

ABSTRACT

The Covid-19 pandemic, which has lasted almost two years, has had a wide range of effects on a variety of industries, including tourism. Tourists in Bandung have decreased by roughly 50%, according to data from the Bandung City Culture and Tourism Office, which was established in March 2021. This research discusses the phenomenon of declining interest in traveling in Taman Bunga Nusantara in the post-pandemic tourism, through the lens of a short fiction film with a drama genre. The issues that will be investigated in this study aim to revitalize the tourism sector through a sub-sector of the Indonesian creative economy, one of which is short film media, and to restore tourism that has been closed since the Covid-19 pandemic, particularly at Taman Bunga Nusantara Cianjur. This study examines the phenomenon of post-pandemic tourism through the lens of a short fiction film with a drama genre. The issues that will be investigated in this study aim to revitalize the tourism sector through a sub-sector of the Indonesian creative economy, one of which is short film media, and to restore tourism that has been closed since the Covid-19 pandemic, particularly at Taman Bunga Nusantara Cianjur. Literature research, direct field observations, and indirect observations in the form of analysis of similar works, as well as interviews and the distribution of questionnaires to ascertain the intended target audience, will all be used to gather data for this project. It is hoped that this research will benefit the tourism sector, particularly the Taman Bunga Nusantara Cianjur tourist destination, by introducing it through a new medium, namely the medium of fiction short films. The designer will act as the editor in this study and will be in charge of providing the final visualization display in terms of the required visual and sound effects, as well as color grading using a color psychology approach.

Keyword: Tourism, Post Pandemic, Creative Economy, Fiction Film, Taman Bunga Nusantara