

## ABSTRACT

Evanti, Amalia. 2017. Directing of Fictional Movie "NAYA" As an Effort to Prevent the Proliferation of Irregularities Role-play K-pop Among Teens. Visual communication design, Faculty of Creative Industry, Telkom University.

Role-play becomes a game among K-pop fans. Role-play is an activity that plays a role. K-pop fans who became a role-players usually play by using social media, such as Twitter, Facebook, and Line. Basically role-play is just a game, but in today's role-play world is no longer a world of entertainment or games, but a place for find a mate and also to satisfy the lust of the role-player. Role-play is divided into several genres, such as fluffy, parody, canon, smut, and R-18. In the Smut and R-18 genres allows the role-player to receive content related to the 18+ years. With the genre, then the role-player increasingly misusing the world of role-play from the beginning. It is possible that the role-player can doing deviations in the role-playing world. Therefore, they need an interesting media information and informative to prevent any irregularities in a role-play world. This design uses qualitative data collection methods with way of observation, interview, literature study, kuesinoner as supporting data and narative approach. Through this design is expected to adolescent K-pop fans can stay away from deviations that occur in the world of role-play.

Keyword: Role-play