

ABSTRACT

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Tourism is a sector that plays a role in the development of foreign exchange, especially areas where the location of the tourist attraction is located. The meaning of the tour itself is a travel activity carried out for recreation or vacation. With the geographical condition of the country of Indonesia which has vast territorial waters and mountains, making the tourism sector has great potential as an attraction for tourists in marine tourism and agro-tourism.

Various efforts in promoting and introducing tourism objects to a wide audience so that increasing the number of tourists visiting and carrying out tourism activities in the destination are a target for local governments to increase regional income which also influences economic development for local communities. One form of media promotion is by creating tourism films with the intention to introduce a tourist area through the director's perspective by pouring creative ideas and visualizing all information contained in the tourist area into a tourism film. Therefore, the science of directing is needed to create visual works in the form of tourism films that have value and selling power for target audiences.

Key Words: Tourism, Situ Cileunca, Film Tourism, Directing.