

ABSTRACT

Yamini, Khairuna. 2018. Camera Arrangement in Wates's Short Movie About Traditional Values and Tradition of Kampung Mahmud. Final Task. Visual Communication Design. Faculty of Creative Industries Telkom University.

Kampung Mahmud is the place for the spread of the first Islam in Bandung and is now used as the Mahmud Makom. There are values that become guidelines in carrying out the tradition for the residents of Kampung Mahmud. These traditions include the structure of the house, marriage, confinement (marawis / sholawat), education, livelihoods, annual events, and prohibitions (not allowed to hit gongs and drum, using glass windows, cement walls, dangdut and nurturing sago). However, customs and traditions in Kampung Mahmud are only spread orally or by word of mouth and there is a tradition of tolerance which results in fading and changing values of customs and traditions. So a media of information is needed in the form of short films to convey and introduce the customs and traditions of Kampung Mahmud. In a film, it is necessary to have a camera stylist role in the application of concepts that aim to translate concepts into visual forms so that messages can be conveyed to the audience. The type of research used is qualitative research with ethnographic methods and cultural perspectives. The method used is data collection (observation, interviews, literature studies, and visual studies). The selection of adolescents as a target audience has reached near development with adulthood. Through this short film, the concept is produced using dynamic camera composition and still camera movement (silent) and eye level shooting according to the concept and design of the camera stylist.

Keyword : Customs And Tradition of Kampung Mahmud, Value Change, Short Film, Director of Photography

