

**English Subtitle for Promotional Video at *Museum Gunungapi  
Merapi***



**Final Assignment**

**A Partial Fulfillment of the Requirements for the English Diploma III Degree**

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**APPROVAL**

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**ENGLISH SUBTITLE FOR PROMOTIONAL VIDEO AT MUSEUM**

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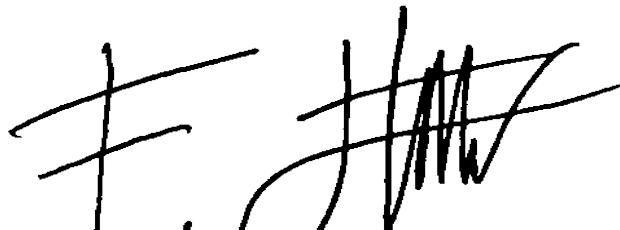
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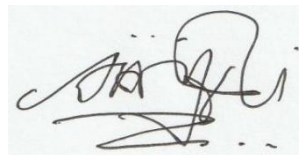
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## STATEMENT OF ORIGINALITY

This is to certify that this final assignment is my work. This final assignment has not been submitted for any degree or other purposes.

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I am understands the full consequences if i took somebody else ideas, phrases, or sentences without proper references.

Semarang, 3 December 2021

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Reyhan Abdel Akhsany

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I hope this final assignment can be a good reference for readers. I realize that there is a lot of weaknesses in this research report, so any criticism, ideas, and suggestions are highly appreciated.

Semarang, 3 December 2021

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Reyhan Abdel Akhsany

## TABLE OF CONTENTS

	Pages
<b>TITLE.....</b>	<b>i</b>
<b>APPROVAL.....</b>	<b>ii</b>
<b>ACCEPTANCE.....</b>	<b>iii</b>
<b>STATEMENT OF ORIGINALITY.....</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>v</b>
<b>TABLE OF CONTENTS.....</b>	<b>vi</b>
<b>ABSTRACT.....</b>	<b>viii</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.2 Scope of the Study.....	2
1.3 Aims and Advantages of the Study.....	2
1.3.1 Aims.....	2
1.3.2 Advantages.....	3
1.4 Method of Collecting Data.....	3
1.4.1 Observation.....	3
1.4.2 Library Research.....	3
<b>CHAPTER II LITERATURE REVIEW.....</b>	<b>4</b>
2.1 Subtitle.....	4
2.1.1 Definitions of Subtitle.....	4
2.1.2 Definitions of Good Subtitle.....	5
2.2 Promotion.....	6
2.2.2 Definitions of Promotion.....	6

2.2.3 Definitions of Promotional Video.....	7
2.3 Definitions of Social Media.....	8
<b>CHAPTER III DISSCUSSION.....</b>	<b>9</b>
3.1 Merapi Volcano Museum.....	9
3.2 Promotional Video.....	11
3.3 Subtitle.....	13
3.3.1 Importance of English Subtitle for the Promotional Video.....	14
3.3.2 The Process of Subtitling.....	15
3.3.3 The Problem of Editing English Subtitle.....	18
<b>CHAPTER IV CONCLUSION.....</b>	<b>19</b>
4.1 Summary.....	19
4.2 Recomendations.....	20
<b>BIBLIOGRAPHY.....</b>	<b>21</b>

## ABSTRACT

*Museum Gunungapi Merapi* frequently visited by local tourists and international tourists, but during pandemic covid-19 only few local and barely any international tourists who visits this museum. Therefore, to increase the number of visitors promotional video is chosen to persuade people to visits the museum. Promotional video is one of ways to promote the contents not only for physical product, but also service and entertainment, but the problem is the spoken language is in Bahasa Indonesia and many international tourists do not understand Bahasa Indonesia. Therefore, English subtitle is needed to increase the understanding of the contents to viewers not only local, but also international. English subtitle is chosen because English is the most spoken language around the globe and many people can understand English even though English is not their mother tongue. Methods used in this final assignment is qualitative method, which is observation and library research which used to determine the vocabulary about volcanoes.

**Keywords:** Promotional video, English subtitle, Promotional video at *Museum Gunungapi Merapi*.



# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Tourism is one of the industries in the world; tourism industry has experienced a rapid growth from time to time, according to *Badan Pusat Statistik* (BPS) Indonesia's Central Bureau of Statistics, tourism industry in Indonesia grew 37,73 percent from 2016 to 2019, and 16,09 percent of Indonesia's tourism industry income has come from foreign tourists. What is tourism and why it grows rapidly? Based on The World Tourism Organization (UNWTO) tourism is an activity performed by someone outside their natural habitat, and tourism industry grows rapidly due to more people are getting tired from daily routine, and they wanted to escape from it.

Because of the rapid growth of tourism, promotion is important to introduce tourist attractions to the world with the intention of increasing Gross Domestic Product (GDP). According to Tjiptono (2008), promotion is communication to spread information with the intention of persuade market to use the product. There are many ways to promote tourist attractions; one of them is promoting through social media. Social media is not only used for sharing photos or stories, but it is also a place for marketing a product worldwide. In marketing a product through social media, the use of English is important to find out what the market needs. In promoting a tourist attraction through social media, English is usually placed in a description or caption and subtitle if it is a video.

Merapi Volcano Museum is one of tourist attractions located in Kaliurang Street Km. 22, Banteng, Hargobinangun, Pakem, Sleman, Special Region of Yogyakarta 55582. Merapi Volcano Museum is an educational museum about volcanoes in general and Merapi volcano in particular. This museum has been visited by domestic and foreign tourist, In January 2020 more than 200 foreign tourists visited Merapi Volcano Museum but during the pandemic Covid-19 visitors of the museum drastically reduced and there were barely no foreign tourists. Based on the explanation above, this topic is chosen to increase the number of foreign tourists visiting Merapi Volcano Museum. This final assignment contains the process of making English subtitle for the promotional video for Merapi Volcano Museum.

## **1.2 Scope of the Study**

The study focuses on the process of making English subtitle for the promotional video for Merapi Volcano Museum.

## **1.3 Aims and Advantages of the Study**

### **1.3.1 Aims**

1. To explain the importance of English subtitle for the promotional video at Merapi Volcano Museum;
2. To describe the making of English subtitle for the promotional video at Merapi Volcano Museum.

### **1.3.2 Advantages**

1. Providing readers with the process of making English subtitle for the promotional video.
2. Practicing the academic knowledge into the process of making the English subtitle.

## **1.4 Method of Collecting Data**

There are two methods of collecting data which is used in this report.

### **1.4.1 Observation**

Riyanto in Manafe (2016) says that observation is the method of collecting data by observing directly or indirectly. This method was conducted at Merapi Volcano Museum by observing several collections and explanation which can be used for subtitling.

### **1.4.2 Library Research**

Library research according to Nazir (2013) is a method of collecting data by researching books or journals which are related with the topic. This method was used for researching books and journal about how to do subtitling and how to deal with difficult words which target language does not have.

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Subtitle

##### 2.1.1 Definitions of Subtitle

According to Diaz-Cintas and Remael in Banos and Diaz-Cintas (2017) a subtitle is a text located on lower part of the screen which fits with the dialogue, things which appear on the screen and information from narrator. Also, a subtitle is a text of anything which appears on the screen, whether it is a dialogue or article.

Gottlieb in Bartoll (2004) classifies subtitling into two categories, namely linguistic and technical subtitling.

Linguistic subtitling:

1. Intralingual subtitle is a subtitle which has the same language as the video, this subtitle is targeted for people with hearing disability, difficulty in hearing and people who learn language.
2. Interlingual subtitle is a subtitle between two language or more, and the video as the source language and subtitle is for target language.

Technical subtitling:

1. Open subtitle is a subtitle which comes with the original video or film.
2. Closed subtitle is a subtitle which voluntarily adds and it has various versions of subtitle.

### **2.1.2 Definitions of Good Subtitle**

According to Carroll and Ivarsson in Sa'dah (2014) there is few ethics to make the good subtitle:

1. The subtitle should suitable with the situation, expression, and gesture of the actor in the video.
2. The subtitle should contain the core of what the video wants to convey.
3. The language of the subtitle should be grammatically correct (verb, capital letter, italics, punctuation, etc.) because subtitles are model for literacy.
4. Subtitle text for the dialogue conversation should have continuity, if there are words when added to the subtitle will interfere the continuity, then the words better not added to the text and let the viewer see what happened in the video.
5. The duration of the subtitle should keep up with the viewer reading pace .
6. Placement of the subtitle text should correspond with the video movement rhythm.

## **2.2 Promotion**

### **2.2.2 Definitions of Promotion**

Akhmetshin *et al.* (2018) states that promotion is an activity to give information about the product or service to the potential consumer and stimulate the desire to acquire it.

According to Armstrong *et al.* (2014) promotion is an activity to persuade customer to use the product or service by showing the product. So, promotion is an activity to persuade potential customer to use the product or service we offer.

There are 5 elements of promotion according to Kotler and Keller in Rheza (2019):

1. Advertising

Advertising is all kind of non-personal communication through various media, such as print (newspaper, magazine, brochure), audio (radio, television), network (phone, satellite), electronic (video, web page) with the intention to reach wider customer.

2. Sales Promotion

Sales promotion is a short-term promotion in few places which can increase customer desire to use the product or service.

### 3. Direct Marketing

Direct marketing is marketing strategies by making a direct contact to customers to build and maintain long-term relationship between the customers and the company.

### 4. Personal Selling

Personal selling is a marketing activity which is conducted by the company representative to communicate and sell personally to customers and find out what the customers want.

### 5. Public Relations

Public relations are used to introduce and influence individuals or groups about the product or service through dialogues where their perception, attitude and opinion important to the company's success. Public relation also improves the company image to the public.

#### **2.2.3 Definitions of Promotional Video**

According to Ansori and Taopan (2019), a promotional video is a tool to promote the product which combines verbal elements, sounds and images. This combination makes the promotional videos the most attractive tool to promote the content.

### **2.3 Definitions of Social Media**

Appel *et al* (2020) states that social media is a software based technologies whether it is an application or website that provide the users with digital environments which makes the users could send and receive digital content or information.

According to Kapoor *et al* (2018) social media is communication website that allow the users to forming relationship with another user from various background. So, social media is communication media whether it is an application or website that allows users to send and receive information with another users from various background.



## CHAPTER III

### DISCUSSION

#### 3.1 Merapi Volcano Museum

Merapi Volcano Museum or *Museum Gunungapi Merapi* (MGM) in Bahasa, is a museum located in Kaliurang Street Km. 22, Banteng, Hargobinangun, Pakem, Sleman, Special Region of Yogyakarta 55582. MGM is a government property which was built in 2005 with cooperation of Indonesian Ministry of Energy and Mineral Resources, Provincial Government of Yogyakarta and Government of Sleman Regency. MGM was opened for public on 1<sup>st</sup> October 2009. MGM is an educational museum about volcanoes and volcanic phenomena in general and Merapi volcano in particular. This museum expected to become a place for research and development of volcanoes and other natural disasters.

MGM has two floors; on the first floor, there is a replica of Merapi volcano. It has three control panels which can imitate Merapi volcano eruption in 1969, 1994 and 2006. When the button is pressed the replica will produce the sound of eruption and emit smoke which represent pyroclastic flow. On the first floor it also has the collection of Merapi volcano eruptions, such as various types of lava rocks, burnt motorcycles and tableware which were exposes to volcanic ashes. There is a special room on the first floor which displays the impact of Merapi volcano eruption in 2010.

On the second floor, there is a theater which can be used as a movie theater which plays documentary videos of Merapi volcano and a meeting room. On the second floor it has *tsunami* properties and an earthquake simulator. It has also many photos which show when Merapi volcano erupted. In outdoor area there is an amphitheater which can be used as stage to perform music concerts and traditional dance arts, next to amphitheater is a *mushala* for Muslim to do prayer.

MGM opens on Tuesday - Sunday from 8 am - 3.30 pm, on Friday it opens from 8 am - 2.30 pm and lunch break on 12 pm - 1 pm. The ticket is affordable, for domestic tourist adults above 5 years old only 5,000 IDR or 35 cents USD and, for international tourist adults above 5 years old have to pay 10,000 IDR or 70 cents USD (currency in August 2021) child under 5 years old is free of charge. On the weekends usually there is a live music to entertain visitors so they are not bored while going around the museum.

### 3.2 Promotional Video

The promotional video is a project created by Rohmat Kurniawan as senior tour guide at *Museum Gunungapi Merapi* (MGM) to increase number of visitors during pandemic covid-19, by informing about MGM collections and volcanic phenomena. During the pandemic covid-19, only few domestic tourists and barely any international tourist who visits MGM, therefore the promotional video is needed to persuade visitors to visit MGM.

This project is a monthly project that uploaded every *pahing* Thursday (*pahing* is a day on Javanese calendar) on social media such as Instagram, Facebook and Twitter. *Pahing* Thursday is chosen because it coincides with the day the museum was opened for the public, and it is considered as an important day for MGM. This project was first uploaded on social media on Thursday 21<sup>st</sup> January 2021 and the second one on Thursday 25<sup>th</sup> February.



Figure 3.1 First Promotional Video



Figure 3.2 Second Promotional Video

The first promotional video is 3 minutes and 21 seconds long, and it explains about the health protocol which museum is doing during pandemic covid-19 and collection stored on the first and second floors. The second promotional video is 1 minutes and 31 seconds long, and it explains about the types of volcanoes and the number of each type, it also explains the type and the status of Merapi volcano. The video can be watched on MGM's social media with username @museummerapisleman.

Link to the first promotional video  
<https://www.instagram.com/tv/CKTNMiJiY5C/>.

Link to the second promotional video  
<https://www.instagram.com/tv/CLs6B1Lineg/>.

### **3.3 Subtitle**

A subtitle is a text which appears on the lower part of the screen which fits with the dialogue, things which appear on the screen and information from narrator, so that the viewers who watch the video can understand the video easily. The subtitle is not only intralingual, which has the same language with the video, but also interlingual, which has the different language.

The subtitle which is used for the promotional video is the interlingual subtitle from Bahasa Indonesia as the source language on the video to English as the target language for the subtitle. English was chosen because English is an international language which has the most speakers and most people can understand English. The English subtitle is needed to ease the understanding of international tourists to the content of the promotional video, so that it can increase the number of visitors, not only domestic tourists but also international tourists.

### **3.3.1 Importance of English Subtitle for the Promotional Video**

English, which has the most speakers around the globe, has its role as the communicative / interactive language, which means English has become the communication medium between one person to another person with different background. According research which was done by Damayanti (2019) in her journal article entitled “*Menilik Peranan Dan Pentingnya Keterampilan Berbahasa Inggris Dalam Industri Pariwisata*”, English is important in tourism industries because tourists not only come from one place but all over the world. Therefore tourists or tourism actors should be able to master the language which both parties know, so that both of the tourists and tourism actors can achieve mutual satisfaction.

Based on explanation above, English is important to increase the number of foreign tourists, because English is the language which most of foreign tourist can understand. Therefore, tourism actors should fluent in English so that can understand what the tourists want and give the best service to the tourists and achieve mutual satisfaction. English subtitle is one of the ways to provide the understanding of the content through the video, so that the content of the video can be delivered perfectly, and the video can persuade the viewers to visit MGM.

### 3.3.2 The Process of Subtitling

The English subtitling for the promotional video was first performed on 15<sup>th</sup> January 2021, Riza, internship participant, created the script and gave the script with the intention of reading and understanding the script so that it could be made with the English subtitle. Before translating the script from Bahasa to English observation have been done by going around MGM to find out the right word for *gemuruh*, on 18<sup>th</sup> January 2021 the process to translate the script from Bahasa to English. After the script was translated, Zayyan, another internship participant proofreading the results of translated script on the morning of 21<sup>st</sup> January 2021. The video had to be uploaded at noon, after the video was edited by Riza, the subtitle was inputted immediately by using *CapCut* the video editor application on the mobile phone; this application was used because it has good reviews, and it is the most downloaded video editor on Play Store.

Editing the subtitle with *CapCut* is easy: first, open the application and click on “new project” and then choose the video; next, chose the text below the video and click “add text”; after that, the option to add texts would appear, and typed the text on the text box. In order to adjust the text to fit with the audio, drag the subtitle track on the track panel as wished in accordance to the audio.

Editing the subtitle on the mobile phone has advantages and disadvantages. The advantages are the little amount of time needed to edit the video and there is no need of additional tools which take up a lot of space. The disadvantages are the small size of keyboard on the mobile phone makes it typo often and there is no option to adjust the font.

The second promotional video is 90's news-like video. The shooting for the video was performed on 18<sup>th</sup> February 2021. The shooting took places on the first floor of MGM, where the background of the video is the volcano distribution map around the globe. The video gives information about types of volcanoes and the number of each type, along with the type and the status of Merapi volcano. The script was given by Oktavia, junior tour guide at MGM on the day before the subtitling process with the intentions of reading and understanding the words. On 20<sup>th</sup> February the subtitle inputted after the video was edited by Talcha, another junior tour guide at MGM. The video was edited using *Sony Vegas Pro* video editing software which can be used on computer or laptop. This application was used because it is easy to use, and it has features to do subtitle.



Editing subtitle on *Sony Vegas Pro* is easy according to Yadi (2020). First, opened the application, then open or drag the video from files and then right click on the video track and choose “insert video track”. After that a new track will appear, right click on the new track and chose “insert text media”, and then a panel to input text to the video will appear. That panel is used for choose fonts, font sizes, the colors of the text and animation to bring out the text. To replace the position of the text, drag the text box on preview panel to adjust the position of the text, to fit the text with the audio adjust the subtitle track on the video track.

Editing the subtitle using computer or laptop has advantages and disadvantages. The advantages are there is a feature to choose the font, size of the text and the color of the text. The disadvantages are the process of rendering the video takes a lot of time, and the process needs extra space to place the additional tools, such as the mouse and keyboard.

Editing subtitle using mobile phone or computer has its own advantages. It depends on the person who edit the subtitle, if the remaining time to edit the subtitle is little and do not need to change the fonts of the text, then editing using mobile phone is the best choices. But, if need to change the color, size and fonts of the text to make the subtitle look more interesting, then editing using computer is the best choices.

### **3.3.3 The Problem of Editing English Subtitle**

Most of the problem of editing English subtitle comes from the first promotional video. The video was edited using *CapCut* the video editor application which can be used on the phone. This application has the feature to add subtitle, but the small-sized keyboard made it hard to type and typos often occur and the size of font cannot be adjusted, so that the subtitle hardly visible on the uploaded video.

There is word which is hard to be translated such as *gemuruh*, therefore document analysis have been done to determine the word. The word *gemuruh* is derived from *guruh*, which means thunder in Bahasa Indonesia. In KBBI (2016) *gemuruh* is a roaring thunder sound or sound of big wave hitting off the beach. After doing a document analysis, *gemuruh* is concluded to roar.

## CHAPTER IV

### CONCLUSION

#### 4.1 Summary

*Museum Gunungapi Merapi* (MGM) is a government property which was built in 2005 with the cooperation of Indonesian Ministry of Energy and Mineral Resources, Provincial Government of Yogyakarta and Government of Sleman Regency. MGM was opened for public on 1<sup>st</sup> October 2009. MGM is an educational museum about volcanoes and volcanic phenomena in general and Merapi volcano in particular. This museum is expected to become a place for research and development of volcano and other natural disasters.

Before pandemic covid-19 MGM was visited by many domestic and international tourists; but during the pandemic there are barely visitors, either domestic or international tourists visiting MGM. Because of the situation, Rohmat Kurniawan, a senior tour guide at MGM, initiated a promotional video. The purpose of the promotional video is to persuade people to visit MGM. The promotional video contains MGM's collection, information about Merapi volcano and other volcanic phenomena.

The purpose of the promotional video is to persuade people to visit MGM; it means that not only domestic tourists, but also international tourists. In order to ease the understanding of international tourists of the content of the promotional video, English subtitle is needed. Because of that, this topic is chosen, this study focuses on the process of making the English subtitle and how to input subtitle to the video. There are few problems regarding the addition of the subtitle to the promotional video; Most of the problem comes from the editing process of the subtitle using mobile phones.

#### **4.2 Recommendations**

1. MGM should continue the promotional video project even though it is with Bahasa Indonesia subtitle.
2. MGM should provide computers or laptops for editing the promotional video.

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