

## **ABSTRACT**

*Syadira Horan, Nadda 2021. Directing a Public Service Announcement Morse Code As An Alternative Communication In Dangerous Situations In Social Media. Final Project of Visual Communication Design Study Program. Faculty of Creative Industries Telkom University, Bandung.*

*Morse code is a non-verbal language that generally known and used in scout. Nowadays, its implementation in daily life is very rare. However, for some people who are trapped in certain situations, especially in dangerous situations such as cases of physical crime to crime cases on social media, they still use Morse code in the form of knocks, visuals, sounds to the blink of an eye which will later be translated into verbal language, so that they can be understood by the receiver. Victims cannot use verbal language to ask for help because it will be at great risk to injure themselves and even their lives. Morse code is an alternative communication whose use is agreed internationally, but over time its introduction fades, so its usefulness is less known to the public. Therefore, there needs a media that persuades and educates the public, especially the people of Bandung City, so that knowledge of Morse Code is not lost. The media used is public service announcement which aim to increase information, awareness of public attitudes and behavior regarding the importance of Morse code as an alternative communication, especially in dangerous situations on social media. This study uses a qualitative method in analyzing Morse Code from the point of view of Morse code experts, psychologists and also the head of a human trafficking organization foundation through a process of literature study, observation, questionnaires and interviews to obtain a design concept. The design of this final project for public service announcement with the title 'The Blink' is expected to be able to describe the impact that occurs if the public lacks knowledge and is ignorant about Morse code used by a victim of human exploitation crimes on social media.*

*Keywords: Morse Code, Alternative Communication, Public Service Announcement, Directing.*