

ABSTRACT

The level of consumption of cow's milk by the people of Indonesia tends to increase. However, this is inversely proportional to the ability of cow's milk production in the country, one of which is in Pangalengan, West Java. The lack of regeneration of breeders is one of the problems that hinders it. The purpose of designing the cinematography in this micro-documentary film is to understanding the condition of the dairy farm in Pangalengan with the lack of livestock regeneration, as well as to understand and apply cinematography design in making micro documentary films as the right information medium. The design method used is ethnography. While the data collection methods consist of observation, questionnaires, literature studies and interviews. The results of the data and analysis obtained show that the condition of dairy farms in Pangalengan is still underdeveloped due to the lack of regeneration and innovation. This micro-documentary cinematography provides information and visual messages with interesting concepts in taking pictures, and could involve the audience in the film's story.

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