

ABSTRACT

Maliangkay, Stella Marlena Johanna. 2017. Short Film Directing "MAHA" As Information Media About Organizational Behavior For Students. Visual Communication Design Department. Faculty Of Creative Industries. Telkom University.

Going to college is a main activity for college students as their major responsibility. On the other side, organizational activities also become another identity for a college students. As time goes by, according to the appearance of organizational culture, Indonesian college students recognized as the one whose persevere and has a critical behavior. Nevertheless, the success of students organizational to reach their purpose, will always depends on theoretical behavior and the culture itself. To obtain the main point as a focus about consolidation on students organizational, the design starts with the research. As for the kind of research that used is qualitative with the case studying methods. The design of short fiction film about students organizational culture which adapted from Front Mahasiswa Nasional Jenderal Soedirman (FMN Unsoed), has purposes to show an appropriate organizational culture which able to become a guidance for the other student organizational culture.

Keyword : *College students, organizational culture, consolidation, short film.*