

ABSTRACT

Anzeli. 2022. Editing in Film Tourism of Mangrove Cemara Conservation. Thesis. Visual Communication Design Study Program. School of Creative Industries. Telkom University.

Ecotourism is beneficial for increasing economic opportunities, protecting natural and cultural resources. Mangrove Cemara Conservatio is a mangrove conservation area which was opened as an ecotourism destination in 2017. Mangrove Cemara Conservation has benefits for local communities, tourists, and the environment, namely as a source of income for local communities, nature tourism, and education for tourists, as well as mangrove forests preservation. However, with these benefits, Mangrove Cemara Conservation is less known by the people of Banyuwangi. The design of this film tourism aims to introduce the Cemara Mangrove Kawang Ecotourism so that it is better known by the people of Banyuwangi. In this design, qualitative research is used with a case study approach to analyze the potential and problems in the Mangrove Cemara Conservation, as well as the rationale for designing editing in film tourism. The design of the media produced is film tourism to introduce the Mangrove Cemara Conservation to be better known by the people of Banyuwangi by providing information about the potential of Mangrove Cemara Conservation. This film tourism will be showing the beauty and tourism activities that exist in Mangrove Cemara Conservation with the focus on the realm of image editing that combines hot and cold tone colors as well as montage editing in film tourism.

Keywords: Mangrove Cemara Conservation, Film Tourism, Editing, Montage editing