

CHAPTER 1. INTRODUCTION

1.1 Background

The study program of horticulture crop production is a diploma III study program in Politeknik Negeri Jember. Agricultural production consists of Diploma III program “Horticulture Crop Production and Plantation Crops Production”, Then for Diploma IV program “Seed Production Technology, Food Crops Production, and Plantation Cultivation”.

Horticulture plant production study program students learn about the cultivation of four horticultural crops. Those are, vegetable, fruit (season and annual) ornamental plants and medicinal plants. Besides, students learn about organic farming, hydroponics, verticulture, intercropping (landscape), agricultural extension and farm management. Horticulture crop production study program offers both lecturing class and practicum classes for three years or six semesters. The students of Horticulture study program, especially in third semester learn English for specific purpose that is English for Horticulture. This subject provides special knowledge for the students, for examples about seeding, planting, caring and harvesting especially horticulture crops in English language.

Based on the interview, the writer got information from the students of horticulture crop production that 65% of students are having difficulties to understand the content of video. The lecturer of English for Horticulture subject used two kinds of learning media such as visual media and audiovisual media in the process of teaching. The Audiovisual learning media is usually used in theory class, especially in Horticultural Crops. The lecturer uses video as learning media because it can help the students learn and understand the material easier. However, sometimes the students are having difficult to understand the material and content presented in English version because most of the students of Horticulture study program does not come from English study program, it needs a video completed with indonesia subtitle. Furthermore , the writer conducted a subtitling video as a learning media for students of the Horticulture Crop

Production study program in Politeknik Negeri Jember to support their learning activities so they can understand the whole contents of the video.

1.2 Objective

The objective of this final project Subtitling Video as Teaching Learning Media of Horticulture Students Entitled “How To Grow Tomatoes” that can be used as an additional teaching media for the English teacher of Horticulture study program in Politeknik Negeri Jember.

1.3 Significances

By doing this final project would give some beneficial, for the following parties:

1. For the Writer.

The writer can apply her translation skill by giving the subtitle in the video and translation by translating the script.

2. For the Lectures of English for Horticulture and the Students of Horticultural Crops Production.

Subtitling an How to Grow Tomatoes video would help the lecturer of English for Horticulture as learning media for her lecturing classes.

3. For the students of English Study Program Politeknik Negeri Jember.

The report and product of this final project can be used as references for students of English Department of Politeknik Negeri Jember who want to conduct similar final project, especially in making subtitling video.