

## ABSTRACT

Wijaya, Romi. 2017. *Cinematography of Short Fiction Film Maha as Media Information in Organizational Culture for College Students. Final Task. Visual Communication Design. Faculty of Creative Industries Telkom University.*

*Going to college is a main activity for college students as their major responsibility. On the other side, organizational activities also become another identity for a college students. As time goes by, according to the appearance of organizational culture, Indonesian college students recognized as the one whose persevere and has a critical behavior. Nevertheless, the success of students organizational to reach their purpose, will always depends on theoretical behavior and the culture itself. So, it needs to be communicated to people about the organizational through a medium, that is movie. In a movie needs a director of photography that can do the cinematography. The cinematography become an important thing because it can effect the audience emotion. There are several method that use in this research such as literature study, observation, and interview. Short films fiction about the culture of the student organization that was adapted from Front Mahasiswa Nasional Jenderal Soedirman (FMN Unsoed), has purposes to show an appropriate organizational culture which able to become a guidance for the other student organizational culture.*

**Keyword:** *Organizational culture, Cinematography, Movie.*