

ABSTRACT

Santoso, Oktaviana Megawati. 2020. *Directing Live-action Animated Docudrama Film "Cita dalam Nama"*. Thesis. Visual Communication Design Study Program. School of Creative Industries. Telkom University.

The name given by parents to their child, in accordance with the views on life determined by the surrounding culture. But sometimes, someone decided to change the name in certain situation. The name of someone takes as an idea in this thesis is used with the aim of conveying the important and valuable value of a name, to increase gratitude and appreciate more the name given by parents. The method used in this thesis is a qualitative research method with interview, observation and literature study as the data collection methods, and narrative studies. The name of someone is a blessing, because the name is more than an identity, which contains hopes, prayers and dreams. I used 3 similar work for reference which is, cinema advertising from Traveloka, Kill Bill Vol. 1 and documentary film entitled Tell Me Who I Am. The purpose of this thesis is made through the design of docudrama film with live-action animated media. Besides prioritizing reality, docudrama film also used esthetics and drama as priority, that makes live-action animated feel suitable. The media (live-action animated) has each other role in deliver message of the film.

Keywords: name, meaning, hope, docudrama, live-action animated