

ABSTRACT

The bystander effect is one of the phenomena in the field of social psychology. This phenomenon occurs when an individual who acts as an observer in a situation when there are people who need help or an emergency, tends to discourage helping behavior because of obstacles in the form of the presence of other people. This occurs through the results of existing research observations, the discovery of factors that form the bystander effect phenomenon in the form of the number of observers in place, diffusion of responsibility, ambiguity and fear in humans when faced with emergency situations. This design focuses on providing information about the background of the phenomenon and how the bystander effect occurs. The results of the design made are formed based on the data that has been obtained through the data collection process for the information needs of the phenomenon and design, this design uses a mixed method by conducting interviews, indirect observations, literature data, and questionnaire data. Then on the visual concept of design, the author also distributes surveys to find out interesting visual interests to be used as information media with the aim of informing related to the bystander effect phenomenon that is raised in the form of motion graphic media.

Keyword: Motion Graphic, Bystander, and Bystander effect.