

***DESIGN OF FICTION FILM PRODUCTION "PESAN SINGKAT" ABOUT THE  
ROLE OF THE YOUTH GENERATION TOWARD THE FARMER  
REGENERATION CRISIS IN ARJASARI DISTRICT BANDUNG REGENCY***

Ivan Nata Putra

*Visual Communication Design Study Program, Telkom University, Faculty of  
Creative Industries.*

***ABSTRACT***

The agricultural sector is one of the pillars of the national and regional economy in Indonesia. This can be seen from the large number of people who depend on the agricultural sector for their lives. However, based on data obtained from the Central Statistics Agency, it shows that there has been a decrease in the level of employment in the agricultural sector, which amounted to around 34.28% in 2014 to 29.59% as of February 2021. Lack of employment in the agricultural sector also occurred in Arjasari District, Bandung Regency. Based on data obtained from the Bandung Regency Central Bureau of Statistics, data shows that in 2015 there were 22,098 people to 16,080 people in 2016. This is caused by the younger generation who are reluctant to continue the farming profession due to several factors, one of which is by working in factories. This can have an impact on the sustainability of the farmer profession in the future. Therefore, the design of this final project aims to increase interest and motivate the younger generation to enter the agricultural sector. In this case, the designer and the team designed an information medium in the form of a short fiction genre film, the designer himself had the task of being a production designer. This short film with fiction is expected to be a medium of information to increase the interest of the younger generation to become young farmers, especially in Arjasari District.

*Keywords: Production Designer, Fiction Film, Young Generation, Farmers, Realism  
Approach*