

ABSTRACT

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This research talks about the limitations of women's freedom is commonly found in women's daily lives. This also can be found for female as an art performers, in Jaipongan traditional dance events at Sindanglaya Village, Tanjungsiang sub-district, Subang, West Java who use a female to become a main subject as an entertainer. In Jaipongan art at Sindanglaya Village there is a value of masculinity, because men who have control over the running of an art event. To satisfy male desires, sadistic treatment of empowered women who threaten male masculinity and fetishism can be found in the film medium. The purpose of this research is to create look and mood based on this phenomenon, how to show female subjects in their daily portraits as a sinden and female art performer through Production Designer with using ethnographic approach, feminist film and qualitative methods, also color psychology and perception psychology as a support to produce the appropriate look and mood that match the story concept so that the messages can be receive well to the audience through their own perspective.

Keywords: Women's, Freedom, Jaipong, Film, Production Designer.