

ABSTRACT

Nugraha, Angga. 2018. *Camera Arrangement of Short Film Pulang About Local Wisdom of Kasepuhan Ciptagelar*. Thesis. Visual Communication Design Study Program. Faculty of Creative Industry. Telkom University

Local wisdom is an important thing in Indonesia, because local wisdom itself is an intelligence that produces cultural wealth such as traditions, artefacts, science and others in which there is value. Local wisdom and values are raised as the main topic because along with the development of the times at this time, many young people do not know what local wisdom and values are in Indonesia. this makes the loss of the young generation's identity the value of local wisdom in Indonesia. Short film media with the topic of local wisdom and its values are deliberately made as a way to convey educative information to the young generation in knowing local wisdom and values. In making this short film requires a camera stylist called Director of Photography, because the arrangement of the camera can affect the emotions of the audience and the delivery of messages in this short film. All shooting in this film was carried out in Kasepuhan Ciptagelar Village, Sukabumi District. Based on data collection methods consisting of observation, interview, visual study, literature study.

Keywords: Local wisdom, Short Films, Director of Photography