

ABSTRACT

Yunus, Muhammad Jaisyurrahman. 2019. *Program Director Feature of Indonesia's Natural Resources Potential Geothermal Energy Episode at Mount Wayang Windu. The Final Project. Visual Communication Design Studies Program. Creative Industries Faculty of Telkom University.*

Electricity production in Indonesia mostly uses fossil energy that is not environmentally friendly, such as oil and coal. Accordingly, Indonesia needs renewable, clean and environmentally friendly energy, such as geothermal energy source, for electric power generation. Geothermal energy resource is abundant in Indonesia, but it has not been utilized optimally for electric power generation. The Indonesian Government and the geothermal experts have not been maximally introduced the geothermal energy for electric power generation to the community. The purpose of this design is to promote geothermal energy so that it can be accepted by the community and can be maximized for the needs of electricity generation in Indonesia. The designer was interested in this problem to be appointed as the theme of the final assignment with the title "Program *Director* Feature of Indonesia's Natural Resource Potential Geothermal Episodes at Mount Wayang Windu." In the design process, the author uses qualitative methods by collecting data through observation, literature studies, and interviews. While the analysis method uses case studies. Accordingly, we need media in the form of a youtube site to promote features about geothermal energy as power plants in Indonesia. Through the design of feature authors as directors with the title "Indonesian Energy" has a role in directing program ideas and concepts and is responsible for the pre-production, production, and post-production processes. The result of this feature is to inform and educate the target audience that geothermal energy is environmentally friendly energy for electricity generation in Indonesia

Keywords: Indonesian Natural Potential, Feature, Directing, Geothermal Energy.