

CHAPTER 1. INTRODUCTION

1.1 Background

English is a global language or we have known as lingua franca (Seidlhofer, 2005). She said that the term of English as a Lingua Franca has emerged as a way of referring to communication in English between speakers with different first language. Jenkins (2000) in Seidlhofer (2005) also stated that English as lingua franca is a part of more general phenomenon of English as an international language along with English as a world language (Mair (2003) in Seidlhofer (2005)). Mydans (2005) also stated that by the most common estimates, 400 million people speak English as a first language, another 300 million to 500 million as a fluent second language, and perhaps 750 million as a foreign language. There are also English speakers in most countries around the world. We can take a conclusion that as many as the terminology of English, it is officially a communication tool that used in various sectors of the society all around the world such as business, government, politic, economy, education, or the other sectors.

In Indonesian education system, English becomes one of the standart to graduate from elementary school until university or vocational education. There are so many articles, journals, books, and videos with a good qualities as learning and teaching media use English to be its language. It surely gives some benefits to the learners who learn it because of the importance of having English skills.

To know more about learning English using video as a medium in education sector, the writer made an observation at one of the Study Program in Politeknik Negeri Jember, that was Food Industrial Technology study program of Agricultural Technology Department. The writer did an interview with one of the lecturer who teaches subject of HACCP (Hazard Analysis Critical Control Point) in that study program as a preliminary study to get the data about what she needs in the teaching and learning process related to that subject. There were some important information that the writer got. The lecturer said that in the teaching – learning process, the student's workbook (BKPM) that is compiled by the

lecturers and it is published by Politeknik Negeri Jember is used in practical work in laboratory, not in the lecturing class.

In the other hand, the lecturer sometimes also uses a student – centered learning in the lecturing class. So, in this kind of lecturing class, the lecturer gave freedom to the students to find the materials from many kinds of resources, such as books, journals, internet, and any other resources. Besides, she also said that sometimes she teaches the students by giving the materials from the slide of PowerPoint and supported videos. She also said that she needs another video about HACCP especially video that uses English as its language. The reason is HACCP is not easily understood by the students and the teaching – learning activity will not get boring if there are other media that is used to teach or show to the students. Besides, it also depends on the vision of State Polytechnic of Jember in 2025 to be the most popular vocational education in Asia, that is why the students have to master in English to compete with another college.

The writer also interviewed some students who study in Food Industrial Technology study program about English subject itself. They said that actually the English lecturer who is from English study program and teach them is good enough in explaining the material of English. However, the real fact is not all of the students can understand about the English materials because they think it is too difficult. The lecturer just teach them about the basic material of English. But, actually the students should also get the English material that they need in the next working place. In order to make them easier to learn English material, the writer is going to provide an English video about Hazard Analysis Critical Control Point (HACCP). HACCP is a management system in which food safety is addressed through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product.

In order to help the students of that study program to understand easily about the whole content of the video, subtitle is a good choice to be used. Baltova (1999) in Danan (2004) has demonstrated the positive effects of subtitling on productive skills such as a verbatim recall and retention of vocabulary in the

proper context, as well as communicative performance in specific oral and written communication tasks. Subtitling video can help the viewers to catch the whole content without losing the natural of the speaker's voice and it can also transfer the meaning from the source language to the target language that can be understood easier by the viewers.

Based on the problem that has existed, this final project is going to make an Indonesian subtitle of English video about Hazard Analysis Critical Control Point (HACCP) to solve the problem above. This final project will help the students to understand about the material of Hazard Analysis Critical Control Point (HACCP) and also they can learn more about English itself.

1.2 Objective

The objective of this final project is to make an Indonesian subtitle of Hazard Analysis Critical Control Point (HACCP) video for the lecturer who teaches that subject in Food Industry Technology Study Program of State Polytechnic of Jember.

1.3 Significances

This final project will give benefits for the following parties :

1.3.1 The Students of Food Industrial Technology Study Program

By providing video entitle "Hazard Analysis Critical Control Point (HACCP)" with Indonesian subtitle, it will help the students of Food Industrial Technology study program understand the subject of HACCP easier.

1.3.2 The Lecturers of Food Industrial Technology Study Program

By providing video entitle "Hazard Analysis Critical Control Point (HACCP)" with Indonesian subtitle, it will provide the lecturers of Food Industrial Technology study program with additional teaching media that help them to teach easier and create an interesting class.

1.3.3 The Writer of The Final Project

This final project will give a chance to the writer to apply listening skill and also writing skill in appropriate grammar, especially in translating from English into Indonesian language.

1.3.4 English Study Program

By providing video entitle “Hazard Analysis Critical Control Point (HACCP)” with Indonesian subtitle, the writer hopes that this final project will give a reference to the next student of English Study Program who wants to make a final project with the same theme but different subject matter.

1.3.5 The Readers

This final project will give some knowledge to the readers about the procedure of subtitling a video from English to Indonesian language step by step.