

## ABSTRACT

Iskandar, Andi Muh. Fadlan. 2020. Short Film Production Designer About Changes in the Behavior of Pinisi Shipbuilders in Bonto Bahari. Thesis. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.

The Pinisi ship is a wooden ship which historically was created by three villages in Bonto Bahari District, Bulukumba Regency, namely Tana Beru, Tana Lemo, and Ara Village, which are identical with two masts and seven sails. Pinisi shipbuilding science has been passed down from generation to generation to the Pinisi shipbuilding family. However, at this time, the continuity of the regeneration of the Pinisi Shipbuilders is experiencing various obstacles, one of which is the next generation. The purpose of this research is to determine the causes of changes in the regeneration behavior of Pinisi shipbuilders in Bonto Bahari. This type of research is qualitative, using a case study method with an environmental psychology approach and ecological psychology as a theoretical approach. Data collection methods in this research are field and literature. Data collection techniques in the form of literature study, observation, and interviews. The designer uses the rationale in research including the generation of Pinisi ship builders, communication media in the form of short films, the designer as a production designer who prioritizes settings and properties to build the look and mood of the short film. From the research results, found a big theme in the form of a short film about changes in the behavior of Pinisi shipbuilders to break off regeneration in Bonto Bahari.

Keywords: Changes in Pinisi Shipbuilding Behavior, Short Films, Production Designer.