

ABSTRACT

Bilhaq, Aufa. 2019. Directing of Photography in Performative Documentary Baduy Ingkah Kausa. Final Examination. Visual Communication Design Study Program. School of Creative Industries. Telkom University. Bandung.

Baduian is a part of Sundanese which very closely seen in maintaining and preserving the kindness of their ancestral heritage. The strict rules of Baduy Dalam make the civilian of Cibeo feels significant lag. It was also driven by the arrival of tourists and guests from the metro city. Tourists comes by bringing their habits from their dwelling which are then applied in the Baduy area, immigrants are one of the pulling up factors that can make the Baduy Dalam population especially Cibeo village, interested to moving outside their hometown. From the past time Cibeo was the focus for the arrival of tourists representing a village in Baduy Dalam. The three main reasons for Cibeo civilian to move to Baduy Luar are sexual desire, economic life, and freedom from all of traditional rules. Making a performative documentary with portraits and nostalgia aims to involve deep subject emotions to the audiences. The direct interaction of the speaker with the audience through the screen is intended to arise empathy or at least sympathy. The type of research that applied is Qualitative with Ethnographic output. Director of Photography have a vital role in the film production process. From the pre production process, the Director of Photography collaborated with the Director to determine the right concept in tandem with the data obtained. Filming of Baduy: Ingkah Kausa has a purpose to make the general public aware of their behavior, especially when visiting indigenous territories and tribes. Because all of their conduct has a big impact on human being and nature itself.

Keywords: Baduy; Director of Photography; Performative Documentary.