

## **ABSTRACT**

During a pandemic, of course, all activities that were 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, it is necessary to have a media to convey messages to the public about multitasking, so that people know about its impact and how to respond to it. For the research method, the qualitative method is based on observations, interviews, and questionnaires which are then processed as a form of designing a film. 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 results of this study aim to educate people around about the impact of multitasking. The films produced are in the form of short films with the fiction genre. In order to bring this phenomenon into the film, as a director I will put it in the perspective of someone who is quite busy with his activities, so that it clearly illustrates how time management and activities are faced by that person.

**Keywords: Pandemic, Multitasking, Film, Directing**