

## ABSTRACT

Putri, Yurista Andina. 2018. *Fiction Film Directing Wates About The Value Of Culture And Tradition In Kampung Mahmud. Final Project. Visual Communication Design. Faculty Of Creative Industries. Telkom University.*

*Mahmud Village is a traditional village who became the first place for spreading Islam in Bandung. However, the value of culture and the tradition in Mahmud Village has begun to fade because of the traditional tolerance. The culture and the traditions of Mahmud Village are still spread from person to person it cause there are so many people that doesn't still know about the Mahmud Village. From the phenomenon I used qualitative research method with ethnography method and from cultural point of view. For data collection, I used observation, literature study, and interview from the resources . While the data analysis methods that I used are object and visual analysis. The result will be use to make a fiction film called Wates. Wates is a fictional film that tells about a teenage girl who struggle to keeps the culture and the traditional value of Mahmud Village in these times. The people in Mahmud Village, still running the culture and the traditions. However, theres a lot of tolerance that led to the main characters living as a teenager in transitional society. Why I used this topic because I want to describe the life from a person who lives between in culture and traditions who conflict with the modernity outside Mahmud Village. From this film project, I hope it can introduce the value from the culture and traditions of Mahmud Village to the people who lives in Bandung.*

*Keywords: Fiction Film, The Value of Culture and Tradition, Mahmud Village*