

ABSTRACT

Ecotourism is tourism that guarantees the creation of prosperity. Ecotourism can also be interpreted as tourist trips to natural areas and still pay attention to conservation or saving the environment and providing livelihoods for local residents. Ecotourism in Indonesia has considerable opportunities due to Indonesia's natural beauty which is difficult to match. Behind this beauty, how does tourism have the potential to improve people's lives and maintain the sustainability of nature. Rancaupas is currently one of the famous ecotourism in Bandung Regency and its surroundings. Through the data collection method that we carried out through interviews, literature studies, observations, and questionnaires, then analyzed using qualitative methods, some data was collected, such as, some people still find ecotourism considered to be less able to maintain the sustainability of the environment/nature, making this tourism film can provide a good picture of ecotourism to the community as well as ecotourism managers in Indonesia. And attract more visitors to visit ecotourism in Indonesia, especially Rancaupas. Rancaupas can still maintain its consistency in becoming an ecotourism that prioritizes conservation as well as the lives of the surrounding communities.

Keywords: Ecotourism, Environment, Directing, Film Tourism.