

## TABLE OF CONTENT

<b>VALIDITY SHEET .....</b>	<b>i</b>
<b>DECLARATION SHEET .....</b>	<b>ii</b>
<b>PREFACE .....</b>	<b>iii</b>
<b>ABSTRACT .....</b>	<b>iv</b>
<b>CHAPTER I.....</b>	<b>1</b>
<b>1.1 Background.....</b>	<b>1</b>
<b>1.2 Problem Identification .....</b>	<b>2</b>
<b>1.3 Formulation of the Problem .....</b>	<b>3</b>
<b>1.4 Scope.....</b>	<b>3</b>
1.4.1 What .....	3
1.4.2 Why .....	3
1.4.3 Who.....	3
1.4.4 When .....	3
1.4.5 Where .....	3
1.4.6 How .....	4
<b>1.5 Research Purposes .....</b>	<b>4</b>
1.5.1 For the Writer .....	4
1.5.2 For the Institute .....	4
1.5.3 For the General Public .....	5
<b>1.6 Data Collection Method.....</b>	<b>5</b>
<b>1.7 Research Methodology .....</b>	<b>6</b>
<b>1.7 Framework.....</b>	<b>8</b>
<b>1.9 Writing Systematic.....</b>	<b>9</b>

<b>CHAPTER II</b> .....	<b>10</b>
<b>2.1 Juvenile Delinquency</b> .....	<b>10</b>
<b>2.2 Adolescent Emotional Intelligence</b> .....	<b>11</b>
<b>2.3 Unsafe Driving Behavior</b> .....	<b>11</b>
<b>2.4 Social Campaign</b> .....	<b>11</b>
<b>2.5 Film</b> .....	<b>12</b>
2.5.1 Film Theory.....	12
2.5.2 Film as Communication Media .....	13
<b>2.6 Film Genres</b> .....	<b>13</b>
<b>2.7 Storytelling</b> .....	<b>15</b>
<b>2.8 Process of Film</b> .....	<b>16</b>
2.8.1 Pre-production.....	16
2.8.2 Production .....	18
2.8.3 Post-Production .....	18
<b>2.9 Visual Communication Design</b> .....	<b>22</b>
<b>CHAPTER III</b> .....	<b>23</b>
<b>3.1 Project’s Data</b> .....	<b>23</b>
3.1.1 Project’s Founder .....	23
3.1.2 Project’s Collaborative Partnerships .....	23
<b>3.2 Research Data</b> .....	<b>24</b>
3.2.1 Object Data.....	24
3.2.2 Interview .....	26
3.2.3 Questionnaire Data.....	34
3.2.4 Questionnaire Data Conclusion .....	41

3.2.5 Similar Film .....	41
3.2.6 Matrix Result Analysis.....	50
<b>3.3 Target Audience Data.....</b>	<b>50</b>
<u>A.</u> Demographic:.....	51
B. Geographic:.....	51
C. Psychographic:.....	51
D. Consumer behavior: .....	52
<b>3.4 Conclusion of Chapter 3.....</b>	<b>52</b>
<b>CHAPTER IV.....</b>	<b>54</b>
<b>4.1 Message Concept.....</b>	<b>54</b>
4.1.1 Big Idea .....	54
4.1.2 Message Purpose.....	54
4.1.3 Message Strategy .....	55
<b>4.2 Creative Concept.....</b>	<b>55</b>
<b>4.3 Visual Concept.....</b>	<b>56</b>
4.3.1 Idea.....	56
4.3.2 Color.....	58
4.3.3 Title Design.....	59
<b>4.4 Media Concept.....</b>	<b>60</b>
<b>4.5 Design process .....</b>	<b>62</b>
4.5.1 Pre-Production .....	62
4.5.2 Production .....	109
4.5.3 Post-Production.....	111
4.5.4 Budget Report .....	113

<b>4.6 Design Result .....</b>	<b>116</b>
4.6.1 Film Poster .....	116
4.6.2 Film Screenshots .....	117
4.6.3 Social Media: Character Introduction Concept.....	118
4.6.4 Teaser .....	119
4.6.5 Stickers Concept.....	120
4.6.6 Merchandise Concept.....	121
<b>CHAPTER V .....</b>	<b>122</b>
<b>5.1 Conclusions .....</b>	<b>122</b>
<b>5.2 Suggestions.....</b>	<b>122</b>
<b>BIBLIOGRAPHY .....</b>	<b>124</b>