

ABSTRACT

During a pandemic, of course, all activities that are normally free to do are now restricted. All the things that used to be done in different places and at different times, are now only done in one place. In terms of preparation for activities, it is indeed shorter, but not always productive. All activities can be done simultaneously or what is often called multitasking. Multitasking during a pandemic and normal circumstances is certainly different. During a pandemic, it is divided into the virtual world and the real world. Not infrequently people do it together, even though it becomes unfocused. Therefore, a media is needed to convey messages to the public regarding this multitasking phenomenon so that people can better know the impact of multitasking and how to respond to the situation. For the data collection method, what is done is by interview, observation, literature study, and literature review which is then processed as a form of designing a film. This study aims to educate people around, especially students, about the impact of multitasking and how to respond to it. The research was conducted using a cognitive psychology approach to understand how it affects everyone's psyche, as well as what the impact is in daily activities. The film produced is in the form of a short film with a fictional genre. To bring this phenomenon into the film, as a video editor I will translate the scenario from the director and synchronize it with the shooting results and arrange a series of stories so that it is interesting and the message that the film wants to convey for the impact of multitasking during the pandemic is conveyed properly. I also helped build the mood of the film in post-production.

Keywords: *Pandemic, Multitasking, Film, Video Editor*