

ABSTRACT

During a pandemic, of course, all activities that were normally free to do are now restricted. All the things that used to be done in different places and at different times, are now only done in one place. In terms of preparation for activities, it is indeed shorter, but it is not always productive. All activities can be done simultaneously or what is often called *multitasking*. *Multitasking* during a pandemic and normal circumstances is certainly different. During a pandemic, it is divided into the virtual world and the real world. Not infrequently people do it together, even though it becomes unfocused. Therefore, it is necessary to have a media to convey messages to the public about multitasking, so that people know about its impact and how to respond to it. The research method used is qualitative methods sourced from interviews, observations, and questionnaires which are then processed as a form of designing a film. The results of this study are to educate people around about the impact of *multitasking*. The film produced is in the form of a short film with a fictional genre. To bring this phenomenon into the film, the writer as a production designer visualizes it simply by adjusting the settings, properties, and wardrobe in such a way according to the current state of the covid-19 pandemic. The research was conducted using a cognitive psychology approach to understand how it affects everyone's psyche, as well as what the impact is in daily activities.

Keywords : *Covid-19 Pandemic, Multitasking, Film, Production Designer*