

ABSTRACT

Elfansyah. 2020. Directing of Short Film Pengasuh Digital About Role of Parents To Alpha Generation Children Who Are Addicted Playing Games on Smartphones. Thesis. Visual Communication Design Studies Program. Faculty of Creative Industries. Telkom University

Parents' role in escorting children is a duty to do right, it is due to behavior and mindset that children will be formed by example the closest people in the family are parents. But the role of parent in educating children of the Alpha generation currently has a negative effect of a smartphone facility as a nanny's tool for their children in case parenting is busy with their activities. Alpha generation (2010 - 2025) is a child who has known and is capable of using various gadgets. One of them is smartphone technology they've been starting to know since the infant.

The parents of the Alpha generation children have no doubt to give their children a smartphone facility. It's because parents think smartphone is capable of being safe and easy playmate, so it doesn't interfere with the busy. One of the smartphone applications that became the strong app of the child is a game app. The application can cause a child to amuse, but the busy career of parents is to let a good child play game on indefinitely smartphones, surveillance, and oversight from parents, so that this can cause negative influence of addiction.

Based on the phenomenon of the research purpose is to understand and provide a solution to the designer field to make the case which is either initiated or prevented. The research method used is a quality method because the subject of research is a phenomenon that occurs in the current social. As the approach of the research used is psychology of behaviorist because the observed research object is the behavior of a parent who gives a smartphone special to his son and letting a fun-ass kid play game on smartphone.

The director's effort in delivering the research results is making short films, because through media films of a visual form of audio-shaped phenomenon can

ease the audio-formed experiment can ease the audio-formed experiment to the audio-formed experiment can ease the spectators to understand the details of this experimental phenomenon. Besides that movie currently can be easily accessed by a lot of smartphone, laptop, or smartTV are at home.

Keywords : Film Directors, Short Films, Old Roles, Alpha Generations, Game, Smartphones, and Addicted.