

ABSTRACT

Directing a travel documentary about Kalosi Arabica Coffee in Enrekang Regency aims to promote the high quality of coffee and the tourism potential of this region. This film will explore the history, culture and process of coffee cultivation in Enrekang Regency. This research uses a descriptive method with a qualitative approach, data collection techniques using in-depth interviews, observation and documentation studies. This research strengthens the concept that this film can be an effective tool in promoting the beauty and richness of Kalosi Arabica Coffee and the Enrekang Regency area as a tourist destination. It is hoped that the film will make a positive contribution to the development of the coffee industry and tourism sector, as well as increase public awareness of the region's extraordinary cultural and natural heritage. As a result of the research, the main recommendation was to involve local communities in the filmmaking process, ensuring accuracy and a strong representation of Kalosi Arabica Coffee and the Enrekang Regency region. In addition, this film must be optimized through digital channels and social media to reach a wider audience, including coffee lovers, tourists and film art fans. This film can also be an effective educational tool to increase understanding of Kalosi Arabica coffee and the local culture of Enrekang Regency.

Keywords: Kalosi Arabica Coffee, Enrekang Regency, Directing