

Syarfina Zaen, Syadni. 2018. *Directing Feature TV Lokal Indonesia Episode Silver Industry in Kotagede Yogyakarta. Final Task. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University. Bandung.*

ABSTRACT

The development of local industries in Indonesia is now starting rapidly with the target market respectively. Yogyakarta as one of the tourism cities in Indonesia also has a few industrial centers, one of them is silver industry in Kotagede. Silver crafts are usually jewelry, accessories, and a variety of unique miniatures. But over time, silver handicrafts in Kotagede lost the market interest that is now diminishing which caused the craftsmen almost lost their profession as craftsmen. The regeneration of silver craftsmen is also very difficult to find due to market interest. Regarding the problem, the designer raised the topic about local industry especially silver handicraft in Kotagede. In the design process, the authors used phenomenology method through cultural approach with data collection through observation and interview in Yogyakarta, and literature study. Therefore, the media in the form of television feature program is needed to be able to provide information and entertainment for teenagers to have knowledge about local industries especially silver handicrafts in Kotagede. Through the design of television features, the writer as a director has a role and responsibility in the process of pre production, production, until post production. This event program is expected to provide insight to the young generation to be more appreciative and care about local products in Indonesia.

Key Words: Local Industry, Kotagede Silver Craft, Feature Television