

ABSTRACT

Nanda, Gita Dwi. Directing Short Movie "DAMAR". 2017. Final Task. Study Program Visual Communication Design. School of Creative Industry.

A short movie, DAMAR, a story about a student who lives in Salafiyah Islamic Boarding School or a traditional one, which is still untouchable from any Information and Communication Technology. Information and Communication needs cannot be separated from human life including an islamic boarding school's student whose most of them are in teenage and adult-early age, on purpose to develop their interest and their talent on the other major, so they can compete with formal education students after they graduate from islamic boarding school. Less-awareness from a boarding school people about information and communication technology's benefit, made their environment completely closed from that kind of thing and actually made their students left behind. Representating over a movie as a media about how important the information and communication technology is, with a corresponding directing were being the purpose of delivering the message to the public. Using a qualitative type to get the informations and using an approaching method to their daily life and their activity in an islamic boarding school in purpose to get a corresponding overview for the design and the directing. The result from the research is an untouchable islamic boarding school students from information and communication technology which made them left behind, have a limited knowledge, easily influenced, and have an un-developed interests and talents, which then became the base for the directing concept. This setting of fiction short movie will be corresponded with the target public who are in the district or city of Indonesia, especially in West Java with teenage to early-adult ages people (18 to 25 years old). The narration can be developed over a fiction short movie as a main media in purpose to deliver the whole message properly and lag of information and communication technology knowledge for the sake of supporting their interests and their talents to get enough attention.

Keywords: Film, Director, Santri, Salafiyah, ICT.