

ABSTRACT

Farmer is one of the most important professions, but if the regeneration of farmers decreases, it will become a very important problem and must be solved immediately. The declining interest of the younger generation is one of the factors causing the regeneration crisis. This research was conducted using qualitative methods. The designer collects data through observation, interviews, distributing questionnaires as well as the collection of the theory can serve through library as a basic premise. The data obtained were processed using a narrative method and a color psychology approach. Fiction films are the designer's choice as a means of conveying information related to farmers because films can display audio and visual aspects. It is hoped that this fictional film can increase the motivation and interest of the younger generation to help solve the crisis facing farmers in Indonesia. The application of editing forms and the use of color can give a distinct impression of an atmosphere and scene in a fictional film.

Keyword: *Farmer, Younger Generation, Visual Editing, Color*