THE MAKING OF PROFILE VIDEO ABOUT TOURISM IN SIAK REGENCY

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Abstract: *The main purpose of this study was to explain the processes of making a profile video about tourism in Siak Regency. The method of this study was classified into descriptive method. There were several steps in making this video such as collecting data, providing materials, recording the video, giving the subtitles, continuing proceed with the process of dubbing, and the last was editing process. This video contains of ten places and a tourism event. This video can be used in order to help students, Tourism Office of Siak Regency, local community, and especially International community get information about the history and the tourism destinations in Siak Regency easily.*

Keywords:*Profile Video, Tourism, Dubber, International Community, Siak Regency.*

INTRODUCTION

Tourism is an important economic sector in Indonesia, especially inbound tourists which give foreign exchange earnings. In 2013-2015, tourism ranked fourth in terms of foreign exchange earnings after oil and gas commodities, coal and palm oil. Based on data of BPS and Kemenpar in Suranti (2016), foreign exchange earnings 2015 amounted to 11,629.9 US$ more or grew compared to the previous year.

Indonesia is rich in natural beauty, history and various cultures. One of Regencies in Indonesia which has beautiful scenery, history and various cultures is Siak Regency.

There are many ways in promoting tourism of Indonesia. One of the ways is through video. Many tourism in Siak Regency according to a book "Pesona Pariwisata Kabupaten Siak" which includes historical tourism, cultural tourism, sports tourism, artificial tourism, culinary tourism, natural attractions,

entertainment attractions, conservation and education tourism. Those tourism make many people who have made short videos about the beauty of Tourism in Siak Regency. One of them is Tourism Office of Siak Regency which has made short videos about tourism of SiakRegency. But, there are some problems about the videos :

Firstly, the videos are only short videos, and the duration of the videos is also limited. The videos only describe some of the existing tourist attractions in Siak Regency by displaying place and write name of tour without giving the detail explanation about the tour.

In addition, the *dubber (someone who explains the exposure of the video)* explained the exposure of the video use Bahasa Indonesia and the explanation of the video is not too much because it adjusts the duration of exposure of video.

To solve these problems, a profile video about tourism in Siak Regency was made which a longer duration. This is because according to personal experience of the writer during the apprenticeship at Tourism Office of Siak Regency, many foreign tourists came to visit Asserayah Al-Hasyimiah Palace both on Saturday and Sunday even on weekdays. This is supported by Daily Receipt Report data of ticket sales at Siak Palace on July 16th, 2017. There were 24 foreign tourists who visited Siak Palace, 10 tourists from Malaysia and 14 tourists from Australia. Then the participants of "Man of The Year" came from 13 different countries who visited Siak Regency on August 17th, 2017.

REVIEW OF RELATED LITERATURE
The Nature of Tourism

` According to MachIntosh in Pitana and Diarta (2009: 45) tourism is "The sum of the phenomena and relationships arising from the interaction of tourists, businesses, host governments, and host communities, in the process of attracting and hosting these tourists and other visitors". Meanwhile, tourism does not only play an important role in economic issues, but also a role in social, cultural and political issues. Pitana and Gayatri (2005: 6).

Nowadays, tourism is very important part in Indonesia because tourism is one of the contributors of

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foreign exchange earnings after oil and gas commodities, coal and palm oil based on Data of BPS and Kemenpar in Suranti (2016). On the other hand, MacDonald (2004: 7) defines that "It was not until after the Second World War that tourism exploded on a mass scale emerging as a major economic and social force in the world".

The Nature of Tourism Promotion

According to Pitana and Diarta (2009: 62) state that tourism industry can be seen as a sub system of tourism system overall. It means that tourism industry is a sub system for someone who travelling with purpose of tour use many facilities such as accomodation in the form of the hotel or resort, the service, airline or boats and other facilities.

In addition, based on Leiper's clarification in Pitana and Diarta (2009: 63) that there are seven key sectors in tourism industry, one of them is marketing sector which incudes all marketing unit in tourism industry, such as travel agency and its branch, marketing office airline, tourist destination promotion and so on. According to Madasu (2013: 72) "It is extremely important that tourism

managers are constantly updating their knowledge in order to find out the best technological resources to develop the promotion of destinations on the web."

Related Study

First, a research done by Pham (2013) of Helsinki Metropolia University of Applied Sciences did a study entitled *"Tourism Promotion Video Production: Quality Management and Acceptance Study".* The purposes of this dissertation are to go through progress of video making and publishing to the internet with personal experience and to provide a short guideline with brief information and to bring people who want to visit Vietnam, main images about the country. The result of this dissertation is video making and publishing to the internet with personal experience with quality of service is reflected inquality of experienced and give customer satisfaction.

Second, Tuclea and Nistoreanu (2011) conducted a research about *"How Film and Television Programs can Promote Tourism and Increase the Competitiveness of Tourist Destinations".* The purposes of this research are: This research evaluates a

number of key questions and provides a stronger insight into the nature of productions which can induce tourism and recommends ways in which this relation can be strategically maximized from the economic and cultural point of view. The result from this research is the film and the television programs that are using quality management of products and/or services in two important aspects: quality of service and quality of experience clarify what customer expectations are and film and how to fulfill their requirements. Besides, it is also a handbook for clients working in media industry to develop, improve and evaluate their own products.

Related Product

A Profile Video About Tourism

Ţuclea and Nistoreanu (2011) say that "One of the major economic benefits that film-induced tourism can bring to the local community is constant tourism revenue." It means that through tourism video or film tourism can bring economic benefits for local community to get constant tourism revenue.

Here is the figure of tourism video in Siak Regency:

Source: www.youtube.com
Figure 2.1

METHODOLOGY OF THE STUDY

Method of the Study

The method of this study is descriptive research. According to Suryana (2010) descriptive method is the method used to find the elements, characteristics, properties of a phenomenon.

Equipment and Material

The were several equipment used for this study which was divided into hardware and software . the hardware used to make the video such as laptop and computer, camera, drone, tripod, and mixer. While the Software used such as *Adobe Premiere pro cs6, Sony Vegas* application, and *Converter* application.

Moreover, the material used in this study are *CD* and *Hardisk*

Prosedure of the Study

Data Collection Technique

The data for this study was retrieved from several resources. The model of the video has refered to previous models that had the same models with this study and then it modified based on the needs of this study. The data for this video was made by referring to several resources such as Tourism Office of Siak Regency, e-books, books, and also internet.

Product Design

The details of profile video about tourism in Siak Regency can be seen in the following table:

Table 3.1: Story Page

No	Description	Explanation
1	Presenter and Dubber	Sikin Nuratika
2	Duration of video	12 minutes 06 seconds
3	Minute 00:00 - 02:34	Opening of video
4	Minute 02:35 - 02:58	Opening of presenter
5	Minute 02:59 - 03:56	Siak Palace
6	Minute 03:57 - 04:20	Graveyard of Princess Kaca Mayang
7	Minute 04:21 - 05:03	Dutch Barrack
8	Minute 05:04 - 05:55	Sultan Syarif Hasyim
		Mosque
9	Minute 05:56 - 06:40	Hock Siu Kiong Temple
10	Minute 06:41 - 07:17	Mangrove Forest
11	Minute 07:18 - 07:49	Lake Naga Sakti
12	Minute 07:50 - 08:59	Siak River
13	Minute 09:00 - 10:06	Tour de Siak
14	Minute 10:07 - 10:39	Tengku Agung Sultanah Latifah Bridge
15	Minute 10:40 - 11:17	City Park
16	Minute 11:18 - 12:06	Closing of video

The model of profile video about tourism in Siak Regency was designed by using several applications.

The Process of Designing Profile Video about Tourism in Siak Regency

a. First, rundown manuscripts were made for presenter and dubber. This was the first step before recording videos.

b. Second, camera, tripod and drone were used to record the videos and to take photos.

c. Third, *Converter* application was used to edit the video.

d. Then, editing was continued by using *Adobe Premiere* application.

e. After the video editing process was complete, editing was continued by using *Sony Vegas* application for dubbing process, and then *Adobe Premiere* application was used for editing the video.

f. Finally, the finishing process was made by entering the video data into the CD.

RESULTS AND DISCUSSION

Process of Making Profile Video About Tourism in Siak Regency

There were several processes done in making of profile video about tourism in Siak Regency, started from collecting data and providing materials and making the manuscripts until editing the video. There were many steps in making this video as follows;

1. Collecting Data and Providing Materials

    In this video, there are ten places and a tourism event. Collecting data of the manuscripts and providing materials to make a video substantially were first thing done. Collecting data and providing materials were made by referring some references like books and brochures from Tourism Department of Siak Regency.

2. Recording the Video

    In the process of recording the video, the video was taken by cameramen. Videos of presenter were recorded by a cameraman and videos of tourism places were recorded by team of Explore Siak and team of Siak TV. The first step of recording the video was finding the best angle of the places through camera. The result of the video was described in figure 4.1.
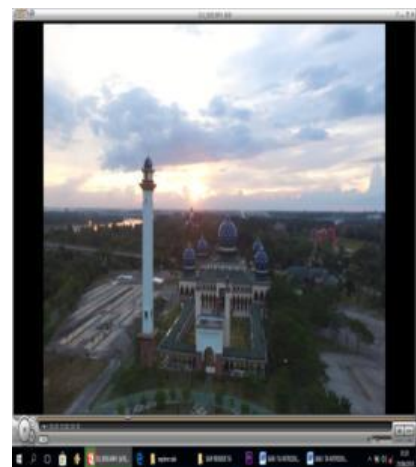

Figure 4.1
The Figure of Sultan Syarif Hasyim Mosque

3. Inserting the Subtitles

The subtitles were made in two languages, English and Bahasa Indonesia. The processes of inserting the subtitles are as follows:

a. Opening *Adobe Premiere pro cs6* application

Figure 4.2
The Figure of *Adobe Premiere Pro Cs6*

b. Choosing the suitable video to filling the subtitles.

Figure 4.3
The Figure of *Adobe Premiere Pro Cs6*

c. Then, clicking file, choosing new and then clicking title.

Figure 4.4
The Figure of *Adobe Premiere Pro Cs6*

d. Clicking T icon in the left side of Personal Computer and starting to write the subtitles.
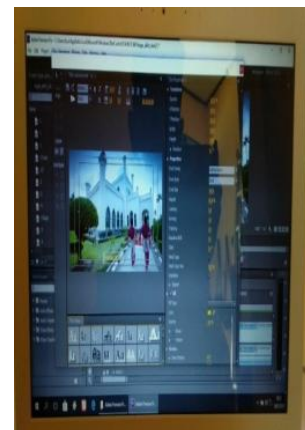

Figure 4.5
The Figure of *Adobe Premiere Pro Cs6*

e. Finishing process by closing the T icon and the subtitles were ready to display on the video.

Figure 4.6
The Figure of *Adobe Premiere Pro Cs6*

4. Dubbing the Video

After inserting the subtitles was done, the next process was dubbing the video.

Figure 4.7
The Figure of Dubbing the Video

a. The first process was dubbing using Sony Vegas for giving the explanation of the video.

Figure 4.8
The Figure of *Sony Vegas Application*

b. The next step was recording the voice. The result was described in figure 4.9.
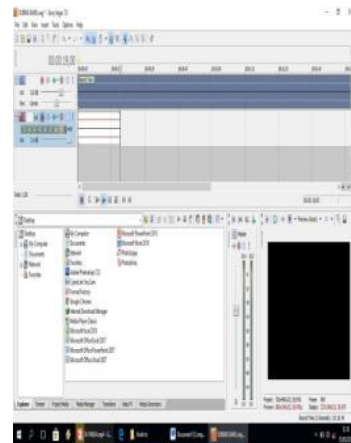

Figure 4.9
The Figure of Voice Recording

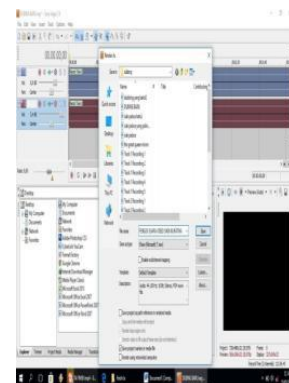c. The last step was saving the voice recording.

Figure 4.10

The Figure of Saving the Voice Recording

5. Editing the Video

After dubbing the video was done, the next process was editing the video.

Editing was the process for consolidating all parts in making the video.

a. Opening *Adobe Premiere pro cs6* application

Figure 4.11
The Figure of *Adobe Premiere Pro Cs6*

b. Putting the video into *Adobe Premiere pro cs6* application

Figure 4.12
The Figure of *Adobe Premiere Pro Cs6*

c. Merging the videos into a video

Figure 4.13
The Figure of *Adobe Premiere Pro Cs6*

d. After the process was finished, the next step was giving the suitable music and dubbing to attract people to see the video. The result was shown in figure 4.14.

Figure 4.14
The Figure of *Adobe Premiere Pro Cs6*

e. After the process was finished, the next step was

inserting the subtitles and effects to make the video more interesting. The result was shown in figure 4.15.

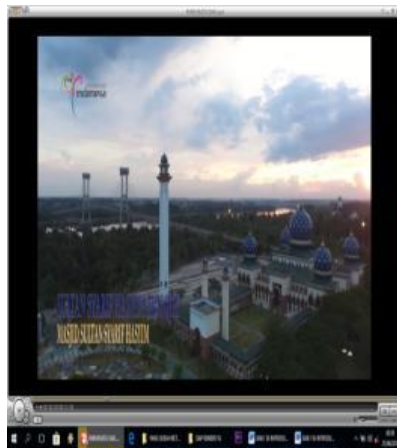**Figure 4.15**
The Figure of Sultan Syarif Hasyim Mosque

f. Finishing process

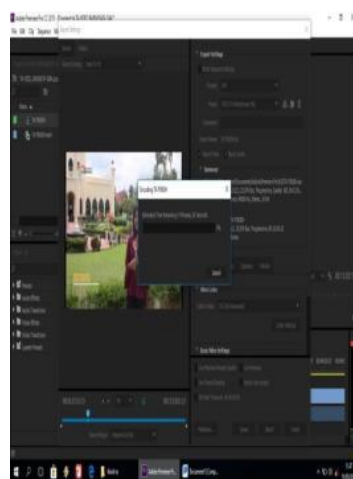Next, the process was continued by saving the video.

Figure 4.16
The Figure of *Adobe Premiere Pro Cs6*

Result of the Study

The result of the study is a profile video about tourism in Siak

Regency as a medium to learn the history of Siak Regency and to learn the tourism of Siak Regency.

A Profile Video about Tourism in Siak Regency

The design of the video has been given in chapter III. However, the design of this video was made step by step. This video contains of ten places and an event. The result was described in figure 4.17.

Figure 4.17
The Figure of the Design of the Video

CONCLUSION AND SUGGESTION
Conclusions

There are conclusions made after the discussions, the making process and the result of final project. The purpose of this study is to explain the processes of making profile video about tourism in Siak Regency. There were several processes to make this

product started from collecting data and providing materials, recording the video, inserting the subtitles, dubbing process and editing process.The making of profile video about tourism in Siak Regency was using manual process. It started from providing materials such as camera, tripod, and drone. The designing of this video was using several applications. The applications used for designing this video were *Adobe Premiere pro cs6, Sony Vegas, and Converter.* It started from dubbing using Sony Vegas for giving the explanation of the video, editing the video using *Adobe Premiere pro cs6, and serving* a video from original video with large capacity became smaller using *Converter.*

This video contains ten places and a tourism event. This video was made in twelve minutes and sixth seconds.There are some problems faced during the processes of the product. First, In the process of recording the video was using manual process. Second, the location of making the video and the location of editing video were so far and difficult to find the best time to go there. So that, revision was difficult to done by the writer.

Suggestion

The students should watch this video to learn about the history and tourism destinations in Siak Regency. So that, the learning process will be more interesting. Moreover, the Tourism Office of Siak Regency should use the video in promoting their tourism destinations, so that local community and International community will know more about history and tourism destinations in Siak Regency and for the local community should watch the video in order to learn and add their insight about the history and tourism destinations in Siak Regency.

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