

ABSTRACT

Pieuxani, Monica. 2018. Director of Photography on Rindu Aksara Bersuara's Film about how to text lecturer on instant messenger. Thesis. Visual Communication Design Studies Program. Faculty of Creative Industries. Telkom University.

Short messages is one of the best facilities that students can use it. There's an etiquette when you communicate with your lecturer but, many student don't understand how to text their lecturer. It makes misunderstanding between the students and the lecturer. The purpose of this analysis is for make a college students know how to text lecturer nicely. Therefore, we need a movie that will useful for students who can understand how to text lecturer nicely. The methods and data analysis are important part for making this movie. Qualitative paradigm, Phenomenology method with communication and emotion approach are the references of designer in searching and collecting data. The results of data analysis, can be used as a concept of filmmaking. From the concept, the designer knows how to arrange the cameras that will be used in this movie. Movie needs a cinematography because it can be affect the emotions and can delivery the messages from the movie to the audiences. The designer hopes that the message in the movie will be conveyed well. So, the students can understand how important the etiquette on short messages.

Keywords: Director of Photography, Instant Messenger, Phenomenology.