

ABSTRACT

Andaria, Bileam Erydanus. 2020. Directing Fiction Film about Traditional Games Sarung in Subang Regency.Final Project. Visual Communication Design Departement. Faculty of Creative Industries. Telkom University.

Children like games basically. But now children prefer modern games than traditional games. Some children in Subang Regency dominant rarely play of traditional games. This was caused by a social environment of children who are not placing a child at traditional games. Although the traditional game have a positive impact for children especially for a socializing. The study was conducted with qualitative methods of phenomenology. Afterwards the design of fiction film uses a three-act structure method for the story to be neatly arranged and delivered well to the audience. The Film aims to provide information for people that the need to introduce traditional games in children to keep traditional games alive in the children's play world.

Keyword: Traditional game, Role of Parents, Social Environment