

ABSTRACT

Anggun Ariana, Alifannisa Dewi. 2019. Directing of the Fiction Film Ruang Sela on the Social Life of Ciu Makers in Bekonang Village. Final Project. Visual Communication Design Study Program. School of Creatives Industries. Telkom University Bandung.

Traditional drinks in Indonesia are very diverse, one of them is Ciu. Ciu began to be popular among people who like alcohol because it is cheap and easy to mix. Various views also emerged and became pro contra in the community. Negative views that emerged from the community were not only for the Ciu buyers, but also affected the makers and their families. This social conflict has an impact on the development of family personalities that experience such pressure. Moreover, this view arises from the main work carried out by the family of makers of Ciu which has become a hereditary job. Personality change will occur when individuals try to adapt to the environment, but the environment tends to make a negative stimulus to his personality that makes many changes. The design of fictional films about the social life of the family of Ciu makers is based on the results of research on qualitative descriptive case studies as well as personality psychology approaches in film narratives where the author wants to tell the public that negative views can affect one's personality development.

Keywords: Iconic, Social Life, Negative Views, Family, Ciu, Personality, Director