

## ABSTRACT

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SODA PERTAMA DI INDONESIA ‘CAP BADAQ’

Soda drinks are made from water, carbon dioxide gas, and a mixture of sugar which is very popular for all people. One of them is ‘Badak’ from Pematangsiantar City, North Sumatra. Badak, or Rhinoceros, is a one-horned animal with strong horns and thick-skinned, which is also the philosophical meaning of the logo. However, many people do not know the existence and history of the first soda drink in Indonesia since 1916. Therefore, we decided to tell the history of Badak. With the method of visiting and interviewing the manager of PT. Pabrik Es Siantar, we made a vlog concept video to share the story of Badak. Hoping more people will know about the pioneer of soda drinks in Indonesia and enjoy local products.

Keyword: Soda, Badak, Local, Pematangsiantar