

ABSTRACT

Production of the Feature Program “Green Urbanism” in Raising Awareness of a Sustainable Lifestyle (The Work Process of the Producer and Editor in the Production of “Green Urbanism”)

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Environmental problems in urban areas such as plastic, food, and textile waste, pose a serious threat to city sustainability. The concept of Green Urbanism offers a solution by promoting energy efficiency, waste management, green spaces, and community participation to create sustainable environments. The non-drama feature program Green Urbanism was developed as an educational audiovisual platform that presents environmental issues through an inspiring and applicable narrative approach. The program consists of three pilot episodes, each with a 20-minute duration, featuring inspiring individuals and communities. The episodes are titled Asa Pemuda Negeri Merawat Bumi (plastic waste), 3 Pilar Pemutus Rantai Sampah Pakaian (textile waste), and Makanan Tak Habis, Bumi Menangis (food waste). The purpose of the program is to educate and raise public awareness, especially among millennials and Gen Z, while encouraging them to adopt sustainable lifestyles. The writer acted as producer and editor in all production stages, from research and treatment development to production coordination and final editing. The program successfully conveyed its educational message effectively and efficiently in terms of budget, despite facing obstacles such as canceled speakers and technical audio issues. In conclusion, Green Urbanism serves as a relevant and inspiring medium. It is recommended that future productions explore other themes using a deeper documentary approach.

Keywords: Green Urbanism, Television Feature, Producer, Editor.

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