

## ABSTRACT

Jae, Raka Samudera. 2018. *Directing of Short Film JAWARA. Final Project. Visual Communication Design. Faculty of Creative Industries Telkom University.*

*Pencak Silat Sera is one of the martial arts that has not been widely known by the people. One of the causes is information about Pencak Silat Sera that is less and closed. In fact, Pencak Silat Sera already much in demand abroad. European continent has spread their teachings there. In the design of this fiction film, directing is important for the film could be made with the concept and information. Interviews, observations, and literature studies are methods for finding data, and narrative psychological approaches as a reference for the target audience. The director set the concept in the film so that information about Pencak Silat Sera could be conveyed especially in Bandung.*

*Keywords: Pencak Silat, Silat Sera, Short Film, Directing.*