

Abstract

In the province of West Sumatera, there is the most important gambier-producing region, Lima Puluh Kota Regency, this area is one of Indonesia's largest gambier producers, which is able to produce more than 50% of the national gambier production for export. But here the gambir farmers in Lima Puluh Kota do not feel their welfare due to the problem of the very low gambier selling price, the income they get is not in accordance with their expectations, because it is not sufficient. Meanwhile, middlemen who buy gambier to farmers cannot provide prices according to the wishes of the farmers because middlemen must also consider prices from the gambier shipping warehouse center, where there are Indian parties who directly provide gambier prices there because the main destination of Indonesian gambier exports is India. With the closure of gambier prices among exporters and importers has caused a very undesirable impact on gambier farmers in Lima Puluh Kota District. The socialization conducted by the government to gambier farmers has not yet resulted in the problem of gambier prices, the farmers hope that the Lima Puluh Kota government will increase their role in solving problems that occur so that the gambir prices return to normal and the government is helped. This final work is in the form of a documentary film entitled "LIKA - LIKU PERJALANAN GAMBIA, which has a duration of 15 minutes, with the aim of reminding people in West Sumatra, especially the Lima Puluh Kota Regency, that gambir is a superior commodity of Lima Puluh Kota Regency.

Keywords: Exports, Documentary Films, Gambir, Lima Puluh Kota Regency