

# CHAPTER I

## INTRODUCTION

### 1.1 Background of The Study

Tourism has an important role in the development of promoting a country. This industry grow fast to deliver the potential result, therefore this sector become a first concern for a tourism department and community. Bunghez (2016) states that in economy sector of local product booster the export of a country. Tourist expending 15% - 20% their time in tourism for buying and seeking gift, souvenirs and clothing. Therefore, Several shopping mall and gift shop are boost in income.

Riau is one of Indonesia province which has a great Malay culture and other mixed cultures such as Batak, Javanese, Chinese and Minang Kabau. Riau has several regencies such as, Bengkalis, Rupat, Siak, Kampar, and etc. Dumai city is one of regency in Riau province which develops rapidly in many sectors. After being separated from Bengkalis in 1999, Dumai has seven districts, each districts has many interesting tourism destination.

According to the Dumai Official website and information from Tourism department in Dumai, Dumai is a potential city in develops tourism sector. This city located next to Malacca strain and became great advantage because many people who want to go to Malaysia from Pekanbaru City pass through Dumai and so to attract tourist not only from domestic also international. According to Dumai's tourism map here are several tourism destinations in this city such as Purnama Beach, Teluk Makmur Beach, Bukit Gelanggang Park, Lancang Kuning Monument, Masjid Agung Al-Manan, Pelintung Cave, and more beautiful tourism destination. Moreover, there is also special occasion such as Sumatera Kite Festival, Fishing Festival, Gasing Festival, Pacu Sampan and many more. Every district in Dumai has their interesting tourism destination. For instance Medang Kampai, this district has several beautiful beaches such as Koneng Beach, Puak Teluk Makmur Beach and Panorama Beach. There are also several traditional market in which tourist might like to visit. It is needed a media to promote Dumai

Tourism not only for domestic but also international. There were numerous Dumai tourism destination video in social media. They were several Dumai tourism video that described every tourism destination with different style in a few minutes. There were several Dumai tourism video which provide a description not in English. However, the government have not develop the promotion videos which provide English Subtitle. In case to get better tourism destination explanation, this study focus on compile same tourism destination video in to one video that described tourism destination perfectly. Therefore, this study focuses to compile Dumai tourism video and making English subtitle.

## **1.2 Formulation of The Problem**

The problem can be formulated into “how are the process of compiling Dumai tourism destination video and making English description for Dumai tourism video?”

## **1.3 Limitation of The Problem**

Since there are many tourism destination in Dumai, this study only focus on compiling and making English subtitle for Dumai tourism video which contain seven tourism places and an icon monument of Dumai, which was representative of each district in Dumai such as Purnama Beach, Bukit Gelanggang Park, Lancang Kuning Monument, Koneng Beach, Masjid Agung Al-Manan, Bandar Bakau, Telaga Tirta Patra Park.

## **1.4 Purpose of The Study**

The purpose of the study was to compile and make English subtitle for Dumai tourism video.

## **1.5 Significances of The Study**

They are three significances of the study were described as follow:

### **1.5.1 The Significances for Dumai Government.**

The significances for Dumai Government this study expected to help government of Dumai to promote tourism objects.

### **1.5.2 The Significances for Dumai Culture, Youth, and Sport Department**

The significances for Dumai Culture, Youth, and Sport Department this study expected to provide tourism video of Dumai for tourists domestic and international.

### **1.5.3 The Significances for Tourist**

The significances for tourist domestic and international this study expected to give information about tourism destination in Dumai.