

## **ABSTRACT**

*The Covid-19 pandemic that has hit for almost 2 years has had many impacts on various sectors of activity, including tourism. According to data from the Bandung City Culture and Tourism Office (Disbudpar), which was launched in March 2021, there has been a decline in tourists by around 50% in Bandung. This research discusses the tourism as a feature in post-pandemic fiction films. The problem that will be studied in this research is the declining interest of the people of Bandung to travel during the pandemic. This study aims to reintroduce the tourism sector through the Indonesian creative industry in the form of film media, to restore tourism which has experienced many closures since the Covid-19 pandemic at Taman Bunga Nusantara. The data in this study will be obtained through literature study, observation, interviews, and distributing questionnaires to determine the target audience. With this design, it is hoped that it will help the tourism sector to be active again and capture it as a new face through the medium of fiction films. This research is designed in the form of a fiction film. In this study, the designer acts as a director who is responsible for all problems in pre-production, production, and post-production on a fiction film that the writer and team will work on with the setting of Taman Bunga Nusantara.*

**Keyword: Pasca Pandemic. Creative Economy. Fiction Film. Taman Bunga Nusantara**