

ABSTRACT

Rizfian, Muhammad Rizky. 2022. Adaptation Short Film Cinematography of Folklore Legend At Situ Patenggang, Thesis. Visual Communication Design Study Program. School of Creative Industries. Telkom University. Bandung.

Indonesia is a country that has a rich culture, one of culture is Oral Literature, oral literature is literature that is spread by word of mouth, in Bandung Regency, there is oral literature that developed in the Situ Patenggang area, besides the beautiful panorama, Situ Patenggang also had a folklore about lost lovers, The meeting Ki Santang and Dewi Rengganis after being separated for long time. This film production design is based on the phenomenon of how relevant the value and media of oral literature nowadays. From this, this design offers a short film adaptation medium. The method used to collect data is qualitative data type by conducting field observations, interviews, literature studies and visual studies of similar works, the approach used is an oral literature study and adaptation approach. From the results of data analysis and the approach taken will be implemented to story adaptation and Cinematography treatment. This design is expected to play a role in promoting folklore oral literature which is rich in moral and noble values in ways that are relevant to folklore legends in the midst of increasingly rapid developments in the times and media, and one of the media is Film.

Keyword: Cinematography, Film, Folklore.