

ABSTRACT

Barlian, Haqqie, 2020, Directing a Documentary Film about Karinding Towel from the City of Bandung, Final Task, Visual Communication Design Study Program, Faculty of Creative Industries, Telkom University.

One of the cultural diversity that exists in West Java, especially in the city of Bandung is a traditional musical instrument. The Karinding Towel created by Asep Nata is a traditional musical instrument from Bandung. Karinding Towel offers simplicity in how to play it so that new artists can learn easily. In its development Karinding Towel is not widely known by the people of Bandung City because the people in Bandung only know the existence of Karinding Buhun. That is why, it is very necessary for the media to introduce Karinding Towel to the people of West Java, especially the city of Bandung, so that Karinding Towel is not lost and extinct. The media to be used is a documentary film, which serves to reintroduce Karinding Towel and explain how its development, its history, how to play it, its functions in musical life or in other fields. The method used is a qualitative method with a narrative approach and through the process of literature study, interviews, and observations to obtain basic concepts in design. Directing is the most important thing so that the film is made with an appropriate concept. The design of this final project is expected to be able to provide in-depth information about Karinding Towel so that people can preserve and get to know their own culture.

Keywords: Traditional musical instruments, Karinding Towel, documentary film.