

ABSTRACT

Illegal racing among teenagers is a significant concern in many cities worldwide, including Bandung, Indonesia. Despite various interventions to tackle the problem, it remains prevalent among young people. This research aims to explore the potential of short film media design as an intervention tool to prevent illegal racing among teenagers in Bandung. The study employs a mixed-methods approach, utilizing interviews, literature studies, questionnaires, and observational methods to collect data. The interviews will allow for an in-depth understanding of the experiences and perspectives of teenagers engaged in illegal racing, while literature studies will provide a comprehensive review of existing knowledge on the topic. Additionally, questionnaires will be used to gather quantitative data on teenagers' attitudes and behaviors towards illegal racing, and observations of similar works will help identify effective elements in media interventions. By employing these multiple data collection methods, the study aims to obtain a comprehensive understanding of the effectiveness of short film media in changing teenagers' attitudes and behavior towards illegal racing. The research findings will contribute to the existing body of knowledge on media design and behavior change interventions, offering insights into the potential of media design in shaping positive behavior among teenagers. Furthermore, the study's recommendations for developing effective interventions will benefit policymakers, educators, and practitioners working on preventing illegal racing among young people in Bandung, Indonesia, and beyond.

Keywords: illegal racing, teenagers, short film, media design, Bandung