

## **ABSTRACT**

**Rusdy, Andi Muhammad Rahmat. 2018. Documentary Film Director " Sinrili' ". Thesis. Visual Communication Design Studies Program. Faculty of Creative Industry Telkom University.**

*This documentary film about Sinrili' which is a literature work or art performances speak of Makassar tribe in the form of a certain story or narrative that is conveyed or told in a rhythmic rhythm (intone). The depiction of Sinrili' in the midst of society through the proper documentary film then become a designing goal in order to convey the purpose of the film's goal. Ethnographic methods are then used to obtain the necessary data and information which are then used in film directing. The result of the analysis is the lack of knowledge of Makassar society about " Sinrili' " so that the literary work is almost extinct which later became the basis in the concept of directing. So designed a documentary that is appropriate to describe the art of typical speech Makassar society. Through the main media of this documentary film, the narrative can be explored maximally in the delivery of the message to be delivered properly so that the people of Makassar re-preserving the literary works of Sinrili' as a form of maintaining local culture.*

*Keywords: Director, Documentary Film, Sinrili', Ethnography.*