

ABSTRACT

Sari, Dian Ratna. 2016. *The Narrative Structure Of Dialectical Contradiction Documentary As A Social Criticism In Seberang Ulu Palembang Area. The Final Project. Visual Communication Design Studies Program. Faculty Of Creative Industries Telkom University*

Seberang Ulu is one of the area that are divided by a river in Palembang. Seberang Ulu Palembang area have contradictory conditions that were once comfortable and prosperous but now becomes the area are concerned. The lack of concern to the public as well as the absence of any sense of responsibility of government as the principal of this issue. It is therefore necessary the media can influence emotional and communicate effectively to those Seberang Ulu Palembang area. The method used is qualitative methods approach with ethnographic. To get the data and information that maximum, author participate review directly information the Seberang Ulu Palembang area. After the data collected, domain analysis model used as the concept of basic structure of the speech a documentary film. The results of the research and then applied in design of documentary film contradiction as social criticism with narrative structure of dialectical. This movie describes the contradictory conditions the Seberang Ulu Palembang area. The main media through this documentary film, the designer of this role as a scriptwriter, which means running function as the builder and the director of the content of the story. With the absence of the film is able to restore a sense of concern for the community the Seberang Ulu Palembang area against their own environment.

Keywords : Seberang Ulu Palembang Area, Scriptwriter, Contradiction, Documentary Film