

ABSTRACT

Paramarta, Anggana Raras. 2020. Tourism Film Directing Jelajah Rajamandala. Thesis. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.

Rajamandala Geopark is a tourism that is being developed by the government of West Bandung Regency. Rajamandala Geopark hasn't received much attention from tourists. The design has purposes to introduce the Rajamandala Geopark attraction with its unique ancient historical heritage to tourists, especially Indonesia. The research used is qualitative with a perception psychological research approach. Film directing is one of the most important things so that the film has an appropriate concept and plot. The 'Jelajah Rajamandala' shows elements of Geodiversity, Biodiversity, and Culturediversity.

Keyword: Tourism, Rajamandala Geopark, tourism film, film directing.