

THE MAKING OF PROMOTIONAL VIDEO OF TOURISM IN RUPAT ISLAND

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***Abstract:** The aim of this study was to make a video to promote Rupert Island to the international tourists as a tourism destination. The method used in this study was a descriptive research. There were several steps in making this video; starting from collecting the materials, creating the video script, shooting process, recording the voice for the video. converting the files, until editing the video. The result of this study is a promotional video narrated in English that contains both natural and cultural tourism objects and attractions in Rupert Island such as: Beting Aceh Beach, Lapin Beach, Makeruh Beach, Suku Akit Tradition, Mandi Safar Festival, Zapin Api Dance, etc. This video is expected to help the government of Bengkalis Regency in promoting Rupert Island as a tourism destination in the future.*

***Keywords :** Promotional Video, Tourism, Rupert Island*

INTRODUCTION

Indonesia is a rich country with great potency that can be developed for tourism industry. From Aceh to Papua, Indonesia is rich with all natural beauty and cultural diversity to support tourism business which expected to attract more tourists visits, both domestic and international.

However, despite of having those all potency, the number of tourist arrival, especially

international tourists in Indonesia is still left behind compared to other countries in South East Asia such as Thailand, Malaysia and Singapore.

Table 1. Number of tourist arrivals among South East Asian Countries in 2016

| No | Country | Number of Arrivals |
|----|-----------|--------------------|
| 1 | Thailand | 12.024.000 |
| 2 | Malaysia | 26.757.000 |
| 3 | Singapore | 12.913.000 |
| 4 | Indonesia | 12.024.000 |

Source: Asia Tourism Trends 2017

Rupert Island is an island that is located in Bengkalis Regency of

Riau Province. It has an area of approximately 1.500 km² and inhabited by about 47.000 people. This island has various natural and cultural tourism objects and attractions. There are several well-known beaches in Rupert Island such as Beting Aceh Beach, Pesona Beach, Ketapang Beach, Lapin Beach, Alohong Beach, and Makeruh Beach. Not only rich in natural, Rupert Island is also gifted with cultural and traditions. Among well known cultural attractions including *Suku Akit* Tradition, *Zapin Api* Dance, *Mandi Safar* Festival, etc. Besides, there are some historical places that must be visited while in Rupert, such as *Putri Sembilan* Tombs and also the Twin Light Houses.

Although the government of Bengkalis Regency has made some promotional items to promote tourism in Rupert Island, such as books, brochures, profile, etc, however, written promotional items are of course not as interesting as the audio-video ones. In addition, most of promotional items were made only in Bahasa. It means that the promotion is only directed to

the local tourists, not to the international.

Video has several advantages in advertisement because the combination of visual and audio and it works well in delivering the messages and attracting viewers' attention. Therefore, visual and composition mix of colors, sounds, and motions, the video's view apparently alive so the information will be easier to be accepted by the viewers. Therefore, making a video to promote tourism in Rupert Island can be very helpful for the government of Bengkalis Regency to promote tourism objects and attractions in Rupert Island.

By promoting the natural beauty and cultural diversity of Rupert Island, it is expected that a lot of people getting to know about the existence of the Rupert Island, and the more people who want to visit this island.

Based on the above background, this study will be focused on the making of promotional video in English to promote tourism objects in Rupert Island.

REVIEW OF RELATED LITERATURE

Related Theory

The Nature of Tourism

Definition of Tourism

Tourism is the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (WTO, 2003 in Pitana & Diarta, 2009)

According to the Leiper, in Richardson & Flicker, (2004: 6):

“Tourism comprises the ideas and opinion people hold which shape their decision about going on trips, about where to go (and where not to go) and what to do or not to do, about how to relate to other tourists, locals, and service personnel. And it is all the behavioral manifestations of those ideas and opinions”.

AJ Burkart and S. Malik in Soekadijo (2000: 3), stated that tourism means the displacement of people for a while and in a short time period to the destinations outside the places where they live and work.

Based on the above definitions, it can be concluded that

tourism is an activity which a person/group of people traveling to a new place for temporarily for fun, getting new experience and to develop mind - not to making money, but to spend money instead.

The Nature of Video

Video is an electronic medium for the recording, copying, play backing, broadcasting, and displaying of moving visuals and audio media.

The form of direct advertising involves the use of electronic devices to present audio visual advertising messages that have been captured in the form of video-tapes, CDRoms, or DVDs. This form of advertising involves capturing key visual and audio information about a brand and distributing the information to business customers or to final consumers for projection on computer monitors or television screens.

One of the fastest growing forms of advertising is video ads in internet, called *websites*, which are videos advertisements that run as a series of episodes on websites. As

noted earlier, video advertisements are audiovisual advertisements that are compressed into manageable file sizes and range in length from 15 seconds to several minutes. (Shimp, 2008).

One of popular videos is a marketing video. Marketing videos are used to promote an organization or products and to create awareness among consumers. Marketing videos production ranges from television advertisements to internet commercials and viral videos.

The Nature of Promotional Media

Promotion through media such as mass media, electronic media and social media is popular in this internet area, but the using of social media as promotional strategy can be said more effective. Nowadays, people make interaction and connection with the others through social media. Therefore, the opportunity to introduce the object/product to number of viewers in social media is continuously increasing.

According to Chianasta and Wijaya (2014:2) states that there

are some social medias that mostly used to promote products in media such as through *WhatsApp*, *Facebook*, *Twitter*, *Instagram*, *BBM*, etc.

The Nature of Speaking

Tarigan (1990:3-4) defines that speaking is a language skill that is developed in child life, which is produced by listening skill, and at that period speaking skill is learned.

Based on Competence Based Curriculum, speaking is one of the four basic competences that the students should gain well. It has an important role in communication. Speaking can find in spoken cycle especially in Joint Construction of Text Stage (Departmen Pendidikan Nasional, 2004). In carrying out speaking, students face some difficulties - one of them is about the language its self. In fact, most of students get difficulties to speak even though they have a lot of vocabulary and have written them well. The problems are afraid for students to make mistakes.

Harmer in Tarigan, 1990: 12 writes that when teaching

speaking or producing skill, we can apply three major stages, those are:

- 1) Introducing new language
- 2) Practice
- 3) Communicative activity.

Verderber and Sellnow (2008) explains that public speaking is defined as a conversation-oral presentation that is usually delivered formally-in conditions of the audience gathered in a formal context for listening or during informal conversations. In the making of a video, besides having good quality of the video and audio, the capability of the presenter in delivering speech is also necessary.

Therefore, for the purpose of making promotional video, a good quality presenter who masters skills related to the art of public speaking is really necessary.

Related Study

William Jauw, et.al (2012) in their study entitled *“The Design of Promotion of the Beauty and Culture of Ambon through Audio Visual Media”* concluded that people need to know that Ambon also has its beauty which deserves to be exposed and seen by others (the tourists). By exposing the

beauty of its nature and culture, this research had been able to provide complete information about Ambon for the tourists.

Goenawan, et.al (2013) in their study entitled *“The Design of Promotional Video of Bawean and It's Supporting Media”*. Bawean Island is one of the remote islands which is located in the middle of the waters of the Java Sea, and has a lot of natural potency to be developed in many aspects, including tourism. This study concluded that in fact, there are still many remote areas throughout Indonesia which received less attention from the government.

The above studies show that through watching the documentary videos, people (tourists) are able to know clearly the destination that they have never known before. Different from the studies above, this video was made by using English language. This promotional video can also indirectly help the Department of Tourism and Culture of Bengkalis Regency in their efforts to promote tourism and culture of Rupert Island.

Related Product

The first related product is a documentary video about tourism in Bengkalis Regency made by one of students of State Polytechnic of Bengkalis, Maya Sari (2015). This video contains information about tourism objects in Bengkalis regency to promote them to the international tourists. The duration of this video is 10 minutes and use English as its narration language.

The next similar product is a video entitled "*Bawean Island, Your Own Hidden Paradise*". The video was made to promote the tourism in Bawean Island, Ambon. This promotional video contains several tourism objects as potential destinations for the tourists in Bawean, such as Noko island of Gili, the atmosphere of sunset over the Djukong (Bawean's transportation), Turkish Meshes Lanjheng, Mayangkara Beach, Lake Kastoba, Sumberlaras Waterfall, and many more. In addition to natural attractions, this video also contains footage of the distinctive culture of the island of Bawean, namely Pencak Silat Bawean.

The product produced through this study is something different from the related products mention above. This study was focused on promotional video making in English to promote tourism objects in Rupert Island, Bengkalis Regency of Riau Province.

METHODOLOGY OF STUDY

Method of the Study

The method used in this study is a descriptive research. According to Sugiyono (2012: 13) descriptive research is a research conducted to determine the value of an independent variable either a variable or more (independent) without making comparisons or connecting to the other variables.

For this study, the descriptive method was used to explain every step in creating the product (the video).

Equipment and Material

Equipment

The equipments that used in this study including hardware and software.

Hardware

There were several hardware equipment used in making the product of this study. The following were the equipment and their use for this study:

- a. A computer to edit the picture and the video and search the materials,
- b. A microphone for the dubbing process,
- c. A video camera to capture the pictures and videos, and
- d. A flash disk to save the files of materials.

Software

There were several software used to create this video.

- a. *Adobe Premiere Pro Application*

Adobe Premiere Pro is a video editing program. It is part of the Adobe Creative Suite, a suite of graphic design, video editing, and web development applications made by Adobe Systems. This application was used to edit the video of this study.

- b. *Format Factory Application*
Format Factory is an application that serves to change the format of a file from one format to another as desired. Format Factory works for audio files, video and

photos. This application was used to convert the files of this study.

- c. *Movie Maker Application*

Movie Maker is an application used to process the video in order to the video will be more interesting. It was used to edit the video of this study.

- d. *Internet*

Internet was very helpful to find various information related to the objects and other info related to the product.

Material

The materials that were needed to create the product, such as:

- a. Pictures and videos related to tourism objects and attractions in Rupert Island
- b. Literatures (books, magazines, and articles) about tourism objects and attractions in Rupert Island
- c. Verbal information from the local people related to tourism objects and attractions in Rupert Island.

Procedure of the Study

Data Collection Technique

The data collection techniques which were used in this study including:

1. *Literature Study*

The first data collection technique for this study is a literature study. The data collected for this study was taken from books, articles, magazines, and also internet.

2. Interview

Interview that has been conducted in this research was by asking the questions to the respondents who live around the tourism objects. In this method, the interview was used to support and clear the data about tourism in Rupert Island.

3. Observation

The observation for this study was done through coming and seeing directly the tourism objects and attractions in Rupert Island.

Product Design

- a. Audio (sound and background)
- b. Video (motion)
- c. Pictures (non-motion)
- d. Presenter
- e. Description

The product of this study was in the form of a promotional video presented in English about tourism objects (nature) and attractions (culture) in Rupert Island of Bengkalis Regency.

This video is mixed of movie (motion) and pictures (non-motion) which are also supported with short description about the objects or attractions.

The duration of the video is about 16 minutes and it was guided by a presenter/narrator.

The whole 16 minutes of the video can be described through the following outlines:

Table 2 Outlines of the Video

| Time (in minutes) | Scene |
|------------------------------|---------------------------|
| 00:00-00:10 | Title of the Video |
| 00:10-00:40 | Introduction by Presenter |
| 00:40-02:10 | Beting Aceh Beach |
| 02:10-03:40 | Pesona Beach |
| 03:40-04:10 | Ketapang Beach |
| 04:10-05:40 | Lapin Beach |
| 05:40-07:10 | Medang Beach |
| 07:10-08:40 | Makeruh Beach |
| 08:40-09:10 | Akit Tribe Culture |
| 09:10-10:40 | Fire Zapin Dance |
| 10:40-12:10 | <i>Mandisafar</i> |
| 12:10-13:40 | Sembilan Dara Tombs |
| 13:40-15:10 | Twin Light Houses |
| 15:10-15:30 | The Closing |

RESULT AND DISCUSSION

The Process of Making Promotional Video in English

In making promotional video in English to promote Rupert Island, there were some steps had been done. The steps including:

Collecting the Materials

The first step was collecting the materials. The materials were taken from the Department of Cultural, Tourism, Youth and Sports of Bengkalis Regency, making interview with people who live around the tourism objects, doing direct observation towards the tourism objects, using internet and written literatures to find various information for the study. The materials needed for making this promotional video including pictures, videos and information of tourism objects especially information about the attractions, accessibility, and other information related to tourism objects in Rupert Island.



Figure 1
A Picture for the Promotional Video of Rupert Island

Creating the Video Script

Video script is a written text that explains more about the tourism objects that will be informed by the narrator of the

video. After collecting the materials and videos, the script needed to be done before recording the voice. The script described each tourism object in Rupert Island, such as the attraction in each tourism object, what special thing tourism object has, how to get to the objects, and other description of the tourism objects.

Shooting Process

Video of tourism objects in Rupert Island was directly taken from several tourism objects, including Pesona Beach, Lapin Beach, Makeruh Beach, Ketapang Beach, Twin Light Houses, and Putri Sembilan Tombs. In shooting the video, the writer used video camera tools such as Canon EOS digital 600d. For the culture tourism, the writer took several videos from *youtube* and other sources because of those events were implemented only in specific time. While shooting the video, there were few tourists who came to the tourism objects because it was not holiday time. The shooting of video took time about three days.

Recording the Voice

The next step was recording the voice. Recording the voice is one of the process in making the video. The media used in recording the video is a hand phone. Someone with good pronunciation was needed to be the narrator. The narrator explained more about each tourism object. The process of recording the voice was done in quiet room in order to have a clear voice recording.

Converting the Files

The program used for editing video does not support any types of file, so it needs to be converted before editing the video. Application used for converting the files was *Format Factory*.

Editing the Video

This step was to combine the video, voice, and music background together. The process of editing the video was done using Movie Maker Program as explain in chapter III before. The process took such a long time to be done because the writer has very limited skills in editing a video.

The Result of the Product

The English Promotional video about tourism objects in Rupert Island has the duration around 16 minutes.

1. The opening of the video

The opening of the video contains pictures to introduce the creator of the video written in English and Bahasa Indonesia.

- a. In English: *“This video is a final project product created by: Elfera Rosianta, a student of Business English Study Program of State Polytechnic of Bengkalis”*.
- b. In Bahasa Indonesia: *“Video ini adalah hasil karya Tugas Akhir yang di buat oleh: Elfera Rosianta, Mahasiswa program studi Bahasa Inggris Bisnis Politeknik Negeri Bengkalis.*

2. The title of video

The title of the video comes up at the beginning of the video. The title is *‘Rupert Island, Paradise of the Sea’*.

3. The First Minute of the video

The first minute of the video showed the opening of the video that was opened by the narrator named Zulkarnaen. He explained what would be showed and explored in this video.

Table 3
The First Minute of the Video

| Exact Duration | Title | Narration |
|-----------------------|--------------|------------------|
|-----------------------|--------------|------------------|

| | | |
|---------------------|---------|--|
| 00:00:26 – 00:01:40 | Opening | <p>“Tak kenal maka tak cinta”</p> <p>It is the perfect word to say about this moment. Assalamu’alaikumwr.wb and welcome to Rupert Island, the Paradise of the Sea. This video is made for promoting Rupert Island as (up to minute 00:01:40).</p> |
|---------------------|---------|--|



Figure 2

A Scene at the First Minute of the Video

4. The second minute of the video

The video shows Rupert Island in general along with narrator voice and background music.

Table 4

The Second Minute of the Video

| Except Duration | Title | Narration |
|---------------------|----------------------------------|---|
| 00:01:40 – 00:03:20 | Tourism Objects in Rupert Island | Rupert Island is an island that is located in Bengkalis Regency of Riau Province. This island has an area of 1524.84 km ² , it is actually a combination of four islands that ... (up to minute 00:03:20). |



Figure 3

A Scene at the Second Minute of the Video

5. The third and the fourth minute of the video

The third and fourth minute of the video showed Beting Aceh Beach the video contained the information of this beach that was described by the narrator.

Table 5

The Third and Fourth Minute of the Video

| Exact Duration | Tourism Object | Narration |
|---------------------|-------------------|--|
| 00:03:20 – 00:04:59 | Beting Aceh Beach | Beting Aceh beach is one of the tourism destination that offers a thousand of beauty. This beaches located in Rupert island. This wonderful island is ... (up to minute 00:04:59). |



Figure 4

A Scene at the Third and the Fourth Minute of Video

4. The fifth minute of the video

Pesona and Lapin Beach showed at the fifth minute of the video. The video showed Pesona and Lapin Beach along with the

narrator's voice and background music.

Table 6
The Fifth Minute of the Video

| Exact Duration | Tourism Object | Narration |
|---------------------|------------------------|---|
| 00:04:59 – 00:06:05 | Pesona and Lapin Beach | Guys, this one of the beaches exists in Rupert Island what we call as Pesona Beach. It is located in Tanjung Medang, Rhu village, Rupert Utara District of Bengkalis Regency. This beach keeps the different beauty from (up to minute 00:06:05). |



Figure 5

A Scene at the Fifth Minute of the Video

5. The sixth and seventh minute of the video

The sixth until the seventh minute of the video showed Ketapang Beach. The video showed everything that is exist at Ketapang Beach. The video of motocross event was gotten from one of photographers in Rupert Island that works in a studio named 'Portrait Studio'.

Table 7

The Sixth and Seventh Minute of the Video

| Exact Duration | Tourism Object | Narration |
|---------------------|----------------|--|
| 00:06:06 – 00:07:27 | Ketapang Beach | Wonderful! It is a perfect word to say about this beach. It is named as Ketapang Beach which is located in Sungai Cingam village. It is also one of the favorite tourism destinations in Rupert Island. This beach offers ... (up to minute 00:07:27). |



Figure 6

A Scene at the Sixth and Seventh Minute of the Video

6. The eighth minute of the video

Makeruh Beach showed in the eighth minute. This house described by narrator with the background music.

Table 8

The Eighth Minute of the Video

| Exact Duration | Tourism Object | Narration |
|---------------------|----------------|--|
| 00:07:28 – 00:08:11 | Makeruh Beach | Makeruh beach is located in Rupert District. This beach is known as the richest biodiversity in Rupert Island. There are many kinds of sea birds which |

| | | |
|--|--|-----------------------------------|
| | | are.... (up to minute 00:08:11 |
|--|--|-----------------------------------|



Figure 7

A Scene at the Eighth Minute of the Video

7. *The ninth minute of the video*

The ninth minute of the video showed Akit Tribe Culture with the narration's voice to tell about history of this tribe.

Table 9

The Ninth Minute of the Video

| Exact Duration | Tourism Attraction | Narration |
|---------------------|--------------------|---|
| 00:08:12 – 00:09:49 | Akit Tribe Culture | Do you know guys? Rupert Island not only has many wonderful beaches, but it has also various of cultural diversity. One of them is the <i>Suku Akit</i> Tradition. At the 17 th century, ... (up to minute 00:09:49) |



Figure 8

A Scene at the Ninth Minute of Video

8. *The tenth minute of the video*

The tenth minute of the video showed *Mandi Safar* Festival with the narration's voice to tell about history of this festival.

Table 10

The tenth Minute of the Video

| Exact Duration | Tourism Attraction | Narration |
|--------------------|----------------------|---|
| 00:09:50– 00:10:50 | Mandi Safar Festival | Mandi Safar festival is the most prestigious event in Rupert Island. It has become one of annual events held by Minister of Cultural and Tourism of Riau Province. This event held on (up to minute 00:10:50). |



Figure 9

A Scene at the Tenth Minute of Video

9. *The eleventh minute of the video*

The eleventh minute of the video showed *Zapin Api* Dance with the narration's voice to tell about history of this festival.

Table 11
The Eleventh Minute of the video

| Exact Duration | Title | Narration |
|-------------------|-----------------|--|
| 00:10:51–00:11:25 | Zapin Api Dance | <i>Zapin Api</i> dance is one of the cultural exist in this island. This kind of dance is really attractive. The dancers use fire as the media of the dancing. This dance are usually performed by men. This dancing is one part of Malay tradition that shows... (up to minute 00:11:25). |



Video

10. *The twelfth minute of the video*

The twelfth minute of the video showed Putri Sembilan Tombs with the narration's voice to tell about history of this place.

Table 12
The Twelfth Minute of the video

| Exact Duration | Tourism Object | Narration |
|-------------------|----------------------|--|
| 00:11:26–00:12:35 | Sembilan Putri Tombs | <i>Sembilan Putri</i> tombs is a historical site in Rupert Island. It is located in Putri Sembilan village of Rupert Utara District. This site has been opened since 2005. There are nine tombs in this grave yard complex which is ... (up to minute 00:12:35). |



Figure 11

A Scene at the Twelfth Minute of Video

11. *The Thirteenth to fifteenth minute of the video*

The Thirteenth to fifteenth minute of the video showed Twin Light Houses with the narration's voice to tell about history of this place.

Table 13
The Thirteenth to fifteenth minute of the Video

| Duration | Title | Narration |
|-------------------|-------------------|--|
| 00:12:36–00:15:23 | Twin Light Houses | Twin light houses are usually called as Twin Towers which used for shipping code for |

| | | |
|--|--|--|
| | | International shipping system. It used to ... (up to minute 00:15:23). |
|--|--|--|



Figure 12
A Scene at the Thirteenth to fifteenth Minute of Video

12. The End of the Video

The end of the video has the duration from minute 00:15:47 up to 00:16:22. The last part of the video contains the closing word, the title of the video, the narrator, the editor, the source of the videos, and some *thank-you* notes for several villages/villagers who had given their contribution and information towards the movie.

Evaluation and Suggestion

The Videographer of RTV Bengkulu

The videographer of RTV Bengkulu, Mr Didi Zayadi said that this video will be better if it was edited by other applications because there are many new applications that can be used for

the editing of the video, so that the video will be better. The angle of the video shooting is not good, so that it doesn't show the beauty of the beach in a whole. Since the video has been made by taking some videos from Youtube, it makes the quality is not the same, so that the quality is not good. Furthermore, the video has many interesting contents to watch.

Department of Tourism, Culture, Youth and Sport of Bengkulu Regency

Mrs. Umi Suryani, the head of Tourism Division of Culture, Youth and Sports Department of Bengkulu Regency said that this video is good enough and can be received as a media to promote Rupa Island in the future. Unfortunately, there were still some weaknesses exists in this video, such as low quality of the video and there are some tourism objects and events that are not showed in this video.

Furthermore, she suggested that it needs to be added some tourism objects and attractions such as Rumah Pengintai Burung and

Rupat Beach Festival that will be conducted on July 14th-16th 2017.

The Lecturer of Business English Study Program

The lecturer of Business English Study Program of State Polytechnic of Bengkalis, Mrs. Aprizawati, gave positive response to this video. The making of this video was good and interesting to promote and introduce Rupert Island to local, regional and international tourists. We can really see the beauty of Rupert Island through watching this video. However, she also stated some weaknesses of this video, such as the background music/sound which is not clear enough, the fonts and color of the video that should be improved, and also a suggestion to add another background music in the opening of the video.

Problems

In making this promotional video, the writer faced some problems, as follows:

Problem in collecting material

The first problem was limited information available related to each the tourism objects. It made difficulty in creating the script for the video narration.

Problem in shooting the video

Another problem was the process of shooting the video. The distance and the accessibility were some of the problems facing in shooting the video directly in each tourism object.

Problem in editing the video

The less skill in editing the video was also the problem in making this promotional video, it needed much time to edit the video in order to the video better.

CONCLUSION AND SUGGESTION

Conclusion

The product of this study is in form of promotional video narrated in English. This video has the duration of about 16 minutes contained motion pictures and description/narration in purpose of promoting tourism objects and attractions in Rupert Island of Bengkalis Regency of Riau Province. There are several natural tourism objects showed in this video such as: Beting Aceh Beach, Pesona Beach, Ketapang Beach, Lapin Beach, Medang Beach and Makeruh Beach. For cultural tourism attractions including: *Suku*

Akit Tradition, Zapin Api Dance, *Mandi Safar* Festival, *Sembilan Dara* Tombs and the Twin Light Houses.

Suggestions

After doing the research and making and evaluating the product, some suggestions can be drawn as follows:

For Business English Study Program

It is necessary for Business English Study Program to have classes that give basic knowledge about designing and multimedia applications. It helps to make students easier in making products for their final projects.

For Department of Cultural, Tourism, Youth and Sport of Bengkalis Regency

Tourism is one of important aspects to increase the economic in regency, so it would better for government of Bengkalis Regency to make various promotional items including English promotional video to promote Bengkalis Regency, especially Rupert Island to both national and international tourists.

For the Tourists

For the tourists both national and international, it is suggested for them to enjoy the attraction of tourism objects in Rupert Island directly since the video that had made can only show you little pieces of the whole paradise - Rupert Island.

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