

ABSTRACT

DESIGNING A DOCUMENTARY FILM ABOUT THE IMPORTANCE OF JAVANESE GIBBON PRESERVATION FOR TEENAGERS

Indonesia has 40 types of primates from 600 species in the world. Javanese gibbon is one of 40 primates in Indonesia. Javanese gibbon is one of the protected primate animals in Indonesia and is threatened with extinction. Habitat destruction and poaching are the main causes of endangered Javanese Gibbons. This condition is exacerbated by the lack of knowledge and awareness of the importance of wildlife and their habitat. Lack of information about Javan Gibbons, makes many people do not know the importance of preserving Javanese Gibbons and their habitat. Designing information media in the form of a documentary film about Javan Gibbons is needed. This study uses qualitative data collection methods, namely observation, interviews, and literature studies. The documentary film is aimed at the target of audience of 19-21 years old adolescents in West Java. Through the right approach this design will be done with creative media with visual concept that are adjusted to the target audience. The design of this documentary film aims to provide information about the importance of preserving wild animals, especially Javanese gibbons.

Key word: documentary, teenagers, javanese gibbon, primates.