

ABSTRACT

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Ecotourism has the benefits of increasing economic opportunities and quality of life, as well as protecting natural and cultural resources. One of them is the Mangrove Cemara Conservation in Muncar District, Banyuwangi Regency. However, the Mangrove Cemara Conservation is less well known by the people of Banyuwangi because of the lack of promotion carried out by the local community. This design aims to introduce Mangrove Cemara Conservation to the people of Banyuwangi through film tourism. Data collection uses qualitative research with observations, interviews, literature studies, and questionnaires to determine the target audience. As a director, this design uses a case study approach with conservation, education, and recreation analysis units to analyze more deeply the potential and problems in the Mangrove Cemara Conservation and as a guide in designing scenes and narratives in film tourism. Based on the results of the analysis, there is no media that provides information about the potential and benefits of the Mangrove Cemara Conservation. This stems from the lack of human resources and adequate knowledge related to promotion, causing local people to only promote by word of mouth. So that information about the Mangrove Cemara Conservation is not conveyed and causes it to be less well known by the people of Banyuwangi. The design of this tourism film will introduce Mangrove Cemara Conservation to young Banyuwangi tourists aged 17-25 years using an interior monologue by providing information related to its potential and benefits and displaying scenes that include natural beauty, tourism activities, and the benefits of mangroves for local communities, tourists, and the environment.

Keywords: Mangrove Cemara Conservation, Film Tourism, Director, Interior Monologue.