

ABSTRACT

This final project depicts the influence of parental affection on children's growth through the medium of an experimental film entitled "Time Is Medicine". This experimental film explores the difficulties of parent-child relationships and attempts to raise awareness of the importance of parents showing affection and care to their children from an early age. In this work, the importance of parents is highlighted as a crucial factor in determining a child's identity and stability. This depiction is achieved through original and experimental visual representations, using cinematography and editing techniques. There are several semiotic elements both metaphors and implied messages conveyed by visual symbols in the meaning in the experimental film. Parental affection is one of the factors that can influence a child's growth and can impact a child's mental and emotional health in the long run. Parents who do not show enough affection or attention to their children can be a big problem that affects the child's future. Affection plays an important role in early childhood development. Lack of affection early on will have negative effects.

Keywords: *Experimental Film, Affection, Time, Child, Parent*