

CHAPTER 1 INTRODUCTION

1.1 Background of Study

Bengkalis is one of the regencies in Riau Province, Indonesia. As a defense line for Siak Sri Indrapura Kingdom during 1723 to 1945, Bengkalis inherits the history & heritage of Malay culture which still exists up to now. One of the heritages the rest house of Siak's Sultan which is now functional as a museum. The Museum called Sultan Syarif Kasim Museum is located on Jl. Jenderal Sudirman, Bengkalis. This museum still stores many historical objects such as the authenticity and integrity of the historical relics in the museum is still well preserved.

However, this museum is not active, so the state of this museum looks from the outside like it is not well maintained, dusty, and the government's policy towards museums that are not open to the public makes this tourist spot quiet.

Previously, there was a study that made a video as a promotional media for this museum, which was uploaded on YouTube, However, it is described in *Bahasa*. Considering Bengkalis is located in strategic location since it is close to neighboring countries such as Malaysia and Singapore, it has a good potential for Bengkalis tourism to attract international tourist to visit Bengkalis.

Therefore, the author is interested to conduct the title "The Making of English Subtitle for Sultan Syarif Kasim Museum Video." By adding subtitles to the video in English to make it easier for foreign tourists to find out information and the history of the museum.

1.2 Formulation of the Problem

The formulation of the problem in the study was "How were the processes of Making of English Subtitle for Sultan Syarif Kasim Museum Video?"

1.3 Limitation of the Problem

The study focus as only on the making of a English Subtitle for Sultan Syarif Kasim Museum Video.

1.4 Purpose of the Study

The purpose of this research is to make an English Subtitle for Sultan Syarif Kasim Museum Video.

1.5 Significance of the Study

As this video is subtitled in English, It can be one of interasting promotional items for the government of Bengkalis Regency, especially the Tourism Department to promote Sultan Syarif Kasim Museum to the international tourists. Additionally, it is very useful for public readers to know more about heritage and attract them to visit the Sultan Syarif Kasim Museum.