

## **ABSTRAK**

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Lifestyle greatly affects individuals in acting, thinking, and determining their choices. One such lifestyle is Hypebeast, a global lifestyle that has managed to enter Indonesia and affect urban communities, especially teenagers. Adolescent adherents to the Hypebeast lifestyle are indoctrinated to do extreme things, which are willing to spend large amounts of money to get commodities from Hypebeast. The author purposed is to develop characterizing characteristics in mockumentary films through directing techniques conducted with qualitative research using observational methods, interviews and literature studies through case study approaches in order to provide information to the public.

*Keywords : Directing, Mockumentary Films, Hypebeast*