

## ABSTRACT

Gerald, Abdi Fanny. 2020. *Directing a Short Film About the Changing Behavior of Pinisi Shipbuilders in Bonto Bahari. Final Project. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.*

*Pinisi ship is a wooden ship with two masts and seven sails which was first created in three villages, namely Tana Beru, Tana Lemo, and Desa Ara. The three villages are in Bonto Bahari District, Bulukumba Regency, South Sulawesi Province. Pinisi ship was created by the men who made the Pinisi ship from generation to generation in the family lineage. However, at this time, the Pinisi shipbuilder had difficulty passing on knowledge to future generations. Job options, education, great tradeoffs, and the absence of an association are factors that make regeneration difficult. The purpose of this study was to provide information about the process of changing behavior of Pinisi shipbuilders to the breakdown of regeneration in Bonto Bahari by directing short films with dramatic stories, namely the art of shaping a story into a form that maximizes the emotional involvement of the audience so that the message to be conveyed will be received by the audience well. This type of research is qualitative using a social psychology approach with a case study data collection method. Data collection techniques using literature study, observation, and interviews. The basis of thought includes: the generation of Pinisi ship builders, communication media in the form of short films, and social cognition. From the research results, it was found that a big theme was the change in the behavior of the Pinisi shipbuilders in facing the breakdown of regeneration due to differences in life goals.*

*Keywords: Directing, Short Films, Dramatic Narrative, Changes in Pinisi Shipbuilding Behavior.*