

ABSTRACT

Wijaya, Yosafat Devara, 2024. Directing in the PSA Film Not Think Long As an Analysis of the Risks of Using Online Loan Applications due to Consumer Behavior, Thesis. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University. Bandung.

The consumptive behavior among the younger generation is increasingly driving the rapid adoption of online loan applications "pinjol" in Indonesia. This phenomenon not only establishes new trends in consumption patterns but also brings about significant negative consequences. This research explores the effectiveness of a Public Service Announcement (PSA) film titled "Don't Think Long" in communicating the risks and impacts of consumptive behavior triggered by online loans. The method employed for qualitative data collection involves a combination of observation, interviews, and thematic analysis to comprehend this social phenomenon in its genuine context. The findings from data analysis and the adopted approach will be implemented in the process of crafting the narrative and enhancing the directorial techniques. The script is meticulously composed to create a robust narrative, visualizing real-life situations where the younger generation is ensnared in consumptive behavior due to online loans. The use of appropriate directorial techniques, including perspective choices, lighting, and music, is expected to reinforce the intended message. This design aims to play a pivotal role in raising awareness about the dangers of consumptive behavior and the risks associated with online loans. By presenting a narrative relatable to the audience, the film is anticipated to stimulate discussion and behavioral changes, assisting the younger generation in making wiser financial decisions and fostering an environment supportive of awareness regarding the negative impacts of using online loans.

Keywords: Online Loans, Consumptive Behavior, PSA Film, Directing