ABSTRACT

The emergence of deepfake technology is still largely unknown to the general public, including the people of Bandung City aged 18 to 24 years. Deepfake technology is one example of the rapid development of AI in the increasingly advanced digital era. Deepfake is difficult to distinguish from reality because it allows for very realistic manipulation of videos, images, and audio. Meanwhile, the number of deepfake videos circulating worldwide via the Internet has increased rapidly from year to year, and this has begun to be a concern. This technology has a negative impact that can create fake news, defamation, and fraud. The author as a production designer in this short Public service announcement video, aims to design a PSA property setting about deepfake content education on social media, using strong and effective visual narratives to convey the message with a minimalist concept. The designer focuses on creating a short Public Service Announcement (PSA) video to provide education about deepfake, how to recognize and how this technology works using qualitative design methods through observation data collection, questionnaires, and literature studies, then analyzing the design using analysis of similar works and content analysis.

Keywords: *Artificial Intelligence (AI) Technology, Deepfake, Public Service Announcement (PSA), Production Designer*