org/10.1177/0038022919610204>. Retrieved on August 3rd, 2024.
- Marpaung, H., & Bahar, H. (2002). *Pengantar pariwisata*. Alfabeta.
- Meyers, K. (2009). *Panduan dasar pelaksanaan*. Unesco Office.
- Rosianta, E., & Sabri, M. (2018). The making of promotional video of tourism in Rupal Island. *Inovish Journal*, 3(1), 55-72. <https://media.neliti.com/media/publications/268101-the-making-of-promotional-video-of-touri-2df1078b.pdf>. Retrieved on August 2nd, 2024.
- Sadiman, A. (1995). *Media pendidikan*. PT. Raja Grasindo Persada.
- Simamora, B. (2001). *Memenangkan pasar dengan pemasaran efektif dan profitable*. Gramedia Pustaka Umum.