

ABSTRACT

The consumption of cow's milk in Indonesia has started to increase. However, this is inversely proportional to the domestic production of cow's milk, one of which is located in Pangalengan, West Java. One of the problems that hinder it is the lack of regeneration of breeders. The purpose of the editing design for this micro-documentary film is to understand and provide information about the condition of dairy farms in Pangalengan with these problems, as well as to understand and apply editing in the design of micro documentary films as a medium of information to the public in accordance with the conditions in the field. The designer uses data collection methods through literature studies, questionnaires, and observations using an ethnographic approach in the field. From the data and analysis obtained, the condition of dairy farming in Pangalengan is still underdeveloped due to the lack of regeneration and innovation. Editing in this micro-documentary film provides information and invites the audience to be involved in the story and feel the message contained through audio and visual.

Keywords: Regeneration. Farm. Micro Documentary Film. Editing. Pangalengan.