

ABSTRACT

Nurfikri, Ahmad. 2016. The The direction of Features Taman Nasional Ujung Kulon with the concept of aerial. Final Task. Visual Communication Design. Faculty of Creative Industries Telkom University.

A national park of ujung kulon (TNUK) is one of the many a national park in Indonesia becomes the site of a legacy of the nature of the world that is in inaugurate by unesco in 1991 , tnuk being one endemic habitats from rhino java the remainder was only 65 of the tail in the world .In addition as a habitat of rhinoceros java , tnuk also have some tourist attraction the nature of another like an island peucang , handeuleum island , tanjung layar , cidaon , cigenter , and the island of panaitan .But there are so many people who do not know how the existence of the natural object so as to increase desire society visit tnuk much as he needs a feature that shows natural beauty of an object tnuk tourism .In a feature needed a story and concept which sustainable in order to visualize feature featuring the beauty of an object natural attraction in concept can mentioned well .A method that is used is used a technique of qualitative data collection. (observation , interview , literature study , and the questionnaire) , then the data analyzed used the psychology environment especially the theory a stimulus response to see human behavior towards an object the natural attraction which is in TNUK , from our analysis got that a natural object in tnuk is natural beauty a comfortable , soothing , and unique because can interact with wildlife who are on the coastline and it became an experience new , of these keywords developed into features .

Keywords: Social Campaign, Nutrients, Fruits, TVc / Campaign Video.Aerial Video