

ABSTRACT

Deliana, Fitriah. 2018. *Short Film Directing Nada about the Pressure Effect of Layoffs on Changes the Workers Character in Bandung City. Final Task. Visual Communication Design. Faculty of Creative Industries. Telkom University.*

Workers problems that very sensitive are due to the termination of employment that occurs within a company. This has an impact to the psychology of workers, especially when they already have a family. Economic status that changes when someone is exposed to this problem can be the reason to make major changes in themselves including their mind set, behavior, and characteristics possessed by that persons. My intention is to build characterizations in short film through directing techniques with qualitative research and explanatory case study methods through psychophysical psychology approaches in order to inform the public that termination of employment can be psychologically disturbing from inside and outside the workers themselves.

Keyword: *Workers, termination of employment, character, short film.*