

SUBTITLING PROMOTIONAL VIDEO OF TABUIK FESTIVAL IN PARIAMAN WEST SUMATERA

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ABSTRACT

Pariaman City is a city that has many tourist attractions to promote. One strategy to encourage tourism is through promotional videos. However, there are not any videos of Tabuik using English Subtitle. The main objective of this final project is to create a subtitle for a tourism promotion video in Pariaman City. This research method is classified as a descriptive method. The duration of the video is 9 minutes 26 seconds. This video contains the Tabuik cultural festival. Tabuik itself is an annual cultural festival held every 1–10 Muharram. Tabuik is also an annual event to commemorate the death of the grandson of the prophet Muhammad SAW, namely Hussein bin Ali. The video shows a brief profile of the city of Pariaman, the history of Tabuik, the process of making Tabuik, and a series of Tabuik events. In addition, this video can be used as a promotional medium for tourism by the tourism office, and this video is also a form of media documentation for the tabuik cultural festival in the city of Pariaman.

Keywords: *Tabuik, Pariaman, Tourism, Promotional Video, Subtitles Video*