

## **ABSTRACT**

*Naufal, Ferio Muhammad. 2020. Camera Arrangement of Pengasuh Digital Short Movie About Parents Role To Alpha Generation Children Who Addicted Playing Games on Smartphone. Final Task. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.*

*Parents have an important role in determining the life of the child. Their roles will have an impact on children's development in the future. Speaking of children, parents are currently giving birth to children in a new generation that is the alpha generation where they gave birth to their children in the 2010-2025 range. Children in this generation have entered the digital era so they are familiar with device technology. Not only that, they were also introduced by their parents since they were toddlers. One such device is a smartphone. In this case, parents also do not hesitate in giving a smartphone to their children. This happens because parents assume the smartphone can be a playmate for their children safely and easily under supervision, so it does not interfere with their busy activities. One application that makes parents dare to give a smartphone to their children so that it becomes an attraction about game application. Game is an application that the media role as an entertainer that makes children happy and makes children more calm without having to make their parents feel disturbed when in their busy schedule. However, parents are busy in letting their children cool to play games on a smartphone without a time limit and out of parental supervision will cause a negative influence, namely addiction. Thus it is very important for parents to supervise, control and pay attention to children while playing games on a smartphone. From the research of this phenomenon, me as a designer has a goal to design the camera arrangement of a short film where there are very important elements based on the data obtained such as library studies, observations, and interviews then analyzed and processed. Then the results of the processed data can be described visually through the camera Camera arrangement of the short film contained in the form of framing, shot, lighting, and other supporting elements. This design is emphasized on the subject of parents who are less concerned about their children because it makes children addicted to games on smartphones and the results of the planning of the camera arrangement for this short film are expected to give a message to parents to get to know the factors of alpha generation children addicted to playing games on smartphones to the audience especially parents.*

*Keywords: Parents Role, Alpha Generation, Addicted, Game, Smartphone, Camera Arrangement, Short Movie*