

ABSTRACT

Culinary can improve branding both at local, national, and Global level, especially in the culinary of Pekanbaru city. Pekanbaru City has a lot of culinary with typical Malay cuisine, examples of spicy sour patin fish, sambal salai, Ikan salai patin, sambal eggplant asam, Gulai Salai Selais, and others. With the use of spices are pretty much like, red chili, kandis acid, galangal, ginger, lemongrass, Salam leaves, and citrus leaves. One of the most popular culinary for the people of Pekanbaru city is the spicy sour patin fish. To encourage more massive promotion of the history and processed spicy tamarind patin, so that the audience who visit the city of Pekanbaru who enjoy the culinary spicy tamarind Patin can also know the history of Patin fish and also the processing. To support this research will be conducted an interview, making questionnaires and matrix analysis, then created a culinary video that will encourage the information of the culinary object. Media in the form of video has also gained attention from the Department of Culture and Tourism of Pekanbaru to be in the social media that belongs to the Department of Culture and Tourism of Pekanbaru. In this project will create a production team to create the project, besides it will also make some supporting media such as clothes, catalogs, mugs, sticker. Culinary selection of this spicy sour patin is done because it is for the quality of information is still less detailed and still less well promoted by the Department of Culture and Tourism Pekanbaru City in the realm of vidiography. It is hoped that after doing this research can be conveyed to the audience so that the goal can provide effective information.

Keywords: Culinary, Fish Patin, Pekanbaru City, Documentary, *Video*