The Making of English Subtitle for Sultan Syarif Kasim Museum Video

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Abstract

The Sultan Syarif Kasim Museum has many hidden historical facts about Peninggalan Sultan Siak. However, this museum is not active, dusty, or open to the public. Additionally, there was a video about this museum, but it was only displayed in Bahasa. To address this, the study aims to make an English subtitle for the Suktan Syarif Kasim Museum Video. The method of the study was descriptive research, and the strategies used in subtitling were paraphrase, dislocation, and condensation. The result of the study contains an English subtitle about Sultan Syarif Kasim's video and explanations of several processes for making subtitles. This product was hoped to help the government of Bengkalis Regency promote the Sultan Syarif Kasim Museum to foreign tourists.

Keyword**:** *Sultan Syarif Kasim Museum,Promotional Video, Video Subtitle*

1. INTRODUCTION

Bengkalis is one of the regencies in Riau Province, Indonesia. As a defense line for Siak Sri Indrapura Kingdom during 1723 to 1945, Bengkalis inherits the history & heritage of Malay culture which still exists up to now. One of the heritages the rest house of Siak's Sultan which is now functional as a museum. The Museum called Sultan Syarif Kasim Museum is located on Jl. Jenderal Sudirman, Bengkalis. This museum still stores many historical objects such as the authenticity and integrity of the historical relics in the museum is still well preserved.

However, this museum is not active, so the state of this museum looks from the outside like it is not well maintained, dusty, and the government's policy towards museums that are not open to the public makes this tourist spot quiet.

Previously, there was a study that made a video as a promotional media for this museum, which was uploaded on YouTube, However, it is described in *Bahasa*. Considering Bengkalis is located in strategic location since it is close to neighboring countries such as Malaysia and Singapore, it has a good potential for Bengkalis tourism to attract international tourist to visit Bengkalis.

Therefore, the author is interested to conduct the title "The Making of English Subtitle for Sultan Syarif Kasim Museum Video." By adding subtitles to the video in English to make it easier for foreign tourists to find out information and the history of the museum.

2. LITERATURE REVIEW

2.1 Tourism

a. According to Sugiama (2011), tourists are those who travel for pleasure, business, or other journeys including medical treatment, religious pilgrimages, and study travels.
b. Suwantoro (2004) defined tourism as a transient process of moving from one place to another outside the immediate area.
c. Kusumaningrum (2009), says that people travel as tourists typically do so because they want to spend some time unwinding, renewing their energy, and getting away from the daily grind.

2.2 Promotion

a. Suryana (2008), Says that promotion is a method of informing consumers about the products and services being offered so they would know what to buy.
b. As a result, Kismono (2001), State that promotion is an action the market takes to persuade people to engage in exchange transactions.
c. Boyd (2000), Mentions promotion as a strategy for getting people to embrace certain goods, ideas, and concepts.

2.3 Traslation

a. according to machali (2009), a linguist at the University of New South Wales (UNSW). Translation is an attempt to replace the source language text with an equivalent text in the target language.
b. Simatupang (2000), explain that translating entails transferring the meaning from the source language into the target language and re-establishing it there using the most grammatical forms that are compatible with the target language's standards.
c. Shuping (2013), says that translation is the process of transferring meaning from the source language into the target language. Translation is defined as a process requiring maintenance but its from can be changed.

2.4 The Subtitling

a. Munday (2008), subtitle is the transformation of an original written text into a written text in a different verbal language. According to the definition given above, it is a subtitle that is inserted in text into the text of the target language and has two languages in one of the source languages.
b. Neves (2008) asserts that captioning and subtitling share the same definition, despite the fact that some people differentiate between the two, with captioning being regarded as being specifically for hearing viewers while subtitling is only for deaf viewers.

3. METHOD

The method of this study was a descriptive research. According to Arikunto (2019) descriptive research is research that is intended to investigate the circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of a research report.

4. RESULT AND DISCUSSION

The result of this study was an English subtitle of a Sultan Syarif Kasim Museum Video with the duration of 6 minutes and 51 seconds.The result of the video sript can be seen in the table bellow :

Table 1. The video scripts of Translation

Source Language	Target Language
Assalamualaikum wr wb	Assalamualaikum wr wb
Hai teman teman, perkenalkan nama saya Sri Oktavia, mahasiswi prodi pendidikan sejarah universitas Riau. Nah, disini saya sedang berada disalah satu situs bersejarah yang ada di kabupaten Bengkali, yaitu museum Sultan Syarif Kasim Bengkalis. Nah, jika teman teman penasaran apa saja sih isi didalam museum ini. Yuk ikuti perjalanan saya.	Hi guys, I am Sri oktavia student of Riau University, History Education Study Program. Well, here, I am at one of historical sites in Bengkalis Regency. Namely Sultan Syarif Kasim Bengkalis Museum. So, if you are curious about what is inside this museum. Come on check this out!
Museum Sultan Syarif Kasim merupakan satu satunya museum yang ada di kabupaten Bengkalis. Museum ini berlokasi di jalan genderal Sudirman, Parit Bangkong, kecamatan Bengkalis. Museum Sultan Syarif Kasim didirikan pada tahun 1977 hingga 1978. Museum ini dibangun pada masa pemerintahan Sultan Syarif Kasim Abdul jalil Syarifuddin atau Sultan Siak yang ke II.	Sultan Syarif Kasim Museum is the only museum in Bengkalis Regency. It is located on Jl. Jenderal Sudirman, Parit Bangkong, Bengkalis district.It was constructed in 1977 from 1987. It was built in the era of Sultan Syarif Kasim Abdul Jalil Syarifuddin or Sultan Siak the 11^{th}.
Selanjutnya, museum ini diresmikan oleh Gubernur Riau pada bulan Maret tahun 1996 dan secara resmi pula diberi nama museum Sultan Syarif Kasim. Didalam museum ini berisi benda-benda peninggalan kerajaan Melayu yang sudah dalam bentuk duplikat.	Furthermore, this museum was inaugurated by Riau Governor in March, 1996 and also officially named Sultan Syarif Kasim Museum. Inside the museum, there are several historical objects from Malay kingdom in form of duplicates.
Dahulunya, museum ini merupakan rumah peristirahatan Sultan Siak ketika berkunjung menemui saudaranya. Terlihat didalam museum terdapat beberapa barang peninggalan yang kental dengan budaya Melayu itu sendiri.	The museum is used to be the rest house for Sultan Siak when he did his visits to his relatives. It can be seen that inside this museum there are several historical objects related to Malay culture.

Adapun dari segi bangunan museum ini didominasi warna kuning dengan mint khas Melayu berwarna hitam.bentuk asal bangunan ini dahulunya berbentuk rumah khas Melayu dan bermahligai dengan bahan dasar kayu. Karena dalam perjalanan sejarahnya museum ini berkaitan erat dengan budaya Melayu maka disini akan banyak ditemui benda benda peninggalan namun sudah dalam berbentuk duplikat dan replika saja.

Meanwhile, the building is dominated by yellow color with Malay mint black color. The original constitution of this building used to be typically Malay wooden house.Since historically, the museum related to Malay culture,so that we will see some Malay relics but had already form of in duplication.

Adapun beberapa peninggalannya seperti mahkota raja, kursi singgahsana, baju dari kulit,pedang kebesaran Datuk Laksamana, Kriss,bilah,tombak, pakaian Sultan, sepatu raja, pemakaian permaisuri,bendera lambang kerajaan Siak, beberapa aksesoris permaisuri,tepak sirih, alat kesenian gong, buku sejarah dan kitab-kitab kuno, serta pecahan keramik Cina dari berbagai dinasti. Selain beberapa koleksi duplikat dimuseum Sultan Syarif Kasim ini juga terdapat beberapa replika diantaranya ada rumah permukiman tepi laut, ada kursi kayu, ada rumah panggung beraksitektur Melayu, replika istana siak Hingga juga ada replika kapal raja berwarna emas.

There are some relics such as crown of the king, The throne, Leather clothes,Sword of Datuk Laksamana,Kriss,Blade, Spears, The sultan clothes, King shoes, The queen clothes, The flag of the Siak kingdom, some empress accessories, *Tepak sirih, gongs*, historical books and ancient books, and various Chinese ceramic shards. Beside of the duplicate collection, there are also several replicas such as a seaside residential house, wooden chairs, stlit house Malay architecture, The replica of Siak palace and a gold replica of the king's ship.

selanjutnya dimuseum ini juga terdapat beberapa bingkai foto yang menunjukkan situs-situs sejarah disekitar wilayah kabupaten bengkalis lainnya diantaranya ada masjid Jami Al Haq Datuk Laksamana raja di laut desa suka jadi, bukit batu, makam panglima minal, makan cik Ali Akbar, penjara kolonial Belanda, hingga makan panglima kenaikan dikecamatan bukit batu.

Next, in the museum there are photo frames showing historical sites around the Bengkalis Regency area such as Jami Ali Haq Datuk Laksmana Raja di Laut Mosque in Sukajadi Village, Bukit Batu, The commander grave, Cik Ali Akbar grave, The dutch prison and ascension commander grave in Bukit Batu district

Selanjutnya sebagai pendukung informasi didalam museum ini juga di sediakan lembari buku yang terdiri dari banyak buku sehingga bagi para pengunjung yang datang bisa menambahkan informasi dan wawasan terkait sejarah yang ada di bantu dengan penjelasan dari pihak pengelola museum.	In addition, the museum consists of many books so that the visitors can get information and knowledge related to the history with explanation from museum manager.
Museum ini dibuka untuk umum bagi setiap pengunjung yang ingin datang bisa berkunjung pada hari kerja mulai pada hari Senin hingga hari Sabtu. Di kenal sebagai objek wisata bersejarah Museum ini memang tidak pernah luput dari kunjungan masyarakat. Baik masyarakat setempat, masyarakat luar daerah Hingga luar negeri untuk mendapatkan informasi informasi atau Hanya sekedar untuk berkunjung berekayasi	This museum opens for public from Monday until Saturday. Known as a historical tourist attraction, this museum it always visited by Local community, people from outside region and foreigner to information or just for a visit.

5 CONCLUSION AND SUGGESTION

5.1 Conclusion

The purpose of this Final Project was to make subtitles of a video sourced from the Via Okta YouTube channel entitled " *Museum Sultan Syarif Kasim, Obek Wisata Melayu Sejarah bernuansa Melayu di Kabupaten Bengkalis*." This video was delivered in *Bahasa* without subtitles. The video contain about the history of the Sultan Syarif Kasim Museum and its contents.

The aim of this Final Project product was to attract international tourists to visit Bengkalis and add English subtitles to make it easier for foreign tourists to find information and history about Sultan Syarif Kasim Museum. Strategies used by translators in translating the subtitles of Sultan Syarif Kasim Museum Video, namely paraprashe, dislocation and condensation strategies.There were several steps involved in making this subtitles such as, finding the materials, collecting the materials, writing the script text of video, and translating and subtitling the text of video into english.

5.2 Suggestion

It is suggested to the government of Bengkalis Regency, especially the Tourism Department to use this video to promote Sultan Syarif Kasim Museum to the foreign tourist. Additionally, it is very useful for public readers to know more about heritage and attract them to visit the Sultan Syarif Kasim Museum.

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