

ABSTRACT

Deepfake technology in fact still sounds unfamiliar to the ears of the people of Bandung City, especially to people aged 18-24 years. Many people feel that education about deepfakes is not very important. Meanwhile, the spread of deepfake videos globally has developed quite rapidly and raises the potential for crimes, such as the creation of fake news, defamation, and fraud. The purpose of this study is to educate and provide information to the public about deepfakes using qualitative data collection methods involving observation and literature studies and quantitative involving questionnaires. Furthermore, it is analyzed using thematic, descriptive analysis and similar works. The author as the director in the production of this Public service announcement short video, focuses on delivering clear and structured information through expository scripts, namely providing new information and knowledge based on validated data and facts. With the hope, the public can be more vigilant and increase awareness related to this phenomenon. This short video will use a dramatized narrative to attract the attention of the audience without reducing the essence of the information to be conveyed.

Keywords: *Deepfake, Education, Short Video, Public Service Announcement (PSA), Directing*