

ABSTRACT

Sundanese gamelan, as one of Indonesia's cultural heritages, is now experiencing a decline in interest among the younger generation. The influence of globalization and the dominance of popular cultures such as K-Pop and RnB have pushed traditional arts further into the margins. The lack of digital media content discussing Sundanese gamelan has resulted in young people feeling less interested and emotionally disconnected from this local culture. To address this challenge, a short film themed around Sundanese gamelan is designed as an educational and reflective medium that resonates with today's lifestyle. In the design process, the director plays a central role as the creative leader, overseeing the pre-production, production, and post-production stages. The director is responsible for developing the story's vision, crafting the visual concept, directing the cast and crew, and ensuring all film elements work cohesively to convey the cultural message effectively. This study adopts a qualitative method through observation, interviews, and literature review. It is expected that the film will serve as an alternative medium to spark the interest of the younger generation—particularly teenagers in Bandung—in getting to know and preserving Sundanese gamelan.

keywords: Gamelan sundanese,short movie,director