

# **SUBTITLING FESTIVAL LAMPU COLOK (MALAY LANTERN FESTIVAL) VIDEO INTO ENGLISH**

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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 was to make a subtitle of the Festival Lampu colok video in Bengkalis Regency. This research method was classified into a descriptive method. The duration of the video was 03 minutes and 35 seconds. It contains the history of the origin of Lampu Colok in Bengkalis, This translation technique used to make subtitle is word for word, free translation, adaptation translation and reduction translation. This video can be used as a medium for promoting tourism in Bengkalis Regency by the Tourism Office.*

**Keywords:** *Subtitle, Video, Lampu, Colok, Festival.*