

ABSTRACT

Mulyasari, Ulfa. 2017. *Final Project. Short Fiction Film Directing Nahi. Visual Communication Design. Creative Industry Study. Telkom University, Bandung.*

The design of the short fiction film NAHI is a fictional film that contains elements of culture, where in this short fiction film utilizes the phenomenon of Taboo that exist in the traditional village of Cikondang. The influence of modernization resulted in a culture passed down by the ancestors gradually endangered. From the above phenomenon, qualitative methods are then used to obtain the data and information needed, so that the analysis results are used as the basis for building the narrative elements of the film. In the design of this film raises the narrative element of the form of violations committed by the main character of the taboo in the village customs Cikondang, Pengalengan, Kab. Bandung. The theory used in the design of this short fiction film Nahi is Taboo, Film fiction, Film Structure, Directing and Ethnography. In the directing of this short fiction film the designer has several stages like conceptual embellishment that will be poured into the scenario, crew, character selection, casting, hunting location, shoot / blocking planning, crew evaluation, to be visualized into film form. Nahi's short fiction film uses the director's styling of the flashback flows at the beginning and runs back to the events of the next story so that the target audience does not feel bored when watching it. The film conveys a message of appreciating a newly visited place towards the target audience.

Keywords: Directing, Taboo, Violation