

ABSTRACT

Saputra, Rezki. 2018. Director of Photography Feature Indonesia's Natural Potential Resource Episodes Geothermal Energy at Wayang Windu Mountain. Thesis. Visual Communication Design Studies Program. Faculty of Creative Industry Telkom University.

Indonesia is an archipelagic country, so it has abundant energy resources, one of which is geothermal energy which is environmentally friendly and renewable energy, but the government is still not optimizing this geothermal energy, especially for geothermal energy power plants. And Bandung is one of the regions that has abundant potential energy resources, one of which is the Wayang Windu geothermal energy plant in the Pangalengan area. The designer as a DoP was interested in bringing up the topic of "Potential natural resources, especially Wayang Windu geothermal energy" with the aim of designing to find out the concepts and application of steady movement techniques in this feature. In the design process, the designer uses qualitative methods by collecting data through observation, literature study and interviews. The analytical method uses a communication psychology approach and a case study research method. And in designing this feature the designer who acts as a DoP has a role to translate concepts or texts made by the director into a visual form and is responsible for the pre-production, production and post-production processes. As explained, this design will produce a feature as a medium to convey information so that the government can optimize the potential of Indonesia's natural resources that are environmentally friendly and convey information about the benefits and geothermal energy, especially geothermal energy of Mount Wayang Windu to the community.

Keywords: Indonesia Natural Potential Resources, Feature, Geothermal Energy, Director of Photography