

THE MAKING OF ENGLISH SUBTITLE FOR SULTAN SYARIF KASIM MUSEUM VIDEO

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ABSTRACT

The Sultan Syarif Kasim Museum has many hidden historical facts about Peninggalan Sultan Siak. However, this museum is not active, dusty, or open to the public. Additionally, there was a video about this museum, but it was only displayed in Bahasa. To address this, the study aims to make an English subtitle for the Sultan Syarif Kasim Museum Video. The method of the study was descriptive research, and the strategies used in subtitling were paraphrase, dislocation, and condensation. The result of the study contains an English subtitle about Sultan Syarif Kasim's video and explanations of several processes for making subtitles. This product was hoped to help the government of Bengkalis Regency promote the Sultan Syarif Kasim Museum to foreign tourists.

Keyword: *Museum, Promotional, Video, Subtitle, Tourist*