

ABSTRACT

This research focuses on the phenomenon of lack of sex education by parents for children in Indonesia, especially in the city of Bandung and what is the first experience of a child being exposed to things about sex outside of parental teaching. This study explores how directing a comedy genre fiction short film entitled 'Atah Warah' as a medium of entertainment for the public displays the situation of this phenomenon. Through a qualitative approach, this research uses data collection techniques such as observation, interviews, literature studies, questionnaires, and analysis of similar works to understand the phenomena that occur using visual analysis as an analytical tool. In this research, it was revealed that parents in the city of Bandung still consider sex education to children to be taboo, but they have a way of including elements of jokes or comedy so that the teaching is more relaxed. This research aims to design a media that displays this phenomenon in a comedy genre fiction short film, using juxtaposition comedy as a comedy concept in the design of the work and highlighting the important role of the Director in building the story and depicting the conditions of this phenomenon in a comedy genre fiction short film.

Keywords: *Sex Education, Comedy Fiction Films, Juxtaposition Comedy, Comedy Film Directing*