

ABSTRACT

In the very rapid development of the digital era, not only is technology increasingly advanced, but human resources are also needed to support it. One way to support increasing human resources is digital talent. Telkom CorpU, with the vision of creating digital talent within its company, created an event that aims to increase Indonesia's digital talent, namely through ITDRI ConFes 2023. The design of this work is to find out how to convey the message of digital talent through a film entitled "LIKA-LIKU PERJALANAN PEMBUATAN ITDRI CONFES 2023". The aim of this film is to convey the message of the importance of digital talent to support digital transformation. The message in this film is conveyed through visual communication in the form of a travel report genre documentary using new media uploaded via YouTube. By conveying the right visual communication and new media, this film can convey a message about the importance of developing digital talent, as well as inspire audiences to appreciate and develop the potential to always develop and adapt to increasingly rapid digital transformation.

Keywords: *Digital Talent, Visual Communication, Documentary Film, ITDRI ConFes 2023*