

## **ABSTRACT**

*Khairani, Asla Nabilah. 2020. Production Designer of 'Sembunyi Pilu' Short Film About Bullying in Birthday Celebration in Bandung Regency. Final Project of Visual Communication Design Program Study. School of Creative Industries. Telkom University.*

*Birthday celebrations are a tradition that has not been confirmed when they first appeared, but have existed in human life since time immemorial. Celebrating birthdays by harassment is one of the most often found in Indonesia, such as throwing a birthday person with flour, raw eggs, clean or dirty water, to tie a birthday on a tree or electricity pole. Birthday celebration by means of abuse has become common to many people in Indonesia, even though it can be dangerous. There have been cases of injuries to death from various regions in Indonesia related to harassment as a birthday celebration. This design aims to find out how teenagers in Bandung District celebrate birthdays, and this study uses a qualitative method accompanied by a narrative approach to see the daily life of Bandung Regency high school teenagers who then applied to characterizations, as well as setting properties with the application of the realist concept. It turns out that harassment is still found in celebrating birthdays for teenagers in Bandung Regency.*

*Keywords: Birthday Celebration, School, Setting Property, Production Designer*