ABSTRACT

This report discusses the role of production designers in film-making, focusing on the socio-cultural changes occurring in the community of Gunung Puntang Village. The community of Gunung Puntang Village has successfully adapted to socio-cultural changes through the development of coffee cultivation, which has positively impacted economic and educational aspects. However, in other regions, many areas are struggling to navigate their way of life. This pursuit has become complex and challenging, especially amidst social, economic, and cultural changes influenced by low levels of community literacy. To implement this research, a qualitative descriptive research method was employed, utilizing a locality-based approach. The techniques utilized included observation, interviews, literature review, and questionnaires. The findings of this research were then applied to the production design of a fictional film, drawing inspiration from similar works such as "Negeri Di Bawah Kabut" (2011), "Filosofi Kopi" (2015), and "Kisah Di Hari Minggu" (2017). The research results indicate that a locality-based approach in production design for films is an appropriate method for effectively conveying messages and achieving set objectives. Therefore, the role of the production designer is crucial in film production as it encompasses vital aspects like location management, props, cast, and costumes. This aims to ensure effective message delivery and fulfillment of the desired design process.

Keywords: *Socio-Cultural Change, Gunung Puntang Village Community, Fictional Film, Production Designer*