

ABSTRACT

Mulki, M Arief. 2016. The Arrangement Camera of Features Taman Nasional Ujung Kulon. Final Task. Visual Communication Design. Faculty of Creative Industries Telkom University.

Taman Nasional Ujung Kulon(TNUK) is the original habitat of one-Horned Rhinos and established as one of the natural world heritage protected by UNESCO in 1991. In addition to being the habitat of Rhinos, TNUK also has a few other natural attractions such as the island of Peucang Island, Handeuleum, screen, Cidaon, Cigenter, and Panaitan Island. But there are still many people who do not yet know the existence of these natural objects so as to increase people's desire to travel to the TNUK it needs a feature that shows the natural beauty of TNUK tourist attractions. In a feature needed a camera setup that aims to visualize the feature that displays the beauty of natural attractions. The method used was qualitative method using data collection techniques (observation, interview, questionnaire, and a literature study), then data was analyzed using the approach of environmental psychology in particular stimulus response theory to look at human behaviour towards natural attractions that exist in TNUK, obtained from the analysis that the natural object in TNUK is the natural beauty of a comfortable, relaxing, and unique because people can interact with wild animals that are on the edge of the beach and it becomes a new experiences.

Keyword : The Arrangement Camera, Taman Nasional Ujung Kulon, Features