ABSTRACT

Arifin, Nur Hasanah. 2016. Directing Documentary Film "Appa Sulapa Maccarita".

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Documentary film is themed on uang pannai Bugis culture. uang pannai tadisi Bugis

Makassar is an amount of money given by the groom to the bride as an appreciation and

respect for the norms and the reality of the social strata, uang pannai famous nominal

amount which is not insignificant generated a lot of paradigm. The depiction of the

paradigm that occurred through the appropriate television feature later became the design

objectives in order to convey the intent of the purpose of this Documentary film.

Ethnographic methods are then used to obtain the required data and information which is

then used in film direction. The results of the analysis in the form of the many negative

impacts due to high uang pannai Bugis woman then becomes the basis for the concept of

directing. Then the appropriate Documentary film designed to illustrate the paradigm of

culture uang pannai. Through the mainstream media Documentary film, narration can be

explored to the fullest in the delivery of the message to be conveyed properly so that the

paradigm about the culture it necessary uang pannai on hold can be taken into

consideration by the Bugis it self.

Keywords: Director, documentary film, uang pannai, ethnography.

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