

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Riau is a province of Indonesia located on the central eastern coast of Sumatra along the Strait of Malacca. It is the homeland of the Riau Malays, a sub-ethnic group of Malays originating from the Riau and Riau Islands province. The main areas of the Riau Malays are on the east coast of Riau, mostly in Bengkalis, Indragiri Hulu, Kampar, and Pekanbaru area which was the base of the Malay Kingdom in the past. The Riau Malays are famous for Riau Malay Literature which is well applied in rhymes, *syair*, *gurindam*, *hikayat*, *karmina*, *seloka*, traditional poems, local proverbs, mantras, and romance stories, as well as other forms of expression which they use to express their feelings.

Riau is known for its rich cultural heritage and is home to several traditional festivals that showcase the unique traditions of the Riau community. Such as *Pacu Jalur Festival*, *Jalur Dance*, *Sungai Carang Festival*, *festival cian cui*, *meranti night carnifal*, *cap gomeh*, *festival Rupert running 10*, and one of the best Festival is *LampuColok*. These festivals feature traditional activities, competitions, and performances that allow visitors to immerse themselves in the vibrant culture of Riau.

LampuColok is a traditional lamp that uses kerosene as fuel and is a significant part of the culture in Riau. The *LampuColok* Festival is held annually during the month of Ramadan, and it is a tradition of the Riau community. The festival is held on the night of 27 Ramadan or 7 likur before Eid al-Fitr. *LampuColok* is made in various models such as *Lafadz Allah*, Miniature of Mosque, Calligraphy, and other symbols. During the festival, competitions are held where participants showcase their creativity by creating unique designs and patterns with these traditional lamps. The *LampuColok* Festival is an opportunity

to learn more about the traditions and customs of the Riau community and to appreciate the unique heritage of the region.

Therefore, there were many videos about Festival *LampuColok* on social media sites such as Facebook, Instagram, Twitter, and Youtube that explain the Festival *Lampu Colok*, for example a YouTube channel Mirrorgraph production with the title “*Pengenalan Tradisi Lampu Colok Bengkalis*”, which has 2,300 viewers. From the data obtained through the channel account, there are at least 17% of the audience who are viewers from abroad.

Based on the above Facts,the author thinks it is a very good idea to make subtitles on the video so that the video can be enjoyed by people all over the world and become one of the ways to promote Festival *LampuColok* through videos by using subtitles in English and make it more populer worldwide.

Therefore, through this reaserch,the writer is intrested to make English subtitle for *Lampu Colok Festival* video as the title for the final project.

1.2 Formulation of the Problem

The formulation of the problem in the study was “how are the processes of making of English subtitle for *Lampu Colok* Festival video entitled *Pengenalan Tradisi Trampu Colok Bengkalis* “

1.3 Limitation of the Problem

There are many problems that want to be studied in this research, such as the narrative from the video, the method of taking the video, and the quality of the images produced from the video, but there were limitations in time, costs, and so on, so the author only focusesonsubtitling *Lampu Colok* Festival video into English

1.4 Purpose of the Study

The purpose of the study is to make an English subtitle for *Lampu Colok* Festival video

1.5 Significances of the Study

This product is expected to be one of promotional items for the government of Bengkalis, or Riau province to promote this unique tradition not only Indonesian people but also for the international tourist. This promotion is hoped to be able to increase the number of visitors coming to Bengkalis and the end will increase the income of the society.