

ABSTRACT

Nasution. Muhammad Roufy Husein. 2016. *The Directing of Short Fiction Film "Jeni Lova". Final Project. Visual Communication Design Department. Faculty Of Creative Industries Telkom University. Bandung.*

Short fiction film "Jeni Lova" is the short fiction film based on nature object in West Java is the plan where the film is build based on natural object chosen, especially in West Java. So this film wants to create a narrative element based on a natural object in West Java. This topic was taken because it is very rare a short fiction film created based on natural object, and still more dominated by long film, but in long film utilization natural object in film typically only used as a beauty factor, it's rarely have a close relationship between natural object with narrative, and in long film based on nature object the story is very often create based on the adaptation from novel or the true story, it's rarely created by the new ideas. then the qualitative methods used for get the data and infomation needed, and environtmental pshycology model used for get the analysis result from the natural object selected in West Java. The analysis result used as a basis for create a narrative elements of the film. So that the style of directing will adjust by the narrative elements obtained. Through the short fiction film based on nature object in West Java, could give the new watch experience for the target audience, by displaying new uniqueness from this film.

Keyword : Director, Film, Nature Object, Environmental Pshycology