

Abstract

Creative has the meaning of finding new ideas or the discovery of new things. One of the examples is a group of cartoon humans in Bandung. They have a unique way to earn money with their creativity. Although they experience the severity of life to earn money, but they still can give joy to others.

In making this final project, the author used the title "*Di Balik Senyum Bahagia Kota Bandung*", took the background from the life of a man who works as a cartoon human. It told about both sadness and happiness to be a cartoon human. The author used the *Direct Cinema* method which is a film approach to the subject and technically the shooting provided an interesting thing and gave a new perspective on the common people about life of a cartoon human.

Besides covering the activities of cartoon humans, the authors also interviewed several parties related to cartoon humans such as tourists who passed the Asia Africa Street in Bandung, municipal police of Bandung, and also the cartoon human family to know their opinions about the cartoon human profession.

Keywords: documentary film, creativity, cartoon human.

