

## DIRECTING SHORT FILM "ADIPATI BLEK" EFFORTS TO IMPROVE EDUCATION IN CHARACTER (Youth In the Village Jelekong)

### ABSTRAK

Putri, Maharani, Adinda. 2016. Directing the short film "Adipati Blek" as an effort to improve the education of characters (Youth In the Village Jelekong). Thesis. Program Studies Visual Communication Design. Faculty of Creative Industries Telkom University.

Character Education here is obtained from the social environment, family and school. The phenomenon is now happening is minimal character education obtained by teenagers drop out of school, so that they are caught in the intersection of morality, such as entry into the community of Punk, motorcycle gang and so forth, it is due to lack of motivation in themselves so that they feel less confident and do what which makes them comfortable without thinking of the impact. Motivation and implementation of character education that can help them to think more long-at least although they are still tied up in the community, they can be useful for the local population, especially for themselves. Fiction films here used as one method of applying an effective character education for young dropouts. The method used the qualitative analysis of culture from the perspective of the Cognitive Anthropology and through literature studies, observations, interviews, and analysis to gain a basic concept in the design. This design study is expected to teenagers who drop out of school can still think positive and have a business to become a successful person in any field with passion and high motivation. The benefits to be gained, can help teens who drop out of school or who are in school are aware of the importance of an education, whether formal, non-formal and informal.

**Keyword:** *Fiction Film, Environment, Youth, Motivational*