

ABSTRACT

Unearthing Muaro Jambi Temples is a documentary film produced as an educational medium to raise public awareness of the culture and history of Muaro Jambi Temple, the largest archaeological site in Southeast Asia. In this regard, Nia Dinata's film not only presents historical facts but also packages them with a visual and narrative approach that shapes the perspective on Jambi's cultural identity. Despite its high historical value, the site has received little public attention due to the lack of national or international media consistently highlighting it as a source of historical and cultural information. Documentary films have great potential as a sustainable and widely impactful communication tool. The research presents cultural artifacts visually and narratively in building Jambi's cultural identity. The objective of this research is to examine the visual strategies and narrative structure in the production design of films that portray the cultural identity inherent in the Muaro Jambi Temple site. The method used is qualitative, employing a case study approach formulated by Robert K Yin and John W Creswell to answer the question "how" and "why" cultural identity is formed through visual and narrative strategies in the production design of documentary films. Data collection techniques included observing scenes in the film, interviewing filmmakers such as the film producer and Jambi cultural experts, and conducting indirect interviews with the director. Data was analyzed using cultural identity theory, Stuart Hall's representation theory, visual elements in film production design, and visual storytelling. The research findings indicate that the film constructs cultural identity through elements such as Visual Treatment, Color Grading, Art Direction, and Set Design, Audio, and 2D animation to evoke emotional connections between the local community and their ancestral heritage. This documentary film effectively shapes and communicates cultural narratives, rather than merely recording sites as historical objects.

Keyword: *Cultural Identity, Documentary Film, Muaro Jambi Temple, Production Design, Visual Storytelling*