

SUBTITLING PROMOTIONAL VIDEO OF TABUIK FESTIVAL IN PARIAMAN WEST SUMATERA

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Abstract

Pariaman City is a city that has many tourist attractions to promote. One strategy to encourage tourism is through promotional videos. However, there are not any videos of Tabuik using English Subtitle. The main objective of this final project is to create a subtitle for a tourism promotion video in Pariaman City. This research method is classified as a descriptive method. The duration of the video is 9 minutes 26 seconds. This video contains the Tabuik cultural festival. Tabuik itself is an annual cultural festival held every 1–10 Muharram. Tabuik is also an annual event to commemorate the death of the grandson of the prophet Muhammad SAW, namely Hussein bin Ali. The video shows a brief profile of the city of Pariaman, the history of Tabuik, the process of making Tabuik, and a series of Tabuik events. In addition, this video can be used as a promotional medium for tourism by the tourism office, and this video is also a form of media documentation for the tabuik cultural festival in the city of Pariaman.

Keywords: *Tabuik, Pariaman, Tourism, Promotional Video, Subtitles Video*

1. INTRODUCTION

West Sumatra is a province in Indonesia which is located on the island of Sumatera. West Sumatera Province is located along the west coast of Central Sumatera, the Bukit Barisan plateau in the east and a number of islands off the coast such as the Mentawai Islands. From North to South, this province has an area of 42,012.89 km² which is bordered by four provinces, namely North Sumatera, Riau, Jambi and Bengkulu. West Sumatera is a province in Indonesia that has many cultures or customs. Culture is the result of the development of human life and the two things cannot be separated because they are interconnected. One of the cities in the Province of West Sumatera that has many cultures is the city of Pariaman. One of the most popular traditional cultures is Tabuik Festival which is usually celebrated every year.

Tabuik is an annual Pariaman cultural festival held every 10 Muharram for memorizing the death of the Prophet Muhammad S.A.W grandson, Hussein bin Ali. Tabuik itself has meaning and value that can be seen from the shape of the Tabuik itself, such as the burqa, which is a symbol of the angel carrying the body of husein flying. Puncak Tabuik has two meanings, namely as a bearer of news and as a protector for all Muslims.

Every time the Tabuik Festival is celebrated, it can attract thousands of people, not only locals but also foreign tourists. Eventhough it was attended by thousands of people, local and foreign, and the videos are everywhere, unfortunately, it is difficult to find Tabuik promotional videos with English subtitles. The purpose of promotion to the international tourists this video is presented in English.

Therefore the writer is interested to do a research and create a product related to that Festival for this final project entitled “*Subtitling Promotional Video of Tabuik Festival in Pariaman West Sumatera entitled “ Amazing Hoyak Tabuik kota Pariaman 2017”*”

2. LITERATURE REVIEW

2.1 Tourism

- a. Tourism is 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 purpose not related to the exercise of an activity remunerated from within the place visited (World Tourism Organization).
- b. According to Muljadi et all (2002), Tourism is the overall activity relating to entry,stay,and movement of foreign residents inside or on outside a certain country, city or region.
- c. Nyomans (2003), Tourism is a process of temporarily moving someone from their origin place to another place. Due to various interests. Such as economic, social, cultural, political, religious, health interests as just curiosity, adding to experience and learning.

2.2 Promotion

- a. According to Lupiyoadi and Hamdani (2006), promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing service products.
- b. Sistaningrum (2002) explained that promotion is a company activity in its efforts to influence actual and potential consumers so that the intended consumers are willing to buy the product offered now or in the future.
- c. Kotler (2000), defines promotion is part of the marketing strategy process as a way to communicate with the market using the company's promotional mix composition. Means that, Promotion is an aspect of the marketing strategy process that uses the company's promotional mix to interact with the market.

2.3 Tabuik

- a. According to Nelri (2018)Tabuik is one of the annual festivals held by the people of Pariaman, West Sumatera. This event is an event to commemorate the death of the grandson of Prophet Muhammad S.A.W, namely Hussein bin Ali, who died on the 10th of Muharram. Hussein and his family died in the Battle of Karbala. The festival is also thought to have been held since the 19th century AD.

2.4 Translation

- a. Tudor (1989), describes translation as the process of conveying messages across linguistic and cultural barrier, is an eminently communicative activity, one whose use could well be considered in a wider of teaching situations than may currently be the case.
- b. Nida et all (2009) describe that translating consists in reproducing in the receptor language the closest natural equivalence of a source language message, firstly in terms of meaning and secondly in terms of style.
- c. Bastin (1998) in Munday (2009) defined translation as a set of translative operations which result in a text that is not accepted as a translation but is nevertheless recognized as representing a source text of about the same length.

2.5 Subtitling

- a. According to Cintas et all (2014), All subtitled programmes are made up of three main components: the spoken word, the image and the subtitles. The interaction of these three components, along with the viewer's ability to read both the images and the written text at a particular speed, and the actual size of the screen, determine the basic characteristics of the audiovisual medium.

- b. Gambier in Hastuti (2011) subtitle is a translation of film dialogue that is written at the bottom of the film. As with voiceovers, the purpose of 'subtitling' is to help viewers enjoy a film, whether it is a documentary or a story, drama, action, etc.
- c. Teguh (2014), screen translation (read more) or usually called subtitling, namely this translation processes input data in the form of spoken language spoken by characters in a drama film, or other forms of presentation that become output in the form of writing and then appears on the screen monitors.

3. METHOD

This study uses a descriptive research method with a qualitative approach. According to Sugiyono (2016: 9) qualitative descriptive methods are research methods based on the philosophy of postpositivism used to examine the condition of natural objects where the researcher is the instrument.

4. RESULT AND DISCUSSION

The result of this study is English Subtitle of Promotional Video of Tabuik Festival in Pariaman West Sumatera “Amazing Hoyak Tabuik Festival 2017” with the duration is 9 minutes and 26 seconds.

4.1 The result of this study is English Subtitle of Promotional Video of Tabuik Festival in Pariaman West Sumatera “Amazing Hoyak Tabuik Festival 2017” with the duration is 9 minutes and 26 seconds. The subtitles of script of the video can be seen in following of the video can be below:

Table 4. 1 The Scripts of The Video in Bahasa and English

Time	Source Language	Target Language
00.00-00.58	<i>Pariaman adalah salah satu kota yang berada di Sumatera Barat, di daerah ini ada suatu pesta adat yg disebut dengan tabuik, perayaan tabuik yang di selenggarakan setiap 1 sampai 10 muharam adalah salah satu acara untuk memperingati meninggalnya Husein cucu Nabi Muhammad SAW pada 61 H hijriyah yg bertepatan dengan 680 SM. Di Indonesia selain di Pariaman ritual mengenang peristiwa tersebut juga di adakan di Bengkulu. dalam rangka perayaan memperingati wafatnya Husein bin Ali.</i>	Pariaman is one of the cities in West Sumatera, In this area there is a traditional celebration called Tabuik. Tabuik celebrations are held annually on the 1 st -10 th of Muharram to commemorate the death of Hussein, the grandson of the prophet Muhammad SAW, in 61 hijriyah, coinciding with 680 B.C. Tabuik is not only in Pariaman but also in Bengkulu.
01.08-02.57	<i>kedua bagian ini nantinya akan disatukan dengan cara bagian atas diusung secara beramai-ramai untuk disatukan dengan bagian bawah.</i> <i>Setelah itu berturut turut dipasang sayap ekor bunga-bunga salapan dan terakhir kepala. untuk</i>	The bottom and the top of the tabuik will later be put together by some people and then attached to the tail wings of the salapan flower and the head. To improve the enthusiasm of tourists for the festival, accompanied by tasa drum

	menambah semangat para pemusik tabuik biasanya diiringi dengan musik gendang tasa. bagian atas yang mewakili keranda berbentuk menara yang dihiasi dengan bunga dan kain beludru berwarna warni sedangkan bagian bawah berbentuk tubuh kuda bersayap, berekor dan berkepala manusia. Tabuik melambangkan janji muawiyah untuk menyerahkan tongkat kekhalifahan kepada umat islam setelah ia meninggal. namun janji itu ternyata dilanggar dengan mengangkat jasad anak nya sebagai putra mahkota.	music. The top of a tower-shaped coffin is decorated with flowers and colorful velvet fabric. The lower part is in the shape of a winged, tailed, and human-headed horse body. Tabuik symbolizes Muawiyah's promise to hand over the caliphate to Muslims after his death, but he broke
03.02-03.43	setelah penyatuan Tabuik selesai pada waktu menjelang dzuhur kedua Tabuik yang merupakan personifikasi dari dua pasukan yang akan berperang di pajang berhadap-hadapan. Tabuik yang dibuat oleh kedua tempat ini terdiri dari 2 bagian atas dan bawah yang tingginya dapat mencapai 12 meter.	After the unification of the tabuik is completed at dzuhur time, the two tabuik will be displayed as the personification of the two armies that will fight face-to-face. Tabuik, which is made in two places, consists of two upper and lower parts that are up to 12 meters high.
03.57-04.22	dalam acara pesta adat tabuik yang lamanya sekitar sepuluh hari 1-10 muharram ada beberapa tahap yang harus dilalui yaitu Maambiak Tanah (Mengambil Tanah) adalah mengambil tanah yang dilakukan pada saat adzan magrib, pengambilan tanah tersebut mengandung makna simbolik bahwa manusia berasal dari tanah setelah di ambil, tanah tadi diarak oleh ratusan orang dan akhir nya disimpan didalam daraga yang berukuran 3x3 meter. kemudian di balut dengan kain putih -Maambiak Batang pisang merupakan mengambil batang pisang dan ditanamkan dekat	There are several stages to go through during this festival Taking the Land that is performed during the maghrib prayer. This action has a symbolic meaning that human comes from the ground. The ground was paraded by people then it is stored in daraga (a box size 3x3 meters). Then, it is wrapped in a white fabric. -Taking the banana stem is the process of cutting down the banana stem near the tomb.

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5. CONCLUSION AND SUGGESTION

The result of this final project is to create subtitles from a video sourced from Surya Mahmud's YouTube channel entitled "Amazing Hoyak Tabuik Kota Pariaman 2017". The video has no subtitles, and this product has included subtitles in English, making it easier for visitors or foreign tourists who want to visit. The purpose of this final product is to increase local and international tourists interest in tourism in Pariaman..

There are several steps to make this subtitle, first write the video script by listening to the video slowly and then writing down what the narrator said. Then, translate it into English by checking the grammar on the appropriate text, and continue with the editing process by entering subtitle text into English using the Capcut Application.

In the video, there is an explanation of the Tabuik traditional festival and the series of Tabuik events themselves. The tourism office can use this research product to promote tourism in Pariaman City.

It is suggested that this final project product can be used by the Tourism Office of Pariaman City as a way to promote the annual Tabuik cultural festival in Pariaman and attract more international tourists to do their visit to pariaman, West Sumatera.

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