

Abstract

Rafid Ghufuran. 2019. Design of Fiction Film Production Designers as Suicide Prevention Measures in Teak Areas through Adaptation of Macapat Songs. Thesis. Visual Communication Design Study Program. Creative Industry Faculty. Telkom University.

Macapat song is a collection of old poems that have a meaning that can be used as a life lesson for someone. Not only as art, but macapat songs are able to convey various moral messages of life. This collection of old poems is usually also taught through elementary schools in Java because they have various types and uses of their own. The existence of a macapat song can be said to be a series of life events because it reflects the life cycle of humans on this earth, therefore there are so many values contained in it. Jati Village, which is located in Central Java, has a phenomenon and problems that can be said to be alarming, because many people in the village commit suicide. Therefore information media are needed that have a close relationship with the daily lives of residents of the village, so as to be able to describe the conditions that exist in Jati Village, Central Java with the application of production designers in the fiction film "Sukma".

Keywords: Psychology, Communication, and Color