

ABSTRACT

The Covid-19 pandemic, which has hit for almost 2 years, has had a lot of impact on several business sectors, one of which is the tourism sector. There has been a decrease in income and visits to the tourism sector affected by the Covid-19 Pandemic. This research raises the tourism as a setting in short fiction films in the post-pandemic. The problem that will be studied in this design is regarding the decline in the tourism sector due to the pandemic. This study aims to revive the tourism sector through Indonesia's creative economy in the form of film media, especially in Taman Bunga Nusantara. The data in this design will be obtained through literature studies, visual studies, observations, interviews, and the dissemination of questionnaires to find out the target audience. The source of the data is interviews of tourist attraction workers and questionnaires that are distributed to the community as a whole. With this design, it is hoped that it will help the Bandung tourism sector to be active again and capture it as a new face through film media. This design will later take the form of a short fiction film. In this design, the designer acts as a Production Designer who is responsible for the visual artistic arrangement of the setting of Taman Bunga Nusantara in the cultivation of Short Fiction Films. The designer is in charge of creating the atmosphere through the field of artistic arrangements as a production designer.

Keywords : Tourism, Post-pandemic, Taman Bunga Nusantara, Production Designer