

ABSTRACT

Indonesia is rich in cultural heritage. One of these cultural heritages is the traditional art of Benjang Gelut from Ujungberung, Bandung City, West Java. Despite its high cultural value, Benjang Gelut is not well known among the local community. This project aims to introduce Benjang Gelut by creating a fiction film as a medium of communication. The designer, as the production designer, is responsible for the creative concept of the film from pre-production to production stages. This project is a qualitative design that involves data collection through observation, questionnaires, interviews, and literature studies, which are then analyzed. It is hoped that this film will introduce and educate the public about the traditional art of Benjang Gelut and its cultural values.

Keywords: Benjang Gelut, Fiction Film, Production Designer