

ABSTRACT

Juliansyah, Muhammad Fariz. 2015. *The Directing of Short Fiction Film Samar. Final Project. Visual Communication Design Department. Faculty of Creative Industries Telkom University.*

Samar is a short fiction film based on a disorder called prosopagnosia. Prosopagnosia, or face blindness, is a cognitive disorder that causes an inability to recognize faces. This causes patients to experience social disruption such as shunned and avoided by the neighborhood. Depictions of patients through the medium of film and the right directing then became the main objectives of the film. Qualitative methods then used to obtain the data and information and cognitive psychology approaches used to analyse the state of the prosopagnosia patients which then used in the directing of the film. The condition of the patients who feels lonely because of the social disruption became the basis of the directing concept. So the short fiction film is designed with the appropriate directing style to describe the patients who feel alone and in need of attention from the people closest to them. The message is carried to the public, especially young people in urban areas in Indonesia. Through the main media of short fiction film, the narrative can be explored to the fullest to deliver the message properly and the message about the loneliness of face blindness can be delivered and people can start giving enough attention to the patients, because they cannot recognize anyone.

Keyword : Director, Film, Prosopagnosia, Cognitive Psychology.