SUBTITLING *FESTIVAL LAMPU COLOK* (MALAY LANTERN FESTIVAL) VIDEO INTO ENGLISH

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Abstract

Bengkalis Regency is a district that has many tourist attraction to be promoted. One strategy to encourage tourism is through promotional videos. The main purpose of this final project was to make a subtitle of the Festival Lampu colok video in Bengkalis Regency.This research method was classified into a descriptive method. The duration of the video was 03 minutes and 35 seconds. It contains the history of the origin of Lampu Colok in Bengkalis,This translation technique used to make subtitle is word for word, free translation, adaptation translation and reduction translationt. This video can be used as a medium for promoting tourism in Bengkalis Regency by the Tourism Office.
Keywords:*Festival, colok, Promotional, Subtitle, Video ,Tourism.*

1. INTRODUCTION

Riau is a province of Indonesia located on the central eastern coast of Sumatra along the Strait of Malacca. It is the homeland of the Riau Malays, a sub-ethnic group of Malays originating from the Riau and Riau Islands province. The main areas of the Riau Malays are on the east coast of Riau, mostly in Bengkalis, Indragiri Hulu, Kampar, and Pekanbaru area which was the base of the Malay Kingdom in the past. The Riau Malays are famous for Riau Malay Literature which is well applied in rhymes, *syair*, *gurindam*, *hikayat, karmina*, *seloka*, traditional poems, local proverbs, mantras, and romance stories, as well as other forms of expression which they use to express their feelings.

Riau is known for its rich cultural heritage and is home to several traditional festivals that showcase the unique traditions of the Riau community Such as *Pacu Jalur Festival, Jalur Dance, Sungai Carang Festival, festival cian cui, meranti night carnifal, cap gomeh, festival Rupat running* 10, and one of the best Festival is *Lampu Colok*, These festivals feature traditional activities, competitions, and performances that allow visitors to immerse themselves in the vibrant culture of Riau.

Lampu Colok is a traditional lamp that uses kerosene as fuel and is a significant part of the culture in Riau. The *Lampu Colok* Festival is held annually during the month of Ramadan, and it is a tradition of the Riau community. The festival is held on the night of 27 Ramadan or 7 likur before Eid al-Fitr. *Lampu Colok* is made in various models such as *Lafadz* Allah, Miniature of Mosque, Calligraphy, and other symbols. During the festival, competitions are

held where participants showcase their creativity by creating unique designs and patterns with these traditional lamps. The *Lampu Colok* Festival is an opportunity to learn more about the traditions and customs of the Riau community and to appreciate the unique heritage of the region.

Therefore, there were many videos about Festival *Lampu Colok* on social media sites such as Facebook, Instagram, Twitter, and Youtube that explain the Festival *Lampu Colok*, for example a YouTube channel Mirrorgraph production with the title *"pengenalan tradisi Lampu Colok Bengkalis*", which has 2,300 viewers. From the data obtained through the channel account, there are at least 17% of the audience who are viewers from abroad.

Based on the above Facts, the author thinks it is a very good idea to make subtitles on the video so that the video can be enjoyed by people all over the world and become one of the ways to promote Festival *Lampu Colok*, through videos by using subtitles in English and make it more populer worldwide, Therefore, through this reaserch, the writer is intrested to make English subtitle for *Lampu Colok Festival*.

2. LITERATURE REVIEW

2.1 Tourism

a. Meyers (2009), State that, Tourism is a travel activity in which a person travels from his or her home to a destination with the intention of not settling or earning a job, but rather to satisfy curiosity, spend leisure time or holidays, and see other places. It is concluded that tourism is a person's journey to their destination from their area of origin to fill their spare time and fulfill their curiosity about new things and not to earn a living.

2.2 Promotional

a. Zimmerer (2006) promotion is all forms of persuasive communication designed to inform customers about products or services and to influence them to buy goods or services which includes publicity, personal selling and advertising.

2.3 Translation

a. Newmark (2005) translation is expressing the meaning of a text into the target language, exactly what the author wanted to convey.

2.4 Subtitle

a. Hastuti (2011:) states that subtitles are translations of film dialogue written at the bottom of the film. As with voiceovers, the purpose of 'subtitling' is to help viewers enjoy a film, whether it be a documentary or a story, drama, action, etc.

2.5 Kinemaster

a. Siyoto (2010) States that Kine Master is a video editing software that allows users to create and edit videos on their mobile devices. Here are some characteristics of Kine Master.

3. METHOD

This research was categorised as descriptive. According to Sugiyono (2012), is research that is used to describe or examine a research result but is not utilized to draw broad conclusions. As a result, the goal of its use cannot be divorced from the methodical portrayal of the objects and subjects to be investigated. In line with that, this study describes the processes of making Subtitle Lampu Colok Festival (Malay Lantern Festival) Video into English.

4. RESULT AND DISCUSSION

The result of this product is a subtitle video about Lampu colok Festival,The Video including the history of Lampu Colok Festival, the history of Bengkalis Regency, prosesses to make Lampu colok, and Perservation Lampu Colok by Bengkalis government.

4.1 Process make English subtitle

The Process of Preparing for The Creation of English Subtitles

Table 4.1

No.	Steps
1	Setting up and download the video from a Youtube source
2	Prepare Microsoft word or a booklet to record the information presented in the video
3	Ensure and re-analyze the text that has been previously written correctly.
4	adjust the video to be edited into several parts according to the sentence
5	Starting to edit the video by inserting English subtitles into the video

5. CONCLUSION AND SUGGESTION

The result of this final project was a prosses to make a subtitle from a video sourced from the Mirorrgraf production youtube channel entitled *"Pengenalan tradisi lampu colok*

Bengkalis ". The video does not have subtitles and this product has included subtitles in English,The purpose of this final product is to increase local and international tourists interest in tourism in Bengkalis Regency.

6. REFERENCE

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