ABSTRACT

This research explores cultural diversity in Indonesia, particularly in Andir Sub-district, Bandung City, which is inhabited by an ethnic Chinese population. The focus of the case study is Chinatown in Andir Sub-district, where previous city branding efforts have not fully reflected the area's true identity. The climate mitigation program and the revitalization of roads, especially Jalan Kelenteng and Jalan Vihara, provide an opportunity to design a visual identity through ethnographic film. Ethnographic film was chosen as a city branding medium because it is able to convey local nuances, highlight tolerance, cultural richness, and everyday context. This research uses a qualitative approach with Participatory Learning and Action (PLA) and Affinity Mapping methods. Through PLA, this research tries to understand the local context of Andir Sub-district involving observation and interviews. Affinity Mapping was used to organize the issues that emerged during PLA and guide ethnographic filmmaking. The result created a film that reflects local issues and ensures authentic representation. The design of an ethnographic film as a visual identity formation tool in Andir Sub-district involved data collection through a PLA involving the local community, with local issues organized through Affinity Mapping, guiding the production of an ethnographic film. The choice of ethnographic film allows the audience to interpret Andir's identity and tolerance practices without too much value influence.

Keywords: Andir, Ethnographic Film, City Branding, Participatory Learning