

ABSTRACT

Mahanani, Atina. 2020. Directing of Public Service Advertising Production on The Effect of Violence on Children in The Family on Child Psychology. Final Project of Visual Communication Design Study Program. Faculty of Creative Industries Telkom University, Bandung.

Parents have a major role in shaping child's figures, children often look at parents as a role model for both attitude and behaviour. Violence against children in the family takes many shapes. That includes through verbal, physical and mental which can affect child's psychology in the future. This sorts of behavior can lead onto chain of violence in their families to come. as an author, the goal is to develop the characteristic of characterizations in the form of public service advertisements through directing techniques which conducted with qualitative research methods, namely by interviewing, observing, studying literature through psychological approaches to children and adolescent development in order to provide information to the public about the influence of child violence in families towards children's psychology.

Keyword : *Directing, Public Service Advertising, Child Abuse in the Family*