

## **Abstract**

A short film entitled *Kayuah* describes a tradition in Riau. Kuantan Singingi Regency has several unique traditions, one of which is called *Pacu Jalur*. It is a long canoe race filled with 45-60 oarsmen, along with today's developments it is difficult to find tree trunks that are used as pathways because of rampant illegal logging of trees and changing the function of forests into oil palm plantations. Therefore, with this short film *Kayuah*, the director wants to convey a message to the audience, especially the younger generation, to preserve the customs and traditions that are considered the identity of the Kuantan Singingi region. The director as the leader is always directly involved in supervising every process of making the film from pre-production, production and post-production. In the process of making this short film, with the insight and knowledge he has, the director must be able to represent these messages in a film with cinematic *mise en scene* elements, in order to influence the mindset of the audience.

**Keywords:** *Pacu Jalur*, *Kayuah*, Kuantan Singingi, Riau, Short Movie, Director.