

## ABSTRACT

Farras, Achmad Naufal. 2022. *Directing a Film Tourism as a Tourism Promotion Media at Madasari Beach in Pangandaran Regency*. [Thesis]. Visual Communication Design Department. School 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. This design aims to provide information to the public about the existence of Madasari Beach. The designer as a director packs the design of this phenomenon in the form of a tourism film with a cinematic look style to display Madasari Beach as an object neutrally and maximize the use of narrative effectively, so that the audience can listen and understand the storyline displayed in this design. It is hoped that this film tourism work can become a topic of discussion for a wide audience, so that the decline in the number of tourists on Madasari Beach can recover.

Keywords: Madasari Beach, film tourism, directing, promotion.