“ELABORATING THE CONCEPT OF THEMATIC DIRECTING CONCEPT IN DOCUMENTARY FILM "TRADITIONAL ATTIRE OF THE BADUY VS. MODERN FASHION"

UNDERGRADUATE FINAL PROJECT

Submitted as one requirement to obtain

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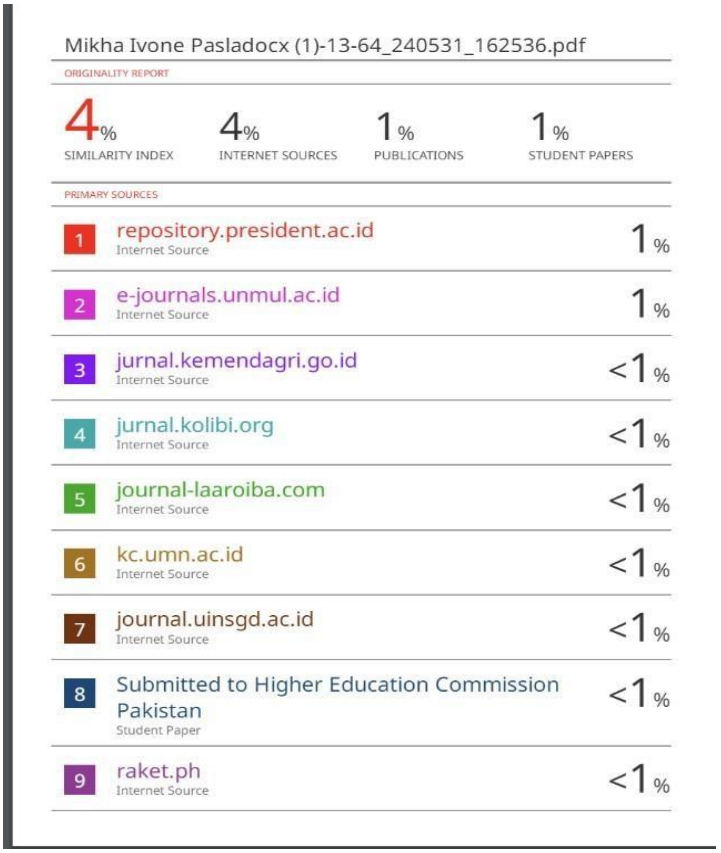
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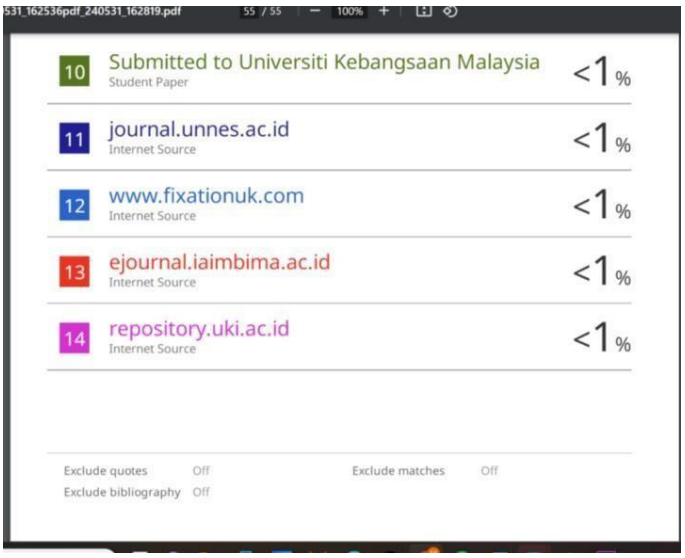
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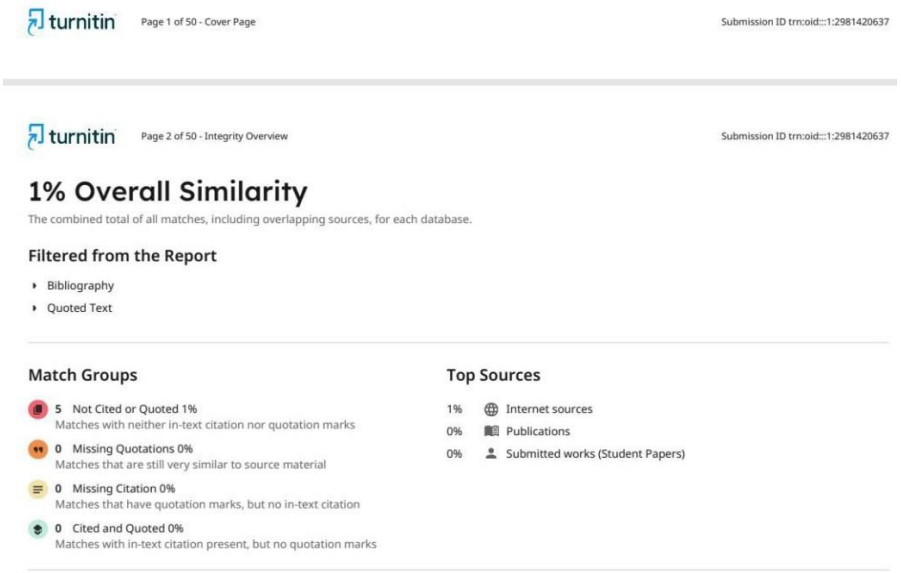


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Abstract

In an era of globalization, the preservation of indigenous traditions becomes crucial. The Baduy community in Ciboleger Village, Leuwidamar District, exemplifies cultural preservation through their distinct Baduy attire, symbolizing cultural fidelity. Contrasted with urban societies influenced by global fashion, the Baduy embody simplicity, harmony with nature, and cultural resilience. This dichotomy highlights how attire reflects cultural values and societal identities. The documentary dissects clothing's cultural significance through thematic directing, segmenting the narrative into introductions, developments, and conclusions, and exploring traditional Baduy life alongside modern urbanity. By comparing the simplicity and connection to nature embodied in Baduy traditional attire with the evolving trends and utilitarian aspects of modern fashion, the film sparks introspection on cultural identity in the face of globalization. It underscores the importance of embracing and valuing cultural diversity while navigating the challenges of modernity, deepening understanding of contemporary society's intricacies. Employing thematic theory, the film effectively connects the chosen thematic concepts with the subject matter, offering a comprehensive analysis of the Baduy tribe's cultural identity within the context of contemporary fashion trends and global influences.

Keywords: Baduy tribe, Traditional attire, Modern fashion, Comparison, Thematic Directing