

ABSTRACT

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Bandung is a city rich of culture, with many tourist destinations making Bandung a place for acculturation that births new cultures, one of which is the Hypebeast lifestyle. Some of the followers are teenagers and they enthusiastically embrace the Hypebeast lifestyle without understanding it more deeply. Lack of understanding of this lifestyle causes the teenagers to behave consumptively. The author's aim is to show a visual representation of the consumptive lifestyle in Mockumentary film form through Production Design concepts. The research was executed using qualitative method accompanied with observation, interviews and literature studies through case study approaches to provide understanding about the Hypebeast lifestyle and the consumptive nature of it to teenagers.

Keywords: Production Design, Mockumentary Films, Lifestyle, Consumptive Behavior and Teenagers.