

ABSTRACT

This report will discuss the dynamics of socio-cultural changes, with an emphasis on the role of individual experiences in shaping the unique identity of a place or region. The highlighted case is the Community of Gunung Puntang Village, which has effectively adapted to socio-cultural changes through the development of coffee cultivation efforts. This has had positive impacts on economic aspects and education. Initially, the challenge of education access in the village was constrained by geographical and economic limitations. However, there are still many other areas facing difficulties in their way of life, with complex and challenging adaptation processes, especially in the context of socio-cultural, economic, and cultural changes influenced by a lack of societal knowledge. This research employs a qualitative approach with a focus on a local context approach. The methodology involves Observation Techniques, Interviews, Literature Studies, and Questionnaires. The findings are applied in the creation of fictional films, drawing inspiration from similar works such as "Negeri Di Bawah Kabut" (2011), "Filosofi Kopi" (2015), and "Warisan" (2021). The findings indicate that a narrative approach in film direction is effective in conveying messages and achieving desired objectives. Therefore, the role of the director becomes crucial in film production, ensuring that all aspects of the film contribute to effective message delivery and the achievement of set goals.

Keywords: *Socio-Cultural Changes, Gunung Puntang Village Community, Fiction Film, Directing.*