

ABSTRACT

Wahanani, Amalia. 2019. Director of Photography on Film Fiction of Ruang Sela About Family Social Lives of Ciu Makers in Bekonang Village. Final Task. Visual Communication Design. Faculty of Creative Industries Telkom University.

This study aims to analyze how the social life of the Ciu seller's family. Because there are so many people who view the work negatively. It was the views of the community that made the Ciu family feel depressed and experienced changes in their personality. This study aims to inform the public that there are families who struggle to continue to live from the work of making Ciu, and not always the work of making Ciu is bad. Therefore, communication media such as films are needed to become a forum for information for the wider community. In this case the researcher uses a personality psychology approach that explores how the personality of the Ciu-making family feels depressed and then visualized in the camera arrangement. Because the author here acts as Director of Photography, who will later visualize how the social life of the family of Ciu makers in Bekonang Village. The author hopes that this article will be able to provide information and insights about the Director of Photography and give a message to the entire community on how to live a social life.

Keywords: Social Life, Family, Ciu, Personality, Negative View, Iconic