

SUMMARY

Subtitling A Video as A Learning Media for Horticulture Crop Production Study Program, Andhini Pradipta Wulandari, F31161347, 2019, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd. (Supervisor).

This is the report of the final project entitled “Subtitling A Video as A Learning Media for Horticulture Crop Production Study Program”. The project was made because the lecturer of student’s horticulture crop production study program used this video as a learning media. In addition, the students had difficulties in understanding the content of the video and by using a subtitling video, the students could know detail information video about “How to Grow Tomatoes”.

In making this final project, the writer needed subtitling video to complete this final project. The subtitling video was presented in three parts; opening, content and closing. In opening, the native speaker gave information about tomatoes and the benefit of growing tomatoes in our own home. In content, the speaker gives some information about how to sow the seed, how to tend tomatoes, and how to grow tomatoes. In closing, the narrator give more information to the viewers if the viewers want to watch another video about fruits, vegetables and for general gardening tips the viewers can check out link in the end of the video.

In finishing this video, the writer found many difficulties and challenges. The writer found a problem when subtitling the video. The writer needed to learn about how to translate good script from source language to target language. Beside some problems in making the promotional video, the writer also got some advantages like she improved her listening , writing and translation (translate the word or sentences).

The writer was adopted the subtitling procedure from Video Caption Corporation. Those are subtitling formatting and timing, preliminary reviews, generation of translation template, translation, translation review, subtitle placement and the last is file output. Because those procedures is related to each other.

The purpose of making subtitle in the video is needed to helped the student of horticulture crop production to understand the whole content of video easily. In making this final project the writer learned about how to subtitle a video from English into Bahasa Indonesia. The writer had several problems in making this product as the final project such as listening what the native speaker said because the native speaker used "British Accent". And also catching the whole script from the video.