

## **ABSTRACT**

*Along with the development of lifestyles until the emergence of new tourism which makes the tourism sector getting better. As a result, many things are positively affected by this. One of them is in the tourism sector, over time many new things are discovered in this tourism sector. Like ecotourism, ecotourism itself prioritizes environmental and conservation aspects in its tourism. In this ecotourism tourists can visit nature that is still beautiful with all its beauty. Ecotourism is considered to still prioritize environmental aspects when compared to other types of tourism. Behind its beauty, ecotourism has the potential to improve people's lives and maintain natural stability. Therefore, the making of this tourism film aims to provide a good picture of the Rancaupas ecotourism location which has a positive impact on the environment and its people. This research was conducted through a descriptive qualitative approach, with observation and interviews used as data collection tools. Rancaupas ecotourism in Bandung Regency is the main subject of this research. This research shows that Rancaupas ecotourism has a good management system and promotes the lives of the surrounding community.*

**Keywords :** *Visual Communication Design, Tourism, Ecotourism, Rancaupas, Environment, Film Tourism, and Director of Photography.*