

***PRODUCTION DESIGNER OF FILM FESYEN ABOUT GENDER
DISCRIMINATION IN THE WAY WE DRESS***

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ABSTRACT

Indonesia is in an emergency of gender-based discrimination which is increasing every year, especially in cases of marginalization, violence, and sexual harassment. The way of clothing has always been the basis for gender discrimination in society, which has led to a rape culture or the mindset of people who still underestimate cases of sexual harassment. Society tends to blame the victim for the way she dresses (blaming the victim) which is considered to be the cause of gender discrimination. This happens because of the lack of public understanding of gender, gender identity, gender diversity and also the lack of community tolerance for freedom of expression in how to dress. 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 Production Designer wants to convey the topic through works in the form of fashion films. In designing this work, the author uses qualitative methods, as well as approaches to analysis of social psychology and aesthetics to understand the relationship between the phenomena studied and the design of production designs. The design of the production design on this fashion film aims to campaign for gender equality and the importance of tolerance to society.

Keyword : Rape Culture, Fashion Film, Production Designer.