ABSTRACT

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Ecotourism has benefits in the form of increasing economic opportunities, protecting natural and cultural resources and improving the quality of life. 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. The design of this film tourism aims to introduce the Mangrove Cemara Conservation, so that it is better known by the people of Banyuwangi. data collection uses qualitative research with observations, interviews, literature studies and questionnaires to determine the target audiens. In this design, use a case study approach with conservation, education, and recreation analysis units to analyze more deeply the potential and problems in the Mangrove Cemara Conservation, as well as the rationale for designing setting and property 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 is due to the lack of adequate human resources and knowledge related to promotion from the local community, causing propmotions to be carried out only by word of mouth. So that the Mangrove Cemara Conservation is less well known by the people of Banyuwangi. The design of media produced is film tourism to introduce the Mangrove Cemara Conservation to Banyuwangi people aged 17-25 years. This film tourism will be showing the beauty and the tourism activities that exist Mangrove Cemara Conservation with the focus on the ream of production designer who creates and designs setting and property, wardrobe and make-up with a natural identity in film tourism.

Keyword : Mangrove Cemara Conservation, Film Tourism, Production Designer, Natural Identity.