

ABSTRACT

PRODUCTION DESIGN “SALIM SIT” SHORT MOVIE ABOUT ANTI-CORRUPTION IN VILLAGE FOOTBALL COMPETITION

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The phenomenon of cheating practices such as bribery and match-fixing in football matches occurs not only at the professional level but also extends to local village leagues (tarkam). This issue undermines the values of sportsmanship and fairness in sports, yet it has not been extensively raised through visual media. This design aims to create a production design for a fictional short film titled 'Salim Sit' as a medium for social critique against cheating practices in tarkam football. The designer uses qualitative methods including observation, interviews, literature review, and visual analysis. In the pre-production stage, the designer compiles data to build the visual concepts for wardrobe, props, and sets based on field observations. In the production stage, the designer implements these concepts during filming, collaborating with the artistic team, director, and DOP. In the post-production stage, the designer evaluates the effectiveness of visual elements in conveying the anti-corruption message. The design results show that visual elements such as costumes, colors, props, and backgrounds successfully represent the characters and enhance the social message in the film. Visual markers like the faded team shirts, makeshift banners, and DIY referee attributes become symbols of the disparities and manipulation occurring on the field. In conclusion, production design plays a vital role in conveying messages through symbolic and realistic approaches, and is able to strengthen the values of social critique in this short film narrative.

Kata Kunci: Film, Anti-corruption, Production Design, Village football competition