

ABSTRACT

Mellawati. 2018. Aesthetics Of Sumba's Culture In Pendekar Tongkat Emas Film. Skripsi. Visual Communication Design Studies Program. Faculty of Creative Industries School. Telkom University. Bandung.

The culture that applied in The Golden Cane Warrior movie is one of many others example of culture in society. But, unfortunately society in general haven't know that there are Sumba's culture and aesthetic visualize through The Golden Crane Warrior film. The shooting process of this movie take place in east Sumba, to show places which could be a travel destination in upcoming time. The Golden Cane Warrior film has the richness of Indonesian tradition which has so many variety. This research is using qualitative methods with socio culture approach, with some visual data from the screenshots of the movie as the research data. And that data is being analyze with Roland Barthes's semiotics, which is denotation–connotation. The result analysis from this research is Sumba's culture which visualize as megalithic age, traditional house, woven and the beauty of Sumba's landscape which has its own aesthetic value, it can be said that the aesthetic value itself are result of culture before which was create by the society from the past until now.

Keyword : Film, The Golden Crane Warrior, Culture, Aesthetic