

ABSTRACT

Jonathan. 2018. Editing Features Television about Batik Tulis Garut. Final Task. Visual Communication Design Program. Creative Industries Faculty of Telkom University. Bandung.

Batik tulis Garut is batik that done by Garut craftsmens, Batik tulis Garut have different characteristic, motif used for the manufacture of batik Garut inspired from the flora and fauna in the natural surroundings. In addition the most characteristic is yellow background like ivory. In general garut batik tulis decorated with soft and harmonious colors. As the time progress,currently Batik tulis Garut has been decreased in production because many batik cap are made more easily than batik tulis. This problem makes almost all teenagers in Garut not following the development of Batik tulis Garut until they don't know the value contained in Batik tulis Garut. If this is not considered, then there is the possibility of Batik tulis Garut will experience extinction. The designer develops the results of this research into “Features” television as a media of information to tell a message about Batik tulis Garut to be accepted and understood by the public, especially Garut teenagers. Features can provide information to the public about situations or lives that may be ignored, basically “features” can give greater emphasis on the facts that are unique, entertaining, In addition the designer will also use the kontinuiti and parallel editing technique that aims to let the program features this television later became more interesting and able to explain the story clearly so as not to confuse the audience. So the program features this television later became more interesting.

Keywords: Features, Batik tulis Garut, Editor