

## ABSTRACT

**Syafei, Imam. 2017. *Directing Observational Documentary Films Betawi Got Creation Dance. Thesis. Visual Communication Design Studies Program. Faculty of Creative Industry Telkom University.***

*The directing of this documentary films against the background of the lack of public interest in Betawi traditional culture. From every society, especially the city of DKI Jakarta is less familiar with Betawi traditional culture itself because of the lack of cultural recognition to the community both scientifically and naturally. Therefore the need for introduction of traditional Betawi culture to the community one of the introduction through the art of dance creation of Betawi. Film as a medium of communication that can convey a message to the people and one effective way. In the design of the authors use qualitative analysis methods with socio-cultural approach in parse and explain the problem. Data collection was obtained through observation, interview, literature study, and audio visual. Theories used are about identity, interests, culture, dance, film, director, and social culture. This design resulted in a television documentary that can build public interest in Betawi culture through one of Betawi dance creations. In the final project, the author served as a director who set a concept of the story, the course of production and provide direction at the stage of image editing.*

*Keywords: Documentary, community interest, directing.*