

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Politeknik Negeri Jember is one of vocational college institutions in Indonesia that conduct practical expertise, skill, and specific competency standards based on the needs of the job market. One of the departments in Politeknik Negeri Jember is Agricultural Production. Agricultural Production consists of Diploma III and Diploma IV. The Diploma IV study programs are Food Crop Production Technology, Seed Production Techniques, and Plantation Crop Cultivation, while the Diploma III study programs are Horticultural Crop Production and Plantation Crop Production.

Based on the interview with first and third semesters students of Plantation Crop Production Study Program they learn about various plantation crop commodities such as coffee, tea, cocoa, tobacco and vanilla in such several courses as land preparation, plant nursery, and seed selection. Besides learning those courses, the students also learn Basic English. In this course, the students learn about basic general English skills, i.e. Reading; listening; Speaking; Writing, as well as Basic English structure. Meanwhile, in the new curriculum 2020, there is Intermediate English, they focus on learning English as specific purpose, such as how to write a job application letter and do some job interviews. This is compulsory courses for them, presented third semester.

The writer has also conducted a preliminary study by conducting an initial interview with the lecture of English in Plantation Crop Production Study Program and it is found out that the lecturer uses a video entitled “Coffee Production Training English by Uganda Coffee Development Authority lowercase USAID American People” in both courses to convey the materials in vocabularies of plantation crops. The lecturer uses this video for teaching pronunciation, vocabularies and listening.

However, in the initial interview the lecturer stated that the students some difficulties in understanding the materials of vocabularies in making coffee in the

video because it does not have any subtitle to help the viewers understand what the speakers say about the coffee plantation process. The students cannot comprehend the language produced by native speakers because they don't have sufficient knowledge of English. According to Juliana (2018) subtitling is a method of transcribing a dialogue displayed on the bottom screen. This can help students understand English vocabularies. The availability of Indonesian subtitle on the teaching video will make the students understand the whole information delivered.

Therefore, the writer proposes to make subtitling of the video as the final project. By providing subtitling in the video, it is expected that the video will be used maximally and continually.

## **1.2 Objective**

The objective of this final project is providing subtitle of the video, "Coffee Production Training English" by Uganda Coffee Development Authority lowercase USAID American People which is used as teaching media.in Intermediate English.

## **1.3 Significances**

This final project will give advantages for:

### **1.3.1 The writer**

This final project will give experience of applying skill and ability in writing, translation, listening, and computer skill.

### **1.3.2 The lecture of Intermediate English and Students Plantation Crops Production Study Program**

This final project will give such benefit as supporting material of pronunciation, vocabularies and listening by audiovisual and for the students this final project will help them to comprehend all theory of the video.

### 1.3.3 The Students of English Department

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