

ABSTRACT

FASHION PRODUCTS THAT INSPIRED DESIGN OF ONLINE HARASSMENT COMMENTS USING TECHNIQUE DIGITAL PRINTING

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Today, online harassment often occurs among the public. Online harassment is an act of cyberbullying carried out by someone by sending messages or comments via social media with the aim of insulting, mocking or insinuating others. This act of online harassment has often happened whether we realize it or not and this action can interfere with the mental health of the victim. There are several communities that also participate in providing education about cyber bullying through their Instagram social media accounts. One of them is @kitakorbanbullying. Through their Instagram accounts, they have posted several times about the impact of cyber bullying and also provided education on the dangers of cyber bullying, especially online harassment. Therefore, the author was moved to create a new media campaign through fashion using digital printing techniques. This is because digital printing is a technique that can transfer motifs without changing the shape and color, making it more efficient. This research is included in the problems and needs research using qualitative methods by searching for data through literature study, observation, interviews and experiments to process the resulting visuals. The final result of this research is a fashion product that is inspired by online harassment comments that are applied using digital printing techniques.

Keywords: *Online harassment, Fashion, Digital Printing.*