

ABSTRACT

Fajrianda, Rudi. 2018. Directing Film Tourism “Reaveling The Beauty of Aceh”. Thesis. Visual Communication Design study program. Faculty of Creative Industries. Telkom University.

Tourism has a major influence on the development of a region. Especially towards the income of its people. Aceh is the only region that applies regional rules with Islamic Sharia law, the lack of information about tourism and the Sharia in Aceh makes tourists do not know how the Sharia rules are applied in Aceh. Designing film tourism on how Islamic tourism runs in Aceh by conducting research to get accurate data. The type of research used is qualitative research with symbolic cultural methods. Directing is the most important thing so that the film is made with appropriate concepts and information. The design of the Revealing tourism film The Beauty of Aceh has the aim to show how the rules and tours that run in a place that is governed by Islamic sharia law.

Keywords: Tourism, sharia, islamic tourism, tourism film.