

## ABSTRACT

Clara Arini Putri, 1604204004, 2024, *Social Awareness Pada Non-Generalized Social Anxiety Disorder* Melalui Karya Fotografi Eksperimental, “Tugas Akhir: Program Studi Seni Rupa Fakultas Industri Kreatif Universitas Telkom”

This final project was motivated by the rise of mental health issues in Indonesia lately, especially for social anxiety disorder. According to data provided by the Indonesia National Adolescent Mental Health Survey, 5.5 percent of teenagers in Indonesia experience mental disorders, with 26.7 percent experiencing social anxiety disorder. Social anxiety disorder is a mental illness where an individual experiences excessive fear of social situations in society due to the fear of being judged or labeled as bad in their performance. It has three types, namely generalized social anxiety disorder, non-generalized social anxiety disorder, and social phobia. The work in this final project will focus on one subtype of non-generalized social anxiety disorder with the title "Break The Wall". The purpose of this work is to visualize non-generalized social anxiety disorder through experimental photography to create social awareness about non-generalized social anxiety disorder. The title "Break The Wall" in experimental photography means to break the wall of non-generalized social anxiety disorder that traps the individual. The experimentation applied in this final project is the use of plastic wrap and tracing paper to depict a thin wall that represents the mental disorder of non-generalized social anxiety disorder and the symptoms it causes in individuals. Scientific journals on non-generalized social anxiety disorder and the search for artists' works that match the desired concept and experimentation as references become a theoretical basis for designing experimental photography works starting from the idea of the work, photo sketches, photography execution and experimentation process, until getting the final result where individual photos depict the feeling of being trapped by plastic wrap and photo frames wrapped using tracing paper to hide the subject of the photo. This experimental photography also applies participatory art for the audience to tear the paper as a representation of social awareness. The result of the final project will visualize non-generalized social anxiety disorder with the hope of raising awareness to the general public about non-generalized social anxiety disorder.

**Keywords:** experimental photography, mental health, social anxiety disorder, non-generalized social anxiety disorder