

## **ABSTRACT**

Salam, Giyats Alvin. 2020. *Directing the Documentary Film "Conservation of the Cikapundung River Stream"*. Thesis. Visual Communication Design Study Program. Faculty of Creative Industries Telkom University.

*Bandung is the capital city of West Java province, which uses natural resources as the needs of its people, one of which is the Cikapundung river basin. The condition of these watersheds has been polluted by rubbish or sewage so that it is not suitable for consumption for people. This happens because of the lack of public awareness of preserving the environment, especially rivers. The aim of the designer is to invite the community to be more concerned about protecting the environment of the Cikapundung River Basin through directing techniques conducted with qualitative research, namely observation, interviews and literature studies and quantitative research, namely surveys to determine the target audience. Through an observational approach to provide information to the audience that the need for public care will pollute the Cikapundung river basin.*

**Keyword:** *Directing, Documentary Films, Awareness, Environment, Pollution.*