

ABSTRACT

Sudirdjo, Muhammad Raihansyah. 2022. Editing a Film Tourism as a Tourism Promotion Media at Madasari Beach in Pangandaran Regency. Final Project. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.

West Java has a variety of beautiful tourist attractions, one of which is Pangandaran Beach which is widely known. However, the beauty of the beach in the East Priangan region is not only limited to Pangandaran Beach. There are many more tourist objects that are remote and get less attention from tourists, one of which is Madasari Beach which is located west of Batukaras Beach. Although Madasari Beach provides views that are no less beautiful than other beaches in the vicinity, Madasari Beach is one of the attractions with the number of tourist visits that are inversely proportional to the beauty on offer.. The designer as editor tried to present Madasari Beach with tropical coloring through color grading adjustments and additional visual effects. The cinematic look style was chosen as an editing style in the designed tourism film. The designer also tried with the direction of the director and DOP to adjust the film's narrative with supporting visualization and continuity, using appropriate transitions and cut to cut, so that the storyline displayed in this work is more alive, and the audience can enjoy the storyline and every corner of the beauty of Madasari Beach. I am hoping that this editing of film tourism work can be discussed for a wide audience, so that the problems that exist in Madasari Beach can be resolved immediately.

Keywords: beach, film tourism, editing, promotion.