

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Bagansiapiapi is a city in Rokan Hilir Regency of Riau Province. Long time ago, this city was very popular in Indonesia and also in the world as “The City of Fish” because this city produced up to 150.000 ton of fish every year. Since it was popular long time ago, nowadays, there are still several cultural tourism objects still exist in this city, for example: Old Sea Port, *In Hok Kiong* Temple, Kapitan House, St. Peter’s Catholic Church, etc.

Besides, another thing that also makes Bagansiapiapi popular is the ritual of *Bakar Tongkang* (boat burning) which is carried out annually by the Chinese ethnic of this city. This ritual is the only one in Indonesia and not many in the world. Also, the *Bakar Tongkang* festival Video of BaganSiapiapi now has become a national event as a unique tourist attraction in Rokan Hilir Regency of Riau Province.

Eventhough it has several heritage objects and unique culture, tourism in Bagansiapiapi has not yet showing positive development compared to other cities in Riau. For example, as reported in several media in Riau such as *halloriau.com* on December 7th, 2019 or *menitriau.com* on December 17th, 2019 that the number of tourists visited Siak Palace in Siak Sri Inderapura in 2019 reached almost 256.760 visitors and only 75.000 visitors to Bakar Tongkang Festival of Bagansiapiapi in the same year.

Bakar Tongkang Festival in Bagansiapiapi, such as the one in Jepter Alami Youtube channel. The video is only made in Bahasa Indonesia without any subtitle. Therefore, the writer is interested to make the video with English subtitle to make it easier for foreigner or people who don’t know Indonesian.

Therefore, through this research, the writer is interested to make English subtitle for *Bakar Tongkang* Festival video of Bagansiapiapi as the title for the final project.

1.2 Formulation of the Problem

Based on the above background, the problem was formulated as: “How is the process in subtitling the *Bakar Tongkang* Festival video to promote tourism in Bagansiapiapi?”

1.3 Limitation of the Problem

This study focused on subtitling the Jepter Alami *Bakar Tongkang* Festival video in the Youtube channel of Jepter Alami entitled “*Event Wisata Nasional*”. This video is chosen because it has better quality of video, audio and also the content compared to other similar videos.

1.4 Purpose of the Study

The purpose of this study was to make English subtitle for a *Bakar Tongkang* Festival video of Bagansiapiapi.

1.5 Significance of the Study

This product of research is expected to be one of the useful products for foreigners or people who don't speak Indonesian, so that they can understand the content of the video.