

## ABSTRACT

*Yupi, M. Khargius. 2019. The Role of the Director of Photography in a Short Film 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 that has two masts and seven sails, historically built in three villages, namely: Tana Beru, Tana Lemo, Ara Village in Bonto Bahari District, Bulukumba Regency, South Sulawesi. The Pinisi shipbuilding tradition is hereditary and can only be passed down by family lineages. However, currently the cadre of Pinisi shipbuilders is experiencing various factors that cause the younger generation to leave traditions, shame, low status, go to other cities, and bad emotional relationships between parents and children. The purpose of this study was to determine the director of photography in the process of changing the regeneration behavior of Pinisi shipbuilders. This type of research is qualitative with a case study method and a communication psychology approach. Data collection methods in this research are in the form of field and literature study. And data collection techniques using: literature study, observation and interviews. With the Pinisi Shipbuilder's object regeneration theory and the Interpersonal Perception research theory that focuses on body and facial movements related to the cinematographic aspect, the data that has been collected is continued in the design of a short film that displays people's feelings. Pinisi Shipbuilder on changes in regeneration behavior, as Director of photography with a close-up camera that focuses on characters aimed at adolescents in Bonto Bahari Regency.*

*Keywords: Director of Photography, Changes in Pinisi Shipbuilding Behavior, Short Films, Body and Face Movement.*