

## ABSTRACT

Arifin, Nur Hasanah. 2016. *Directing Documentary Film “Appa Sulapa Maccarita”*. Thesis. Visual Communications Design Studies Program. Creative Industries Faculty of the University of Telkom.

Documentary film is themed on uang *pannai* Bugis culture. uang *pannai* tadisi Bugis Makassar is an amount of money given by the groom to the bride as an appreciation and respect for the norms and the reality of the social strata, uang *pannai* famous nominal amount which is not insignificant generated a lot of paradigm. The depiction of the paradigm that occurred through the appropriate television feature later became the design objectives in order to convey the intent of the purpose of this Documentary film. Ethnographic methods are then used to obtain the required data and information which is then used in film direction. The results of the analysis in the form of the many negative impacts due to high uang *pannai* Bugis woman then becomes the basis for the concept of directing. Then the appropriate Documentary film designed to illustrate the paradigm of culture uang *pannai*. Through the mainstream media Documentary film, narration can be explored to the fullest in the delivery of the message to be conveyed properly so that the paradigm about the culture it necessary uang *pannai* on hold can be taken into consideration by the Bugis it self.

Keywords: *Director, documentary film, uang pannai, ethnography.*