

ABSTRACT

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Ecotourism has benefits such as increasing economic opportunities, natural and cultural resources, improving the quality of life. One of those ecotourism is the Cemara Mangrove Conservation located in Muncar District, Banyuwangi Regency. Unfortunately, it is not well known by the people of Banyuwangi due to the lack of promotion carried out by the local community. This design aims to introduce and provide information about the Cemara Mangrove Conservation to the people of Banyuwangi through film tourism. Data were collected using qualitative observation, interviews, literature studies, and questionnaires to determine the target audience. Using case studies with units of analysis, namely conservation, education, and recreation to analyze the potential and problems in the Cemara Mangrove Conservation, it is also used as a rationale for designing camera arrangements in film tourism. According to the results of the analysis, there is no media that informs and promotes the potential and benefits of the Cemara Mangrove Conservation. Lack of human resources and knowledge about promotion causes local people to promote Cemara Mangrove Conservation only by word of mouth. This causes the Cemara Mangrove Conservation to be less well known by the people of Banyuwangi. The result of the design is film tourism as a medium to introduce Cemara Mangrove Conservation to the people of Banyuwangi with an age range of 17-25 years. Film tourism displays the beauty of nature and the activities that are there with a focus on camera arrangement which regulates all camera arrangement needs in film tourism.

Keywords: Mangrove Cemara Conservation, Film Tourism, Director of Photography, Cinematography Storytelling.