

## **ABSTRACT**

*Coffee is a commodity that is quite superior in Indonesia. In various regions in Indonesia there are several varieties of coffee such as Arabica, Robusta, Liberica. Several coffee names in Indonesia are widely known by the local community and some have entered the global market. In various regions in Indonesia also produce coffee beans. One of them in Central Java also produces coffee. As of 2018, according to data from the Central Statistics Agency, the production of coffee plantations in Central Java is 2.30 tons of arabica and 1861.87 tons of robusta. Banyumas Regency itself produces 10.93 tons of robusta coffee per year in 2018. Banyumas Regency, especially in Purwokerto City, now has many establishments for coffee processing, both home and commercial, 16 roasteries per year 2022. Banyumas Regency has several robusta coffee plantations that have been processed into beans. for sale to collectors and roasteries. However, their production is still not known by the public, especially in the city of Purwokerto itself. This potential is still unknown to the general public, therefore the purpose of this design is to design a documentary film that can be a medium for promotion and introduction to coffee culture and ecosystems that already exist in Purwokerto so that they are better known by the people of Purwokerto. The methods used in this design are observation and interviews to determine the problems and needs that are relevant to the people of Purwokerto. The results of the SWOT analysis were used as an idea for designing a documentary film containing promotion and introduction of coffee culture and ecosystems that were formed in Purwokerto City. The design is carried out by considering the factors that exist in the coffee ecosystem such as farmers, roasteries, shops and coffee shops to consumers. The final design of this documentary film displays the coffee culture and ecosystem that has been formed in the city of Purwokerto with a narrative that guides and directs the audience to follow this documentary.*

*Keyword : Documentary Film, Coffee, Coffee Ecosystem, Purwokerto*