

ABSTRACT

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*Visualization Of Human Behavior Polluting the Environment In Experimental Film Form,
Entitled Be Careful To Act*

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Human behavior encompasses various activities such as speaking, walking, reading, writing, laughing, crying, learning, and working. Both good and bad human behaviors have a significant impact on their surrounding environment, therefore it is important for humans to act wisely on their behavior. In Indonesia, there is a movement called Pandawara group that aims to reduce waste, conducted by a group of youth in Bandung with the purpose of maintaining environmental cleanliness. This effort is made to raise awareness among the community about the importance of preserving their environment. Departing from this, the concept of "Be Careful To Act" was chosen as the title to criticize the negative human behavior that polluting the environment in an experimental film with the approach of Mise-en-scene and mood cues. The experimental film takes an associational form, whose phases are broken down into three phases: pre-production, production, and post-production. Through this process, the author records and processes videos to create an experimental film in line with the initial vision, with the addition of relevant effects and filters. As a result, the work on this final project can be completed in a timely manner.

Keywords: *Behavior, polluting, river environment, experimental video.*