

THE MAKING OF ENGLISH SUBTITLE FOR A TOURISM PROMOTIONAL VIDEO OF BENGKALIS REGENCY

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ABSTRACT

Bengkalis Regency is a district that has many tourist attraction to be promoted. One strategy to encourage tourism is through promotional videos. The main purpose of this final project is to make a subtitle of the tourism promotion video in Bengkalis Regency. This research method was classified into a descriptive method. The duration of the video is 12 minutes and 55 seconds. It contains tourist destinations and historical tourist destinations. Some of the Bengkalis district tourism contained in the video include Pesona beach tourism in North Rupal sub-district, biosphere reserve tourist destinations in Bukit Batu sub-district, historical tourist destinations, namely the Sakai tribal traditional house in Mandau sub-district, and New Straits beach tourism located in Bantan district. The total number of Bengkalis district tourist destinations contained in this video is 14. This video can be used as a medium for promoting tourism in Bengkalis Regency by the Tourism Office.

Keywords: *Tourism, Promotional video, Subtitle Video*