

## ***ABSTRACT***

*Oktaviani, Ratika. 2021. Designer Production of Public Service Ad Production Morse Code As An Alternative Communication In Dangerous Circumstances In Social Media. Final Project of Visual Communication Design Study Program. Faculty of Creative Industries Telkom University, Bandung.*

The introduction and use of Morse code in Indonesia are generally found in the world of scouting. For some cases of crimes such as physical crimes and crimes against people's freedom, it was often very risky for the safety of the lives of victims who asked for help from others openly using verbal communication. Therefore, in some cases of these crimes, many victims use non-verbal communication use Morse Code as an alternative communication. The purpose of this study is to inform the public about the importance of knowledge of Morse code as an alternative communication tool for conveying non-verbal messages, especially in dangerous situations. This study uses a qualitative method with a communication psychology approach to determine non-verbal communication in dangerous situations in Bandung. then it will be conveyed through public service advertisements. Production designer in this design focuses on a setting, costume, and make-up in a public service advertisement.

Keywords: Morse Code, Alternative Communication, and Production Design.