

ABSTRAK

Tujuan penelitian ini adalah untuk menggambarkan tradisi dan budaya masyarakat, mengkomunikasikan pentingnya Lapik Pandan bagi ekonomi dan pelestarian budaya lokal, serta mendidik dan menyadarkan audiens tentang nilai-nilai budaya dan kekayaan tradisional khususnya Lapik Pandan melalui Perancangan Film Dokumenter. Pengumpulan data dilaksanakan dengan dua cara yaitu data verbal dan data visual. Data verbal dikumpulkan melalui metode observasi dan wawancara terhadap pengrajin, pelaku usaha, dan budayawan. Sedangkan, Data visual diperoleh melalui metode dokumentasi. Analisa data dilakukan dengan cara analisis 5W+1H (What, Why, Who, Where, When, How). Metode perancangan dilaksanakan dalam tiga tahap yakni tahap Pra Produksi (Musik, Sinopsis, Naskah), tahap Produksi, tahap Pasca Produksi. Perancangan Film Dokumenter Lapik Pandan Koto Dian Kota Sungai Penuh berhasil menggambarkan keindahan signifikan lapik pandan sebagai bagian tak terpisahkan dari warisan budaya kota sungai penuh. Film Dokumenter ini dengan menggabungkan unsur video, tipografi dan audio yang mengacu pada konsep perancangan dan melalui proses produksi, film dokumenter ini berperan secara efektif dengan tujuan menyampaikan pesan kepada target audience. Ditahap produksi perancang melalui beberapa proses yaitu pra desain, desain dan pasca desain. Media pendukung berperan dalam mendukung media utama agar tujuan yang diberikan kepada target audience tersampaikan.

Kata Kunci: *Film Dokumenter, Lapik Pandan*

ABSTRACT

The purpose of this research was to describe the traditions and culture of the community, to communicate the importance of Lapik Pandan for the economic purpose and preservation of local culture, and also to educate and sensitize the audience about cultural values and traditional wealth, especially Lapik Pandan through Documentary Movie Design. Data collection was carried out in two ways, namely verbal data and visual data. Verbal data was obtained through observation and interviews with craftsmen, business people, and cultural experts. Meanwhile, visual data was obtained through the documentation method. Data analysis was carried out by analyzing 5W + 1H (What, Why, Who, Where, When, How). The design method was conducted in three stages, namely the Pre-Production stage (Music, Synopsis, Script), Production stage, Post-Production stag. The design of the documentary movie about Lapik Pandan of Koto Dian in Sungai Penuh Regency was successful in illustrating the significant beauty of Lapik Pandan as an inseparable part of the cultural heritage of Sungai Penuh. By combining the elements of video, typography and audio that refer to the design concept and through the production process, this documentary movie effectively served the purpose of conveying messages to the target audience. In the production stage, the designer conducted several processes, including pre-design, design and post-design. The implementation of layout or supporting media layout was in accordance with the principles of design in order to get good results. Supporting media played a role in supporting the main media in order to convey the message to the target audience.

Key Words: Documentary Movie, Lapik Pandan