

## SUMMARY

**Making a Subtitle of a Video** *“The Majestic Dances of Banyuwangi”*, Moch.Zulfikar Agustian, NIM F31161651, Year 2020, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S. Pd, M. Li. (Supervisor).

Indonesia is an archipelago country which consisted of various islands and cultures. One of its various of traditions and cultural heritages are the dances. With its 34 provinces in total that consisted of many cities with their respective cultures, Indonesia has a lot of traditional dances which can attract a lot of domestic and foreign tourists. Thus, a 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.

The writer wants to make the subtitles for the video *“The Majestic Dances of Banyuwangi”* in Bahasa Indonesia so that the video can be used to promote the cultural dances among the domestic tourists. The writer used four process in making the subtitle, which are Spotting, Translation, Editing, and Checking. In spotting, the writer watched the video and wrote the scripts. In Translation, the writer used 3 strategies to translate the script, which are Transfer, Imitation, and Deletion. The writer inserted the translated scripts into the video as subtitles using

Wondershare Filmora for Editing process, Checking process, and saving by burning the subtitled video.