

The Making of English Subtitle of the Bagan Heritage Promotional Video at Rokan Hilir Regency

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Abstract

The product of this final project was a Bagan Heritage Promotional Video with the title "The Making of English Subtitle of a Bagan Heritage Promotional Video at Rokan Hilir Regency." The purpose of this final project was to make English Subtitle of a Bagan Heritage Promotional Video at Rokan Hilir Regency that can help to promote its regency. The method of this study was classified into descriptive method. There were several steps in making this video such as collecting data and providing material, listing and downloading a Bagan Heritage video, writing and translating audio script, compiling the video, editing speed, editing process, inserting the subtitle, and exporting the video. The length of video was about 13.02 minutes. It consisted of explanation about four Bagan Heritage in Rokan Hilir Regency. They were: Capitan's House, Covenant Monument, Ing Hok Kiong Temple, and Bakar Tongkang. This video was expected to support the Rokan Hilir government in promoting heritage to attract tourist from domestic and other countries. The result of this study was a Bagan Heritage Promotional Video at Rokan Hilir Regency compilation with English Subtitle as a medium to learn the history and to promote tourism in Rokan Hilir Regency.

Keywords : English Subtitle, Heritage, and Promotional Video.

1. INTRODUCTION

A Bagan Heritages Promotional Video is a tourism program created by the Tourism, Youth & Sports Department of Rokan Hilir Regency of Riau Province. The Bagan Heritages are focused on several historical sites around Rokan Hilir Regency. To promote a Bagan Heritage, Rokan Hilir Regency has a profile presentation to promote its own institution by displaying profiles of each objects.

The English subtitle was selected in this Promotional video, that was very important to apply the majors taken in Language Department. A Bagan Heritage profile is able to attract the attention of society and tourists. This is can increase the number of visitors who are interested in coming to Rokan Hilir Regency.

Based on the explanation above, this study is about making a product in form of English Subtitle of Promotional Video about a Bagan Heritage at Rokan Hilir Regency. This video featured all components of the Bagan Heritages regarding evidence of historical heritages, the meaning of history, where it happened and the last is how the history happened. Through this video, it is expected to be able to introduce the Bagan Heritages as tourism objects at Rokan Hilir Regency to the society and tourists.

2. REVIEW OF RELATED LITERATURE

Definition of Tourism

According to Parks, 2001 tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops entertainment businesses, activity facilities and other hospitality

services provided for individuals or groups traveling away from home. Besides, based on UU No. 10 (2009) Tourism is all kinds of tourism activities which is supported the facilities and the service of the government, society, entrepreneur and regional government.

So, it can be concluded that tourism is a travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. Tourism is commonly associated with international travel, but many also refer to travel to another place within the same country. And also tourism is traveling activities in short time for someone or groups go to some different place to get relaxation and pleasure.

Defenition of Translation

Hatim and Munday (2004) define translation as “The process of transferring a written text from source language (SL) to target language (TL)”. From the definition mentioned above, it is found that translation is a process which is intended to find meaning equivalence in the target text.

Machali (2001) and Baker (1992) underline the term meaning equivalence because it is the meaning which is transferred in the target language. In this case, translators are faced with text as unit of meaning in the form of sets of words or sentences.

So, the main problem in the process of translation is about meaning which will occur when the process is in progress, not translation as a product. Hatim and Munday (2004) also suggest that “one of the key problems for the analyst was in actually determining whether the source text meaning had been transferred into the target text”. It can be concluded that translation is the process of transferring written text from one language into another. It is an effort to finding equivalent meaning of a text into the second language.

Related Study

There are several related studies taken from different sources. The first one was Mahendra (2018). Surakarta entitled “*Enhancing Tourists Attraction Promotion by Making Bilingual Leaflet and Promotional video at Department of Culture, Tourism, Youth and Sports of Klaten Regency*”. The second one is Rahmad (2019) entitled “*The Making of English Subtitle for profile Movie of Padang Pariaman Regency by using Aegisub Application*”.

The differences among studies that have been mentioned above and this study was the first previous study focused on introduction of the company of Department of Culture, Tourism, Youth and Sports of Klaten Regency. The second previous study focused on promote tourism places in Padang Pariaman. On the other hand, this study is aimed to make a subtitle promotional video only for one regency that is Bagan Heritages at Rokan Hilir.

Related Product

There are many products about subtitling video of regency. One of the subtitling videos was uploaded by Rokan Hilir regency on YouTube platform entitled “*Event Bakar Tongkang (2018), Generasi Pesona Indonesia (GenPI)*”. Promotional Video was uploaded by “*Pesona Pulau Jemur Kabupaten Rokan Hilir Pariwisata Riau*”. The differences among Subtitling Promotional Video about Bagan Heritages at Rokan Hilir Regency and other Promotional Video are the content of video. Meanwhile the previous products are focused on introduction of the whole regency, the Subtitling Promotional Video about Bagan Heritages at Rokan Hilir Regency only focused on profile of Rokan Hilir specific way.

3. METHODOLOGY OF STUDY

This study is descriptive study. According to Thomas and David (2017), descriptive studies in depth on a specific case of some system. This chapter will discuss descriptive study methods, such as studies, surveys and case reports as well as providing guidance on which is the most suitable method to choose for any particular.

Arikunto (2010) explains that descriptive study is study aims to observe situation, condition or other things that have been mentioned and the result is served in form of study report. It can be concluded that descriptive method is a research method used to describe and analyze an object or a result of research.

Equipment and Material

1. The equipment used for this study is: Hardware (Laptop, Camera, and Camera Handler and Stabilizer) and Software (CupCut and VN)
2. The materials used for this study is: Compact Disk (CD), Hard Disk and Vocabulary.

Procedure of the Study

The data for this study are retrieved and collected from some sources as follows: Direct observation, Interview and Literature.

Product Design

The detail of Promotional Video about Bagan Heritages at Rokan Hilir Regency consists of:

Table 3.1 Detail of Promotional Video about Bagan Heritage

Part	Minute	Content
<i>1st</i>	<i>00.00 – 01.05</i>	<i>Opening</i>
<i>2nd</i>	<i>01.06 – 03.40</i>	<i>Short Speech by the Head of Department of Tourism, Youth & Sports of Rokan Hilir Regency of Riau Province</i>
<i>3rd</i>	<i>03.41 – 05.11</i>	<i>Ing Hock Kiong Temple and Monument of Agreement</i>
<i>4th</i>	<i>05.12 – 08.29</i>	<i>Bakar Tongkang</i>
<i>5th</i>	<i>08.30 – 12.58</i>	<i>Capitan's House</i>
<i>6th</i>	<i>12.59 – 13.02</i>	<i>Closing</i>

4. RESULT AND DISCUSSION

Process of Making the Product

Collecting Data and Providing Materials

Collecting data and providing materials was conducted by referring to some references on internet website and several video by youtube channel.

Listing and Downloading the Bagan Heritage

After listing the Bagan Heritages Promotional Video, next step was downloading the video. The Bagan Heritages were taken and downloaded from Youtube by using All Video application. This application is often used to download photos, videos, movies, songs, and also connect to other social media such as YouTube, IFacebook, Twitter and etc. Every video from different sources may have different quality.



Figure 4.1 *The Figure of All Video*

Writing and Translating the Audio Script

After all of the Bagan Heritage videos have been downloaded, then the audio script was written. The script was inserted into the compiled video with duration of the video about 13 minutes 2 seconds.

Video Editing Process

The process of editing video was explained as follows:

1. Compiling Video
They were:
 - a. The first step was opening CupCut.



Figure 4.2 *The Figure of Opening CupCut*

- b. The second step was making new video by clicking “+” in new project.

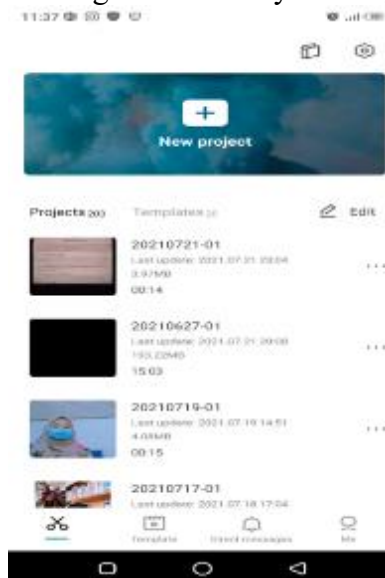


Figure 4.3 *The Figure of Creating New Video*

- c. The third step was closing the video to edit. The video was clicked and trimmed clip related to this study. The symbol “Add” was clicked to add the video and “Next” to next editing.

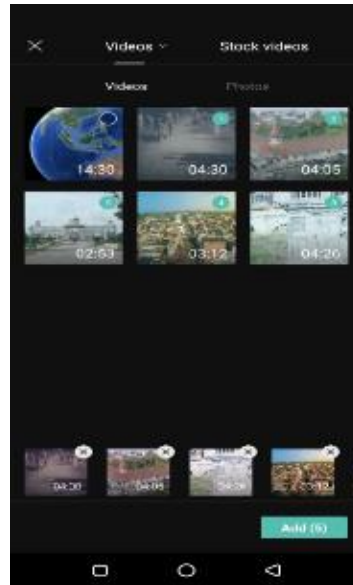


Figure 4.4 *The Figure of Choosing File*

- d. And then, clicking “EDIT” and starting to edit the video. The video was edited by clicking the video clip, after that clicking “SPEED”. The part of video was trimmed by moving the trim border after that clicking “OK”.



Figure 4.5 *The Figure of Speed*

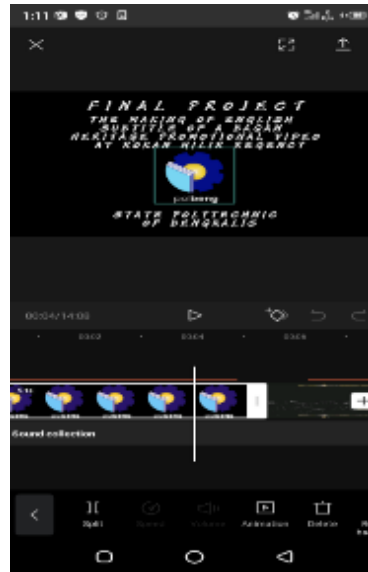


Figure 4.6 *The Figure of Trimming*

- e. After all videos have been trimmed. They were arranged according to the need of the script for this study.

Writing the Video Title

They were described as follow:

- a. First step was choosing the clip for adding title by clicking the video and then clicking “TEXT” for adding the title.
- b. Next, clicking “EFFECT” and then choosing the title effect for this video.
- c. This study was using “TITLE” as title effect for this clip video. After that, double clicking to add text in the next area. Finally clicking “OKAY” to save the edited clip.

Adding Video Effect

The process described as follow:

- a. First step was choosing the clip by clicking the video clip.
- b. Next step was using overlays to add effect for title of Bagan Heritage by clicking “OVERLAYS” icon.

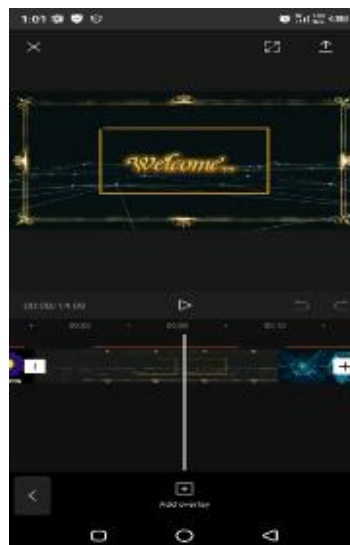


Figure 4.7 *The Figure of Overlays*

- c. After that clicking suitable “FILTER” for video clip.



Figure 4.8 The Figure of Filter

- d. And then, using “ADJUST” as the effect of the clip.

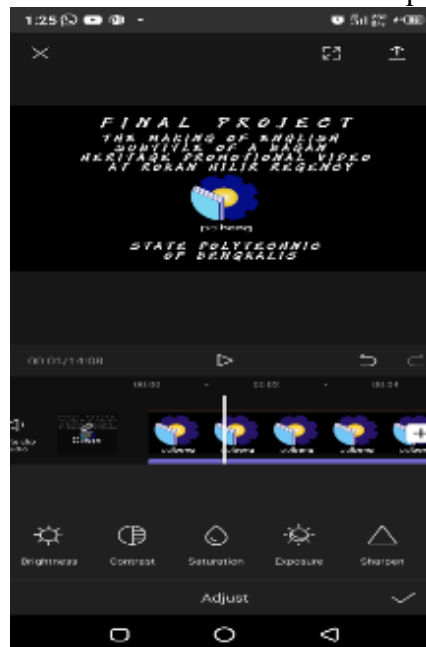


Figure 4.9 The Figure of Adjust

- e. Finally, clicking “OKAY” to finish and save the editing.

Editing Speed

There were described as follow:

- First step was choosing the clip video.
- Second step was clicking “SPEED”.
- Third step was choosing the speed. There were two types of speed such as Normal and Curve.

Adding Transition

There were several steps in adding transitions described as follow:

- Clicking the clip until blue circle out.
- Clicking transition to open transition option.
- Clicking “+” and transition in the left side of the monitor was chosen.
- After that inserting the symbol “-” and the transition into clip needed.

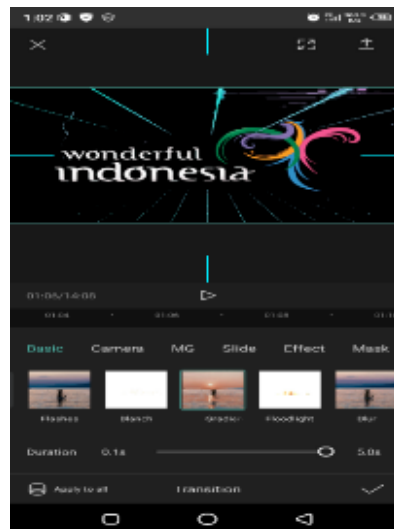


Figure 4.10 The Figure of Adding Transition

- e. Finally, clicking “OKAY” to save it.

Inserting Subtitle

There were several steps in inserting subtitle, described as follow:

- a. first step was opening CupCut. Clicking the text and choosing the font.
- b. Then typing subtitles in the typing box or double clicking text on video. Finally clicking “OKAY” to save the subtitle >Setting the subtitle time in the Timeline. Then matching it with the audio by moving the play head.

Exporting Video

There were several steps in saving the video, described as follow:

- a. Opening the Project.
- b. Clicking “EXPORT” after dialog box out then > EXPORT > dialog box out again and waiting until saving process was ended.

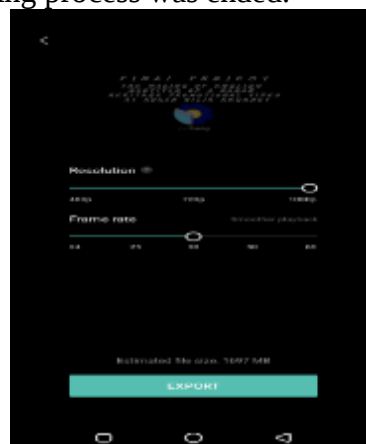


Figure 4.11 The Figure of Exporting

5. CONCLUSION AND SUGGESTION

The product of this final project was the Bagan Heritages Promotional Video with the title “The Making of English Subtitle of Bagan Heritage Promotional Video at Rokan Hilir Regency.” This video was made in English subtitle. This video is expected to support the Rokan Hilir government especially the Tourism, Youth and Sports Department in promoting tourism objects and attractions in Rokan Hilir for local tourists and international tourists. The purpose

of the study was to compile and make English subtitles for Rokan Hilir promotional video to promote its own institution. The method used of the study was descriptive research and the material of video such as tourism video from internet source and dictionary to translating the description.

There were several processes done in making this study such as collecting and providing the materials, listing and downloading the Bagan Heritages, writing and translating audio script, video editing process, inserting audio, inserting subtitle and exporting video. Next was evaluating the product after finished editing. The evaluation was conducted by Rokan Hilir Tourism Culture, Youth, and Sport Department and the lecturer of translation and speaking subject. The result of this study was a video that consisted of four Bagan Heritages. Duration of this video thirteen until two minutes starting from the beginning until closing. Based on the evaluation from result, the English Subtitle of Bagan Heritages Promotional Video was good which was shown by positive responses and suggestions given by the experts.

The following are several suggestions which are hopefully useful to others who want to conduct a research related to this study:

1. For Translator or Subtitler
Translation strategies are needed to translate one language into another language. It is expected to do some strategies to translate natural, communicative and easily understandable by the readers.
2. For Other Research
For English Department, promotion video can be taken as different material for translation course.

6. REFERENCES

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