

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of Study**

Pelalawan is one of regency in Riau Province which has various districts. According to the Pelalawan Official Website and information from tourism Department in Pelalawan, Pelalawan has ten districts, each district has many interesting tourism destinations. There are several tourism destinations in Pelalawan such as Wings Palace, Lake Tajwid, Bono Wave, Lake Betung, Equator Monument and many others.

Therefore, it is needed a media to promote Pelalawan Tourism not only for domestic but also international. There are many ways in promoting tourism. One of the ways is making English subtitle of tourism video. This study focused on making English subtitle of tourism video Pelalawan, by reason of not more video tourism in Pelalawan website has subtitle. So, with making English subtitle for Pelalawan Tourism video in order to get better destination explanation and to reach attract visitors.

### **1.2 Formulation of The Problem**

The problem was formulated into “ How are the Process of Making of English Subtitling About The video of Tourism in Pelalawan Regency”.

### **1.3 Limitation of The Problem**

The limitation of the problem was the making of English of English subtitling about the video tourism in Pelalawan Regency.

### **1.4 Purpose of The Study**

The purpose of the study was to making English subtitling about the video tourism in Pelalawan Regency.

### **1.5 Significances of The Study**

- Significance for the society

The product is expected to understand about the tourism video in Pelalawan Regency. By using this product, the society will explore the tourism object in Pelalawan Regency.

- Significance for government

The product is expected to as a material consideration for Pelalawan government in developing tourism in Pelalawan Regency.

