

ABSTRACT

Air pollution is a global problem that is increasingly being discussed. The quality of clean air that we usually breathe freely is now starting to be polluted, especially due to human activities, such as smoking, burning garbage, using motorized vehicles, and industrial activities that still rely on fossil fuels. If this problem continues to be ignored, humans will face serious threats that can cause various diseases, especially for sensitive groups such as children, the elderly, and individuals with respiratory diseases. Moreover, the capital city of Jakarta is currently included in the top 10 cities contributing to air pollution in the world. In response to this issue, the author created an audio-visual work in the form of an experimental film that aims to illustrate the dangers of air pollution to sensitive groups. Through this work, the author hopes to educate the public about the risks of air pollution and encourage cooperation between the government and the community in an effort to reduce pollution without blaming each other.

Keywords: Air pollution, Sensitive groups, Experimental film