

ABSTRAK

This research aims to optimize image editing in fiction film production using visual elements such as color, continuity, and transitions. The main objective is to create a strong and cohesive narrative flow that can influence the individual's experience in a particular area, with a focus on the case study of Gunung Puntang Village. The author employs descriptive qualitative research methodology and a locality approach to explore how editing techniques can trigger reflections of identity within the cultural diversity of various regions, using Gunung Puntang Village community as an example. The research is conducted through observation techniques, interviews, literature review, and questionnaires. In the process, the author will apply image editing techniques in fiction film production, drawing references from works like "Negeri Di Bawah Kabut" (2011), "Filosofi Kopi" (2015), and "Sarvani Buthani" (2018). The selected visual elements will be used to build atmosphere and reinforce the storytelling messages related to socio-cultural changes within the community of Gunung Puntang Village. The author is responsible for arranging the recorded images to create an engaging narrative flow that influences the audience's experience. With knowledge about the development of coffee cultivation efforts that provide economic benefits and positive impacts on education in Gunung Puntang Village, the author will help visualize the locality's success in discovering their identity through the medium of film.

Keywords: *Socio-Cultural Changes, Gunung Puntang Village Community, Fiction Film, Image Editing.*