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INTERNATIONAL CONFERENCE OF
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE
OF RESEARCH IN LINGUISTIC,
LANGUAGE AND LITERATURE**

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PROVIDING SUBTITLES FOR MALAYSIAN YOUTUBER

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ABSTRACT:

YouTube has become one of the most downloaded video applications in this era. Some users use the application to watch videos, while others use the platform to generate income. However, viewers face some limitations when watching YouTube videos. One of the limitations is the lack of subtitle provision. Creating a service for adding subtitles to Malaysian YouTube content is a need. A survey was carried out in the form of a questionnaire using the Google Form platform. Findings revealed that there was a lack of subtitle provision of the videos uploaded on YouTube and that adding subtitles would be beneficial. Essentially, this study aims to provide English subtitles to one Malaysian YouTuber's video which was initially done in Malay. Ultimately, this paper looks at the perceptions on why YouTube content creators need subtitles for their videos. It is hoped that this study could contribute towards the effort to provide subtitling work for Malaysian content on the YouTube platform.

Keywords: YouTube, Subtitle, Malaysian YouTuber

1. INTRODUCTION

YouTube was founded by Steve Chen, Chad Hurley and Jawed Karim on February 14, 2005, in San Manteo, California (Hrbacek, 2022). The YouTube app allows users to have the ability to create, upload, view and share videos online. The number of people using the YouTube app has grown since then. In 2022, YouTube ranked second after Facebook (Blogger, 2022). In fact, there are YouTubers who uploaded videos with subtitles. The bottom of the screen is where subtitles are written translations (Remael & Cintas, 2020). Only a small percentage of YouTubers, even those from Malaysia, who provide subtitles in their content videos. One famous YouTuber who included subtitles in his videos is Rikki Poynter from America.

In 2020, community captions option was discontinued by YouTube. Therefore, viewers can no longer assist YouTubers by adding subtitles to their videos (Low, 2020). Since that time, only the video's creator has had ability to add subtitles. Due to YouTube's global reach, viewers who are not proficient in the creator's language may encounter a language barrier. Kendenan (2019) stated that subtitles could be a medium to overcome linguistic barriers between countries. When the viewers cannot understand the language, they are more likely to watch other videos they can understand. Furthermore, subtitles make viewers want to stay and watch the video until the end. The viewers will be more motivated to watch and understand the video content they watch when there are subtitles (Almeida & Costa, 2014).

Moreover, subtitles help YouTube viewers to understand the video better. Subtitles or captions can help viewers understand the content, and it does not require the viewer to rewind the video to understand the subtitles making it easier (Dommett, 2022). In addition, YouTubers who provide subtitles are more likely to receive more audiences. Alcantara (2022) mentioned that subtitles allow everyone to enjoy the content and improve the YouTuber's search ranking. This leads to the idea of providing subtitling services to Malaysian YouTubers' content. This

project also raised awareness of the profession of subtitle writer. It will also contribute to the community's growth and increase employment opportunities.

Project Objective

This project aims to:

- Provide English subtitling work on one of the videos created by a Malaysian Youtuber.
- To determine viewers' perceptions towards YouTube content videos that provide subtitles and those without subtitles.

Entrepreneurial Opportunities

Subtitle writers would benefit from this project's opportunities. Via the social media account address provided at the conclusion of every completed subtitling project, subtitle writers will have the opportunity to be recognised and employed by other YouTubers. For the subtitling services rendered, subtitle writers are also compensated. Malaysian subtitle writers can make an average gross compensation of RM61,636 (\$30) per hour (ERI Economic Research Institute.). It is believed that this project would enable the subtitle writer to expand his or her resume as a subtitle writer in addition to providing them with an opportunity to make money. It is hoped that the writer of the subtitles will be able to find additional work in the future with the help of a solid portfolio.

2. METHODOLOGY

The subtitling work involved various stages of development. At the beginning of the project, a few Malaysian YouTubers were selected as potential clients for the video subtitling work. Instagram, Email and WhatsApp were one of the platforms used to contact the Youtuber, and a proposal was prepared and sent to the YouTubers for their perusal. In fact, due to the limitation of time, only one YouTuber, Eliya Farhana, agreed to collaborate on this project.

After the subtitled video was published on Eliya Farhana's YouTube channel, a questionnaire was distributed randomly through the WhatsApp platforms. Google Form was used to collect data. The questionnaire consisted of closed and open-ended questions about viewers' perceptions of YouTube content videos that provide subtitles and those without subtitles.

The participants were from different demographic backgrounds. There were 36 participants with age ranges from 15 to 30 above, 25 females and 11 males; 30 participants were Malay and six (6) were Chinese. All the participants are students around Malaysia. The participants voluntarily filled out the survey, and all details were kept confidential.

3. RESULTS AND DISCUSSION

i. Providing English subtitling work for Eliya Farhana's video

At the beginning of the project, Eliya Farhana provided a raw video mainly in the Malay language which was without any subtitles. Transcribing, translating, proofreading, and editing took four days. After that, the process of adding the subtitles to the video using an editing application called *CapCut* and the video then was checked. This process took two days to be completed. The subtitled video was returned to the Eliya Farhana for checking purposes before the video was uploaded on the Eliya Farhana's YouTube channel. The whole process took seven days. Fortunately, the whole process was completed within the deadline given by the client.



Figure 1 Adding the subtitle to the video

ii. Viewers' perceptions of YouTube content videos that provide subtitles and those without subtitles

A. Frequencies regarding how much time students spent on the YouTube App

No.	General Questions	Number	Percentage	
1	Do you watch or use the YouTube app?	Yes	36	100%
		No	-	-
2	In a day, how many hours do you usually spent on YouTube app?	More than 5 hours a day	19	52.8%
		Less than 5 hours a day	17	47.2%

Table 1: General questions regarding the YouTube app.

Based on the results in the table above, all 36 or 100% participants agreed that they watched or used YouTube apps. Approximately about 52.8% spent more than 5 hours, and 47.2% spent less than 5 hours a day watching YouTube videos. In other words, YouTube is a global application that everyone used regularly.

B. Viewers' perceptions towards YouTube content videos without subtitles

No.	Perception towards YouTube content without subtitles	Number	Percentage	
1	Are you aware that some YouTube contents do not provide subtitles?	Yes	36	100%
		No	-	-
2	Do you think YouTubers should provide subtitles for their YouTube videos?	Yes	34	94.4%
		No	2	5.6%
3	If you are watching a video in a foreign language, do you turn on the subtitles?	Yes	34	94.4%
		No	2	5.6%

Table 2: Viewers' perception towards YouTube content without subtitles

Next, the participants were asked about their perceptions towards videos without subtitles. All participants were aware that certain YouTube videos lacked subtitles. Secondly, 34 participants agreed that YouTubers should provide subtitles for their videos, while two did not agree. One of the participants commented as below:

“Subtitles help people to understand the content better especially if the video is not in their native languages / even if the video is in the person’s native language, by adding subtitles it will help the person to focus more on the content (only listening to the video can sometimes make people lose focus) / subtitles need to be added in consideration for people with limited ability such as hearing ability”

Next, a participant who did not agree with the idea of adding subtitles to YouTube content said:

“No need”, not every video easy to make subtitles”

The last question asked in this part was whether the participants had the subtitles turned on while watching a video, not in their language. Approximately, a majority of the participants turned on the subtitles option when watching a video in a foreign language. While two of the participants answered no.

Apparently, most participants were aware that YouTube videos were uploaded without subtitles and that adding subtitles can be advantageous. The participants agreed that subtitles do help the audiences to understand the videos better. Furthermore, a majority of the participants had subtitles turned on when watching video contents that were not in their native language.

C. Viewers’ perceptions YouTube content videos that provide English subtitles

No.	Perception towards YouTube content with subtitles	Number	Percentage	
1	Do the English subtitles help you to understand the video better?	Yes	36	100%
		No	-	-
2	Do you prefer to subscribe YouTubers who provide English subtitles in their videos?	Yes	33	91.7
		No	3	8.3%
3	In your opinion do you think the video can get a bigger audience because English subtitles are provided?	Yes	36	100%
		No	-	-

Table 3: Viewers’ perceptions YouTube content videos that provide English subtitles

The results showed that all 36 or 100% of the participants agreed that the English subtitles in the YouTube videos has helped them to understand the video content better. Approximately, about 91.7% of the participants preferred to subscribe to YouTubers who provide subtitles. In contrast, another 8.3% of the participants said no. Finally, all 36 participants agreed that the YouTuber would be able to get bigger audiences or even subscribers should they provide subtitles in the videos.

The findings showed that English subtitles enhanced viewers’ understanding as there was no language barrier between the YouTuber and viewers. YouTubers who provide subtitles tend to have more subscribers than those who do not. Providing subtitles in content videos would increase the number of subscribers and viewers.

4. CONCLUSION

In conclusion, providing subtitles service can benefit YouTube viewers. Participants agreed that YouTube viewers appreciated the provision of subtitles. Essentially, viewers refer to

subtitles because the subtitles do help them understand the video better. It is suggested that for further studies, switching to a better editing application like Final Cut Pro would be more ideal. While saving the subtitled video, some words were missing at the end of most sentences. This occurred even after numerous times of saving the video. The researchers believe that by looking into better editing apps, this problem would be avoided. It is hoped that this study could contribute towards the effort to provide subtitling work for Malaysian content on the YouTube platform.

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