

DIRECTING OF PHOTOGRAPHY ON FASHION FILM ABOUT GENDER DISCRIMINATION IN THE WAY WE DRESS

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ABSTRACT

Cases of gender discrimination in Indonesia are increasing every year and it is increasingly clear that gender discrimination is endemic. In this case, gender discrimination always relates to a person's gender identity and expression, such as the way the victim dresses. This has the potential to take root in a rape culture in society which seems to underestimate acts of gender discrimination and the tendency to blame victims such as how to dress. Based on this problem, it is necessary to have information media to reduce cases of gender discrimination against the background of the way people dress. The author as a camera stylist wants to convey this topic through works in the form of fashion films with the style of narrative fashion films to provide education to the public about rape culture and the objectivity of clothing for survivors of gender discrimination. In designing this work the author uses a qualitative method that uses case study data collection methods with social psychological analysis to understand how human behavior and motives in problems that arise such as the roots of rape culture in the social environment and the author uses the cinematographic rationale which is used as a basis for designing a narrative script into the arrangement of images in the film. The approach used by the author is aesthetics as the basis for taking pictures that will be conveyed in the film.

Keyword : *Rape Culture, Fashion film and director of photography.*