

## ABSTRACT

*Qatrunnada, Ghina. 2020. Directing Price Tag Short Film. Final Project. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.*

*Along with the times, the hang out activities began to change. At this time hang out mostly done in cafes which are dominated by young people especially college students, so that it becomes a new lifestyle. Like to use famous brand goods that are luxurious and classy also became the lifestyle of a college student known as brand minded. Both of these lifestyles are forms of consumptive behavior because it is no longer consumption based on fulfillment of biological needs, but rather the fulfillment of the desire to show characteristics of certain social classes in order to increase college student self-esteem so that they can be accepted in their social environment. This phenomenon will be lifted into a short film titled Price Tag. As a director, telling about consumptive behavior to increase self-esteem will show the characteristics of college students who have a lifestyle of hanging out in cafes and brand minded displayed through the narrative elements of the film. Data collection in this design uses a comparative method of similar film works and a mixed method with a psychology approach to communication which is carried out through questionnaires, interviews, and literature studies and then is processed as a form of short film design. The results of this short film design are expected to become information media as a form of preventing negative effects of consumer behavior in increasing self-esteem.*

*Keywords: College Student, Lifestyle, Consumptive Behavior, dan Self-Esteem.*