

ABSTRACT

Lulumpingan is often associated with mystical elements and perceived as frightening by the younger generation. However, the Benjang Mekar Budaya Community in Ujungberung presents this traditional performance in a more open, participatory, and enjoyable way. Through the documentary Patepang, the directing process is used as a medium to construct a visual narrative that captures the emotional and spiritual aspects of the art form. This study employs a qualitative method with a deductive approach, involving field observations, in-depth interviews, and literature review. Content analysis is applied to interpret visual, narrative, and audio elements that are consciously designed during the directing process. The findings reveal that directing plays a strategic role in shaping the atmosphere and cultural messages conveyed in the documentary. This work is expected to broaden public understanding of traditional arts and serve as a medium of appreciation across generations.

Keywords: *lulumpingan, directing, cultural documentary, visual narrative, local community*