

ABSTRACT

Sabila, Vindi Meuthia. 2020. Short Film Production Design on the Impact of Stereotyping on Extremist Muslims in Bandung. Thesis. Visual Communication Design. Faculty of Creative Industries. Telkom University.

Stereotypical phenomena can arise as social media technologies constantly channel them, alongside filter systems and data calculations in the form of bubble filters. This research is especially concerned with the impact of stereotype on Muslims who are considered extremists because of their performances, and from the knowledge of a teenager who often accesses social media via smart Mobile. With a qualitative research method focusing on sosio-kultural perspective, it is found that a person's appearance serves to reveal the identity of his user, so that the reason for the creation of stereotypes through social media is more detailed. As a production designer in the design of this short film, a fashion viewpoint is used in relation to the appearance of a person or group of Muslims who are considered extremists because of their appearance, including & attribute clothing. Not to be separated from responsibility for setting property, blocking, etc., this production design focuses on the choice of a wardrobe. This production design aims to provide an understanding of stereotypes by educating audiences through empathy manifested through the details of artistic layout into short films.

Keywords: *Stereotype, Appearance. Artistic arrangement, Muslim Extremist.*