

CHAPTER 1. INTRODUCTION

1.1. Background

Politeknik Negeri Jember is the one of polytechnic in Indonesia which organize vocational program that focuses on the level of expertise and skills establishment of the student's accordance to the needs of job market. . This college This college has 22 study programs of 8 departments. One of the department in Politeknik Negeri Jember is Agricultural Production. Agricultural Production consists of diploma III and diploma IV program. For diploma III program consists of Plantation Crop Production Study Program and Horticultural Crop Production Study. For diploma IV program consists of Seed Production Techniques Study Program, Food Production Techniques Study Program, and Cultivation of Plantation Crops Study Program.

The Plantation Crop Production Study Program offers courses for 3 years (6 semester) in agribusiness that focuses on the main competencies in cultivation of plantation crops technology which includes land management, nursery, maintenance, harvesting, post-harvest handling, and marketing of plantation crops (such as coffee, cocoa, tea, rubber, coconut, vanilla, oil palm, fiber crop, sugar cane and tobacco). Besides learning those courses, the students also learn Basic English and Applied English. In Basic English the students learn about basic general English skills, i.e. Reading; Listening; Speaking; Writing, as well as basic english structure. Meanwhile, in Applied English, they focus on learning english as specific purpose, such as how to cultivate some plantation examples tobacco, coffee, cocoa, sugar cane, tea, palm oil, etc in English, how to write a job application letter and do some job interviews. This is a compulsory course for the students, Basic English presented in the first and Applied English presented in the third semester.

The lecturer who teaches Applied English is one of the lecturer of Language, Communication and Tourism Department. In Teaching Applied English she sometimes uses video as a teaching media to help the students easier to

understand the material. One example is, when she teach about tobacco cultivation, she uses a video entitled Amazing Tobacco Agriculture Tobacco Farming & Tobacco Harvesting Methods Cultivation of Tobacco. The duration of this video is 7 minutes and 53 seconds. The lecturer uses this video to teach the content, grammar, vocabulary, and also pronunciation. Unfortunately, the video is only presented in english text and it is hard for the students to understand the content of the video. Therefore the lecturer ask the writer to provide the text of indonesian subtitle on the video as the writer's final project. Therefore, the writer will make an indonesian subtitle on the video as entitled "Amazing Tobacco Agriculture Tobacco Farming & Tobacco Harvesting Methods Cultivation of Tobacco".

1.2. Objective

The objective of this final project is to make an Indonesian subtitle of "Amazing Tobacco Agriculture Tobacco Farming & Tobacco Harvesting Methods Cultivation of Tobacco" video for the lecturer who teaches Applied English Course in Plantation Crops Production Study Program.

1.3. Significances

This final project will give benefits to the following parties:

1.3.1. The students of Plantation Crops Production Study Program

By providing "Amazing Tobacco Agriculture Tobacco Farming & Tobacco Harvesting Methods Cultivation of Tobacco" with Indonesian subtitle, it would help students of Plantation Crops Production study program to completely understand the material of video easily.

1.3.2. The lecturer of Language, Communcation, and Tourism Department

By providing "Amazing Tobacco Agriculture Tobacco Farming & Tobacco Harvesting Methods Cultivation of Tobacco" with indonesian subtitle, it would help the lecturer who teaching Applied English for students of Plantation crops Production. The lecturer would be easier when she uses the video to teaching their students.

1.3.3. The writer of The Final Project

The writer would be able to apply the writing skills and translation especially to translate from English into Indonesian language, also computer skills to improved video editing used her PC.

1.3.4. The students of English Study Program

The report of this final project would be a reference for students of English Study Program who will conduct similar project, especially in subtitling video.