

ABSTRACT

Aria K, Rendy. 2018. Short Film Directing Movement Rindu Aksara bersuara. Thesis. Visual Communication Design Studies Program. Faculty of Creative Industries. Telkom University.

Students' etiquette to lecturers in using language in short messages is sometimes ruled out. So often there is a misunderstanding between both parties. This can lead to a chain effect that certainly adversely affects the career sustainability for the students themselves. Therefore, it takes a media to remind and memebrikan understanding to students in college is a short film. Short film is the right media in conveying messages among students. Selection of methods and also data analysis becomes a very important thing in making this film. Using a qualitative paradigm aided by phenomenology method and limited by phenomenology approach become reference of designer in searching and collecting data. The results of the analysis obtained, drawn conclusions and made the concept of short film. So from the concept of creating a directing style to a good short film work and expected messages in this film can be well received so that students who become the main target can realize how important the manners in language, especially in short messages.

Keywords: Directed, Film, Instant Messaging