

ABSTRACT

Naudzul, Afra. 2020. Designer Production of Public Service Ad Production The Effects of Violence on Children in the Family on Child Psychology. Final Project of Visual Communication Design Study Program. Faculty of Creative Industries Telkom University, Bandung.

Many parents do not yet know that verbal, physical or mental abuse in children in the family can affect a child's psychology. The long-term impact of this case is causing depression in children and the chain of violence in the family in the future. Because of this lack of parental knowledge, cases of violence against children in families in Indonesia increase every year. The purpose of this study is to inform the public about the effect of violence on children in the family on children's psychological. So that parents no longer commit violence against children in the family. This study uses a qualitative method with a developmental psychology approach to determine the effect of violence on psychological children in Bandung. Then it will be applied in a public service advertisement to inform the community of not doing violence to children in the family. The production designer in this design focuses on the setting, costumes and make-up with dramatic concepts in a public service advertisement. This dramatic concept is used so that the atmosphere in an advertisement can be more emotional and easily understood by the audience so the message can be conveyed properly. The technique used is a dramatic technique that is describing the character's character indirectly through settings, costumes and make-up. From this study it can be concluded that child abuse negatively affects children's psychological future.

Keywords: Child Violence, Psychological Children and Production Designers.