

ABSTRACT

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Indramayu has the potential for cultural tourism that is still sustainable today and still continues to follow the progress of the times. But not many people know the tourism potential in Indramayu, one that deserves attention is the cultural tourism in Indramayu. Cultural tourism in Indramayu is not only one, but almost every month there are traditional celebrations such as mapak sri, nadran, ngarot, etc. Due to the current lack of information about cultural tourism in Indramayu, people lack knowledge about the potential of cultural tourism itself. Through media features and camera concepts are needed to create interesting images and can be easily understood by teenagers. Using cinematic concepts combined with the concept of lightweight features makes a difference from other features so that it is expected to be able to convey information lightly and interestingly when viewed. The approach used is qualitative and uses the case study method with a cultural perspective. Data collection used is observation, interviews, and literature studies. The making of this feature is expected to provide knowledge and insights about cultural tourism in Indramayu Regency.

Keywords: Identity, Interest, Cultural Heritage.