

CHAPTER I. INTRODUCTION

1.1. Background

Indonesia is an archipelago country that consisted of various islands and cultures. One of its variety of traditions and cultural heritage is the dances. With its 34 provinces in total that consisted of many cities with their respective cultures, Indonesia has a lot of traditional dances that can attract a lot of domestic and foreign tourists. Thus, promotional media is often needed in order to promote the cultural dances. One of the used media is promotional video.

A promotional video or promo video is a promotional media in form of a video or short film that promotes or advertises something. By this statement, a promotional video is often used by a person or an organization for promoting their products whether the products are physical objects or a set of services to further sell their specific products. For instance, the promotional video of “The Majestic Dances of Bayuwangi”, which promote the cultural dances of Banyuwangi by showing the performances of traditional dancers and the detailed information about the dances including the specific requirements to perform the dances and the history of the dances, is also an example of a promotional video. In this video, the creator use English as the preferred language since the purpose of the video is to further promote the traditional dances of Banyuwangi as one of the local cultural wealth to the tourists both nationwide and internationally.

Promotional video is a crucial part in selling a product or service. With a promotional video, we can introduce a certain product to more potential customers and further sells the product. Promotional videos such as “The Majestic Dances of Banyuwangi” are capable to attract more potential tourists to visit Banyuwangi. The characteristic of this video which made it a successful promotional video is that the video can sell the traditional culture of Banyuwangi further by showing the short and quickly absorbable details including the related events of the dances and the performance of the dancers, while still being sufficient enough to make the audiences interested in making Banyuwangi as their tourism destination. The

video is made in English, in order to attract tourists into visiting Bayuwangi. However, the video still lacks one material left: that is the means to introduce the culture to the potential domestic audiences with no knowledge in English Language. Thus, subtitles are needed in order to make the video reachable to every audience.

Subtitling has an important role in selling a product through a promotional video. While the purpose of the video is to reach more people into visiting Banyuwangi as a tourism destination, it can only reach the audience who understands English. While the international community can comprehend the video easily, some of the local communities can't get the message because of they don't understand English. Another evidence of the important of subtitling is when the audience are also from the group of people suffering from hearing disability. Therefore, subtitles can help people who are not able to understand the presented language or deaf people to understand the content of the video (Gernsbacher, 2015 in Gerber-Moron, 2018).

Based on the reasons above, the writer intends to translate the content of the video in a form of subtitles which will make the video further sell its promotional traits and further help promoting the traditional culture of Banyuwangi throughout not only the international community, but also the national citizens of Indonesia in order to prolong the preservation of the culture itself.

1.2. Objective

The objective of the writer's final project is to make a set of translation in a form of subtitles to the video "The Majestic Dances of Banyuwangi".

1.3. Significances

The significances of the writer's final project are as follows:

1.3.1. The Writer

By conducting the final project, the writer can apply his writing skills, reading skills, translation skills, and computer skills. The final project can also increase the writer's experience in making subtitles in the future.

1.3.2. Banyuwangi Tourism and Culture Department

With the subtitles made and implanted to the video, Banyuwangi Tourism and Culture Department can make more use of the video to promote the culture of Banyuwangi to the national society and international community.

1.3.3. The Students of English Study Program

The Students of English Study Program who want to conduct a similar project of subtitling in the future can use this project as a reference.