

CHAPTER I

INTRODUCTION

1.1 Background of the Study

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. As a well-known fish producer city in the past, Bagansiapiapi city still keeps various historical sites which are very potential to be visited by tourists. The historical sites which are still exist including: Capitan's House, Covenant Monument, Ing Hok Kiong Temple, Bakar Tongkang and various other places that have unique stories that add to the pleasure of tracing the history of city.

To promote the Bagan Heritages, 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. The Bagan Heritages 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.

In other words, this is the most appropriate moment, so the tourists can know more closely about Bagansiapiapi, which once triumphed in its time. The Bagan Heritages also provide information on relics in ancient times.

Based on the explanation above, this study is about making a product in form of English Subtitle of Promotional Video about the Bagan Heritages 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.

1.2 Formulation of the Problem

The problem was formulated into “How are the processes of Making of English Subtitle of a Bagan Heritage Promotional Video at Rokan Hilir Regency.

1.3 Limitation of the Problem

There are more than 10 Bagan Heritages in Rokan Hilir Regency, but there are only four Bagan Heritages discussed in this study, because the video of Bagan Heritages was limited found on Youtube sources. They were: Capitan’s House, Ing Hok Kiong Temple, Bakar Tongkang and Covenant Monument.

1.4 Purpose of the Study

The purpose of the study was to make English Subtitle of Promotional Video about profile a Bagan Heritage at Rokan Hilir Regency that can help to promote its regency.

1.5 Significance of the Study

1.5.1. Significance for Bagan Heritages

The product is expected to be one of English subtitle of promotional items for a Bagan Heritage to promote to society and tourists.

1.5.2. Significance for the Rokan Hilir Regency

The product is expected to be one of the English subtitle of promotional items to support Rokan Hilir Tourism, Youth and Sports Department to promote the heritages.

1.5.3. Significance for the tourism

The product is expected to attract the attention of society and tourists to visit a Bagan Heritage at Rokan Hilir Regency.