

ABSTRACT

Wulandari, Radha. 2017. Director of Short Film Han Matee Han Cit Gadoeh. Final Project. Major Visual Communication Design. School of Creative Industries. Telkom University. Bandung.

Seudati dance is the traditional performing arts of Banda Aceh's people, whose tradition values are already shifting and the popularity of that dance among young people is declining. Therefore, a media is needed for the younger generation of Banda Aceh who aims to convey messages about the things that happen in this dance. Short films are the right media for delivering messages among young people of Banda Aceh. The selection of theory and method of data analysis becomes very important in making this short film. By using explanatory sequential blend method, in which there is quantitative data analysis, then followed up into qualitative and limited by communication psychology approach become a reference for designer in searching and analyzing data. The results of the analysis can be drawn conclusions and made the concept of short film. So from that concept, the directing style is created to a good short film work and expected the message in this movie can be well received so that young people of Banda Aceh realize the importance of being part of the dance perpetrators Seudati.

Keywords: Directed, Film, Performing Arts, Mixed Methods, Communication Psychology.