

## ABSTRACT

### **THE 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 issues caused by plastic waste, textile waste, and food waste pose serious threats to urban sustainability in Indonesia. The non-drama feature program Green Urbanism was created as an educational media initiative to raise awareness about sustainable lifestyles among Millennials and Gen Z. Consisting of three episodes, the program highlights key figures and communities engaged in waste management: Farid Aulia Rahman (zero-waste lifestyle), Kampung Perca (circular fashion), and Foodbank of Indonesia (food redistribution). The author played a dual role as a voice-over narrator and camera director. As narrator, the author conducted research, wrote, and recorded emotionally resonant scripts to engage viewers. As camera director, the author applied framing and realistic visual techniques to strengthen the narrative. The final output is a three-episode video feature, each with a duration of 20 minutes, delivered in HD format and published on digital platforms including YouTube. The program combines factual data with inspiring personal stories, presented through aesthetically pleasing visuals and an accessible narrative style. The end result is an informative, evocative, and action-oriented series that encourages young audiences to adopt sustainable behaviors and contribute to environmental change in their urban communities.*

**Keywords:** Green Urbanism, feature program, sustainable lifestyle, narrator (VO), camera director

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