

ABSTRACT

This report discusses the camera arrangement design in film production, focusing on socio-cultural changes. The primary focus is on Gunung Puntang Village, which has succeeded in adapting to socio-cultural changes through the development of coffee cultivation, resulting in a positive impact on economic and educational aspects. However, in various other areas, many other villages are also facing difficulties in navigating their lives due to the complex and challenging quest, especially amidst social, economic, and cultural changes influenced by low levels of community knowledge and awareness. To conduct this research, the author employed a qualitative descriptive research method with a locality-based approach, utilizing techniques such as observation, interviews, literature review, and questionnaires. The research findings were then applied to the camera arrangement design in the creation of a fictional film, drawing inspiration from similar works such as "Negeri Di Bawah Kabut" (2011), "Istirahatlah Kata-Kata" (2016), and "Sarvani Buthani" (2018). The research results indicate that the locality-based approach in camera arrangement design for films is an appropriate method for effectively conveying visual messages to achieve the desired objectives. Therefore, the role of camera arrangement design is quite critical in this film production, as it involves crucial aspects such as lighting arrangement, composition, shot distance, angle distance, and camera movement. This aims to ensure the effective delivery of messages and the fulfillment of the desired visual outcomes in the design process.

Keywords: *Socio-Cultural Change, Gunung Puntang Village Community, Fictional Film, Camera Arrangement*