

THE MAKING OF ENGLISH SUBTITLE OF A 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. 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, Promotional Video*