

## **ABSTRACT**

*Aldin Herdhiansyah. 2022. Production Designer of Fiction Films about Bullying against Jamet on Social Media. Thesis. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University*

*Jawa metal or better known as Jamet is a lifestyle that emphasizes an eccentric dressing style. The problem arose with the rise of cyberbullying cases against Jamet on social media. The question arises what is the reason for the bullying of Jamet on social media? The purpose of the study was to determine the impact of bullying on Jamet on social media and then implement it into visual works. The research was conducted using literature study, observation and interview methods. It was found that the Jamets only wanted to channel their freedom of expression on social media but they were bullied because of it, at first, they felt insecure but over time they ignored the bullying. The implementation of this research is in the form of fictional drama films with similar works used as references such as Heavy Trip (2018), A Copy of My Mind (2015) and Crows Zero (2007) so that it is concluded that the appropriate approach used in making works as a production designer is the realistically applied to property and fashion settings.*

*Keywords: Jamet, cyber bullying, fictional drama film, production designer.*