

## ABSTRACT

**Amrullah, Fahreza. 2018. *Directing Program Feature Exploride Natural Potential CIAYUMAJAKUNING episode Majalengka. Final Project. Program Studi Desain Komunikasi Visual, Fakultas Industri Kreatif, Universitas Telkom.***

Majalengka is a region in West Java which is incorporated with territory of Ciayumajakuning (Cirebon, Indramayu, Majalengka, Kuningan). With the lowland and plateau geographical condition so it has a lot of natural potential. With so much construction from national to international scale like a toll Cipali and Kertajati airport, then the natural potential in Majalengka. Then for introduce the natural potential that exist in Majalengka, has been made a movie programs explore the natural potential Ciayumajakuning episodes Majalengka. By theme is adventure riding. A biker travel story which channel hobby with explore the natural potential in Majalengka to find hidden magnificence. In this movie, the message was delivered as a hint road access and condition in location. So hopefully could be one of the reasons, how should we visit Majalengka.

**Keywords:** Directing, Feature, Exploride, Majalengka, Nature Tourism, Touring.