

## ABSTRACT

**Putra, Nabindra Arya. 2018. *The Directing of Short Film Pulang About Local Wisdom of Kasepuhan Ciptagelar*. Thesis. Visual Communication Design Study Program. Faculty of Creative Industry. Telkom University.**

*Kasepuhan Ciptagelar is one of Indonesian cultures that is not widely known by the public, especially the people of West Java. One of the causes is the low interest of the young generation to know Indonesian culture due to the influence of modern lifestyles. In the design of this fictional film, directing is an important thing to be made with the concept and can convey appropriate information. Interviews, observations, visual studies, and literature studies become methods for finding data, and ethnographic approaches as a reference for the target audience. The director arranged the concept in the film so that information about the local wisdom of Kasepuhan Ciptagelar could be conveyed especially to the people of West Java.*

*Keywords: Kasepuhan Ciptagelar, Local Wisdom, Short Films, Directing.*