

ABSTRACT

Dimas P. Muhammad, 2018. *Directing of The Bad Friend short movie. Thesis. Visual Communication Design. Faculty of Creative Industry Telkom University.*

Indonesia has a hundred tribe which lives in a thousand island, Nusantara. From Mangas to Rote, from Sabang to Merauke. Those hundred tribe carrying a thousand habits which made Indonesia has a lot of culture assets. That several habits makes Indonesian people be able to accept differences. College students are the parts of society that could keep the culture of their land of birth and understanding for the culture differences, thightly for understanding the tribe differences which happened in the university environment. By the medium of short movie, designer as the director would be more selective to choose the material to make the movie more effective. The differences issues would more lighter if presenting through comedy, because comedy is the easier way to reflecting the era, by comedy, the designer wants the college students (viewers) received the information more easier to see the beautiful of differences.

Keyword : *Director, Short Movies, Differences, Comedy*