

ABSTRACT

Fahdly, Recky, 2020, Directing Tourism Film About "Tourism and Culture" of South Lampung, Final Assignment, Visual Communication Design Study Program, Faculty of Creative Industries, Telkom University.

Tourism has a big influence on the development of a region. Especially on the income of its people. Lampung is one of the places that provides marine tourism, the lack of information about tourism and culture in South Lampung makes tourists not know how to find marine and cultural tourism in South Lampung. The design of tourism film about natural and cultural tourism in South Lampung by conducting research in order to obtain accurate data. The type of research used is qualitative research with cultural methods. Directing is the most important thing so that the film is made with appropriate concepts and information. The design of the film "Tourism and Culture" of South Lampung has the aim to show how marine and cultural tourism exists in South Lampung.

Keywords: Tourism, Culture, marine tourism, film tourism, directing