

DIRECTING OF FASHION FILM ABOUT GENDER DISCRIMINATION IN THE WAY WE DRESS

Muhammad Fikri Faqih Allawi

*Visual Communication Design Study Program, Telkom University,
Faculty of Creative Industries.*

ABSTRACT

The cases of gender discrimination in Indonesia are increasing every year, it is increasingly clear that gender discrimination is endemic in Indonesia. In this case, gender discrimination always relates gender identity and expression, such as the way we dress. This has the potential to take root in a rape culture in society that seems to underestimate acts of gender discrimination and the tendency to blame victims such as how to he way the victim dresses. in research phases, the author uses a qualitative method that uses case study data collection methods with social psychological analysis to understand how human behavior and motives deal with problems that arise such as the roots of rape culture in the social environment. Based on this problem, it is necessary to have information media to reduce cases of gender discrimination against the background of the way people dress. The author as a director wants to present this topic in the form of fashion films with the style of narrative fashion films to provide education to the public about rape culture and the objectivity of clothing for survivors of gender discrimination. Clothing has its own story and narrative elements that can include social relationships and phenomena.

Keyword : *Rape culture, Fashion film and directing.*