

ABSTRACT

The increasing popularity of video games in Indonesia is evidence of a significant growth trend in the entertainment market. Indonesia ranks third among countries with the most online video game players in the world. Video game players in Indonesia come from all walks of life, ranging from children, teenagers, to adults aged 16-64 years as of 2022. As of 2021, 77.5% of male teenagers and 22.5% of female teenagers aged 15-18 in Indonesia are addicted to online games. This design aims to create a short science fiction film to educate the audience about the negative effects of online gaming addiction. One effective way to do this is through film, which is expected to make the issue of gaming addiction in Indonesia easier to understand. In this work, the author, as the Production Designer, is responsible for the artistic and visual aspects of the film. Data was collected through interviews, analysis of similar works, and direct observation of the elite residential environment and Cafe Le Braga. The results of this design include settings, props, and wardrobe that align with the story concept. It is hoped that this short film will serve as an educational medium to enhance public understanding and awareness, particularly among children and teenagers, about the dangers of online gaming addiction.

Keywords: Production Designer, Short Film, Online Game Addiction