CHAPTER I

INTRODUCTION

1.1. Background of the Study

Indonesia is an archipelagic country, namely a country that has islands within it, each of which island has its own natural beauty. Therefore, Indonesia has great potential to develop its tourism sector. Tourism is an activity whose journey is intended for recreational purposes.

Tourism is defined by the World Tourism Organization (WTO) in Pitana (2009) as the activity of a person who goes to or lives someplace beyond their regular surroundings for no more than one year for pleasure, business, or other purposes. These activities may be done at some point in time, on vacation, or even on business travel that lasts a set amount of time and takes place in a tourist-friendly region. Tourism is a variety of tourism activities and supported by various facilities and services provided by the community, businessmen, government, and Local Government.

Tourism promotion is one of the most effective ways for an agency or government to introduce the tourism potential of a city. Through publicity. The best way to promote tourism in an area is through publicity. Publicity is done by publishing print media, namely by making brochures, leaflets, booklets, and so on, which can then be distributed to visiting guests and tourists or placed in travel agencies and hotels in the area. Furthermore, word of mouth and exhibition media are effective means of promotion.

Morever, electronic media and internet media are the most popular ways to promote tourism, namely by making videos about tourism. By making videos, it will be easier for potential tourists to find information about tourism in an area. The reach of internet media is very wide, not only in Indonesia, but even internet media can reach the whole world. One example of a tourism promotion video that has been published is a video from YouTube belonging to the Bengkalis district government uploaded by the Prokopim Bengkalis youtube channel, which in the

video informs us about tourism in Bengkalis regency. However, the video does not have English subtitles, making it difficult for potential foreign tourists to watch and understand the information message of the video. Therefore, it is necessary to add English subtitles to the video to make it easier for potential foreign tourists to understand the information message from the Rupat Island tourism promotion video.

Bengkalis is one of the regencies located in Riau Province, Indonesia. Its territory includes the mainland of the eastern part of Sumatra Island and the archipelago, with an area of 7,773.93 km2. Bengkalis Regency is divided into 11 sub-districts, namely Bengkalis sub-districts, Bantan sub-districts, Bukit Batu sub-districts, Mandau sub-district, Rupat sub-districts, North Rupat sub-districts, Siak Kecil sub-districts, Pinggir sub-districts, Bandar Laksamana sub-districts, Talang Muandau sub-districts, and Batin Solapan sub-districts. Bengkalis Regency has a lot of tourism, both cultural tourism and natural tourism. Some of the cultural tours in Bengkalis Regency, such as the Safar bathing culture and the Zapin api dance, and natural tourism, such as beach tourism from Rupat Island. In addition, every Bengkalis sub-district has many more tourist attractions that are worthy of being introduced and have high economic potential for the community around the tourism area.

Besides that, on Bengkalis Island itself, there are also tourist destinations originating from the Bengkalis sub-district and Bantan sub-district, namely natural and cultural tourist destinations. Natural tourism destinations in Bengkalis are beach tourism in Selat Baru Village, Jangkang Village, Prapat Tunggal Village and mangrove tourism in Sebauk Village. Cultural tourism, one of which is zapin dance and sholawat beranyut, or in Malay commonly called sholawat beghanyut, is usually done by sailing by boat across and around several areas while praying to the places that are the destination points. Accessing this tourist area is quite easy because it is supported by adequate facilities and infrastructure.

Promotional tools that have been used to promote tourism on Bengkalis Regency include using electronic media and the internet, such as making videos of tourist destinations in various regions and publishing them on various social

media platforms such as Facebook, Twitter, Instagram, and the most widely used, Youtube. As previously explained, in Bengkalis Regency, there have been many promotions of tourist destinations in the form of making videos, one of which is Prokopim Bengkalis video. However, the video does not have English subtitles, so foreign tourists cannot understand the video. It is important that English subtitles are made so that foreign tourists can comprehend it.

Based on the explanation above, this study is focused on making an English subtitle for a promotional video about tourism on Bengkalis Regency.

1.2. Limitation of the Problem

The limitation of this study focuses only on making subtitles for the tourism promotional video of the Youtube channel Prokopim Bengkalis.

1.3. Formulation of the Problem

The formulation of the problem is "How are the processes of Making an English subtitles for the tourism promotional video by the Youtube channel Prokopim Bengkalis?"

1.4. Purpose of the Study

The purpose of the study is to make an English subtitle for the tourism promotional video by the Youtube channel of Prokopim Bengkalis.

1.5. Significances of the Study

1.5.1. Significance for the Tourism Office

The significance for the tourism office are expected to help in promoting Bengkalis Regency tourism effectively in making promotional videos.

1.5.2. Significance for Local Tourist

The significance of doing this study for local visitors is to make them easier to get local tourism information easily.

1.5.3. Significance for Internasional Tourist

The significance of doing this study for international visitors is to understand the content of this promotional video. With the available subtitles, they can better understand the meaning contained in the video and they can find out about tourism in the area.