

ABSTRACT

One of the cultural heritages of the Indonesian people is the traditional art of Benjang Gelut which originates from Ujungberung District, Bandung City, West Java. The fusion of increasingly modern cultures can corner the existence of traditional arts such as Benjang Gelut so that the risk of their extinction threatens the identity of the people of Ujungberung, Bandung City. Apart from that, the lack of media highlighting Benjang Gelut is one of the reasons why not many people know about this art. This is the reason why the design of this fictional film was carried out with the aim of reintroducing the community, especially the City of Bandung, to the art of Benjang Gelut and the cultural values in it as the identity of the Ujungberung people. The designer as director is responsible for the presentation of the film, working from pre-production to post-production. Pre-production includes creating story ideas, script creation, and casting. Afterwards, the production stage includes collaboration with camera artists and production designers in directing the production process. Also, post-production includes collaboration with the editor to ensure the editing process is in accordance with what has been planned. This design uses a qualitative method. The data collection technique of this design uses observation, interviews, literature studies, and questionnaires. The data collected are then analyzed using an ethnographic approach with reference to the Spradley model ethnographic theory. This is the basis for directing the fictional film "Lain Saukur Gelut" to reintroduce the traditional art of Benjang Gelut and the cultural values contained therein to the late teenagers of Bandung City with a duration of 15 minutes, drama genre, and the use of narrative with a three-act structure and packaged according to the original conditions and place.

Keywords: *Benjang Gelut, Fiction Films, Directing*