

DIRECTING OF FICTION FILM “PESAN SINGKAT” ABOUT THE ROLE OF THE YOUTH GENERATION TOWARD THE FARMERS REGENERATION CRISIS IN ARJASARI DISTRICT, BANDUNG REGENCY

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ABSTRACT

Agriculture is one of the sectors that support the national economy as well as a source of food for the people of Indonesia with its abundant potential. However, this has not made agriculture a profession that is in demand by the younger generation, the fact is that currently farmers are dominated by the older generation, which is exacerbated by the declining interest of the younger generation to work as farmers due to various factors, this condition will lead to a crisis of farmer regeneration. Based on these problems, this work was carried out using qualitative methods with purposive sampling and descriptive statistics for the data collection and processing methods, the data obtained were then processed using a macro-sociological approach to social change to find major themes and keywords to proceed to the design stage of the work. The designer chose fiction film as a medium because it is considered more flexible and effective in conveying messages through cinematic and narrative elements to the target audience. The directing of this fictional film is expected to provide motivation and information to the younger generation to take part in fighting the crisis of farmer regeneration through messages conveyed in cinematic and narrative forms.

Keywords : *Regeneration Crisis, Farmers, Arjasari, Film, Directing*