

ABSTRACT

As a multicultural country, Indonesia faces various challenges due to the massive impact of globalization on its cultural heritage. One such heritage affected is the traditional art of Benjang Gelut, originating from Ujungberung District, Bandung City, West Java. The influence of globalization gradually disrupts the existence and interest of the community in this traditional art form. If left unchecked, this could lead to the risk of extinction, which threatens the identity of the Ujungberung community itself. Additionally, a noticeable trend is the widespread use of digital media in society, particularly among tech-savvy teenagers. However, despite this technological advancement, there is a lack of media content promoting local arts, such as Benjang Gelut. Therefore, designing a fictional film about Benjang Gelut can be a relevant effort to reintroduce this traditional art form to the Bandung community. The designer, acting as the cinematographer, is responsible for all visual aspects, from pre-production to post-production. Pre-production involves developing concepts by designing the breakdown shot, storyboard, and equipment list. During production, the cinematographer leads the filming crew and collaborates with the director as the main creative guide. In post-production, their role is limited to assisting the editor if needed to ensure the shot sequence. This design project employs a qualitative method, with data collection techniques including observation, interviews, literature studies, and questionnaires as supporting data, and applies content analysis on similar works. This project aims to attract the interest of Bandung's youth in Benjang Gelut through the beauty of cinematography presented in the film.

Keywords: *Benjang Gelut, Film, Cinematography*