

ABSTRACT

Bimo, Aryo. 2018. *Sound Design Direction For Short Feature “Kanta” Programs Of Local Product In Bandung. Final Assignment. Visual Communication Design Studies Program. Faculty of Creative Telkom University.*

This design is a final project that appoint to the topic of the transition of entertainment and information media. Technological advances are a factor in people switching to using communications media such as YouTube. Many of the information and entertainment videos that are uploaded now tend to be short duration, one of which is a short feature program. Behind the production of feature programs, there are sound designer who have an important role in the management of audio and music. The main object in this design is traditional food "Wajit Cililin Hj. Siti Romlah". Therefore the designer combines Sundanese music with modern music. This design uses case study method with data collection through observation, interview, and audio visual literature. Then analyzed using popular culture approach. The results of the analysis processed for basic concepts in the design. Through this short feature program is expected to provide quality information and entertainment, as well as a media campaign for local products in Bandung.

Keyword: *Sound Designer, Short Feature, Local Product*