

ABSTRACT

Sex education is important in human development to understand reproduction and maintain survival. However, this education is often neglected, especially in lower economic circles where it is still considered taboo to talk about. This phenomenon causes children to grow up without adequate knowledge about sex, causing them to seek information from inappropriate sources and triggering risky sexual behavior. Therefore, it is important for parents or prospective parents to provide sex education to their children from an early age. One of the effective ways is through the medium of a short comedy film that is expected to discuss sex education in Indonesia, which is still taboo, to be lighter and not seem patronizing. In this work, the author as a Production Designer is responsible for the artistic and visual layout of the film, using a qualitative method with descriptive analysis and content analysis methods. Descriptive analysis by directly observing the socio-economic situation of people in the middle to lower middle class environment and content analysis to analyze existing works as a reference for making the artistic layout of this comedy genre fiction short film with the theme of sex education for children in Bandung. The analysis aims to create settings, props, and clothing that fit the context of the social and economic realities raised in the story as well as the application of comedy in the artistic and visual layout of the film. In addition, the selection of colors, properties and wardrobe is also the task of production designers, so that stories that are not conveyed through dialogue can be conveyed through the visual language displayed in the film.

Keywords: Sex Education, Comedy Short Film, Production Design.