

ABSTRACT

Final Project: Visual Arts Study Program, Faculty of Creative Industries, Telkom University

Every action we take today is like a seed planted, which will determine the outcome to be reaped in the future. The concept of "sowing and reaping" is not merely an old proverb but rather illustrates the principle of cause and effect that applies in life. This concept reflects the idea that every action taken today will have consequences in the future. Through this work, the author invites the audience to reflect on the importance of being aware of the impact of every choice made. This installation artwork utilizes analog television, digital video, and hologram technology as visual metaphors to highlight the relationship between collective mindsets in society. Motion graphics are used to strengthen the visual message, allowing viewers to directly experience how small decisions can trigger a series of larger events. This work is expected to serve as a shared space for reflection, encouraging the audience to act more wisely and responsibly. Thus, this piece is not only a medium of artistic expression but also serves as an educational tool and a call to build a better future.

Keywords: Sowing and Reaping, Reflection, Motion Graphic, Hologram.