

ABSTRACT

Flexing is the act of show (demonstrating) something one owns to others with the intention of highlighting its superiority or advantage for self-aggrandizement. The phenomenon of flaunting wealth is becoming increasingly prevalent worldwide, including in Indonesia. This phenomenon has been popular in Indonesia for a long time, but in the past, it was mostly done by businesspeople. Now, not only businesspeople flaunt their wealth, but also new groups such as newly rich individuals, celebrities, and internet personalities. The short film project titled "Flexing" tells the story of a young man from a village who has just moved to the capital city for college and seeks validation from his peers in the wrong way. This work is created in the form of a short film to convey a message that can be easily received by both the audience and the examiners.

Keywords: *Flexing, Short Film*