

## ***ABSTRACT***

*The level of consumption of cow's milk by the people of Indonesia tends to increase. However, this is inversely proportional to the ability of cow's milk production in the country, one of which is in Pangalengan, West Java. The lack of regeneration of breeders is one of the problems that hinders it. The purpose of designing this micro-documentary film is to provide information about the condition of dairy farms with these problems to a wide audience. So it is hoped that it can be a material for discussion with related parties in order to produce solutions that can solve this problem. The designer uses ethnographic methods in collecting data in the field. From the data and analysis obtained, the condition of dairy farming in Pangalengan is still underdeveloped due to the lack of regeneration and innovation. This micro-documentary film shows the condition of a dairy farm in Pangalengan from the stories of the farmers directly.*

***Keywords: Regeneration. Farm. Micro Documentary Film. Directing. Pangalengan.***