

ABSTRACT

Mutsanna, Fakhri. 2017. *Production Design of Superhero Maharaja Movie*. Thesis. *Visual Communications Design Studies Program. Faculty of Creative Industries. Telkom University.*

In the cinema world, superhero sub-genre is now much demand by almost all people. The trend was started by major studios in America, Marvel and DC. Superhero is a heroic character who selflessly carry out social missions, with special abilities, super high-technology, a physical skill, mental, or mystic. Some countries have a different typical of superhero with styling that is always shown on every movie. Indonesia itself has starting to create the same genre (superhero) like the other country, and almost all of the character had the equality of ability like any other heroes in DC or Marvel. From that differences we start to investigate and make alternative to adapting stories based on the Indonesia character, such as Siliwangi Prabu in Sunda. Content that will be used for the costume itself follows the reference mask and clothing with cyberpunk styling because accordance with the content that will be brought by the director. This movie is for teenagers and adults using qualitative research methods and culture approaches. As a starting point, we start to find and collect some data with some interview to find out “How to make young ages in Bandung like that kind of Film?” observation to determine the existing stories that are known by the public and literature to acquire the additional data that already exists in several books about the history of Siliwangi Prabu. The purpose of this study is to lift the local history and recognized by the public, especially in Sunda land.

Keyword : Production Design, Short Movie, Superhero, Local legend.