

## **ABSTRACT**

***Muspidar, Ajip. 2018. Directing travelogue feature with the nature cinematic storytelling approach. Thesis. Visual Communication Design Studies Program. Faculty of Creative Industry Telkom University.***

*Nature tours are generally located far from the tourist center of the city, due to the nature of one of the alternative tourism always give natural atmosphere and natural beauty. Nature tourism in Bandung is located in many areas of Bandung Regency, especially West Bandung Regency, in West Bandung Regency many natural tourist sites, but only a few natural attractions which are often crowded, so that location be subscribed crash when the weekend arrives. Many natural tourism in West Bandung Regency who have yet to visit people, because of the limited information about the natural attractions of West Bandung Regency. To provide information of natural tourist sites in West Bandung Regency in need a media that is able to provide audio visual information is to the natural tourist sites. One of the media interest is information features. Based on the discussion above, the designer is interested in lifting the "natural tourism in West Bandung Regency that has not been exposed", then in this case Features a travelogue will be the main focus of visual concept design with approach to nature cinematic story telling, because it features the kind of travelogue will raise about tourist sites of nature in a more attractive value to provide location information nature tourism which has not been exposed in West Bandung Regency.*

***Keywords: West Bandung nature tourism, features, nature tourism, directing***