

ABSTRACT

Practice of corruption, such as match fixing in village football competitions, has become a social issue that demands public attention, particularly due to the low public awareness of its dangers and consequences. The fictional short film Salim Sit, which blends drama and comedy, is designed as an alternative medium to deliver an anti-corruption moral message through a communicative and entertaining visual approach. This design utilizes field observation, comparative film analysis, and literature study, supported by thematic and content analysis methods. In the pre-production stage, the Director of Photography conducted location scouting, compiled a shot list and storyboard, and prepared technical equipment. The production stage involved executing the visual concept, including the selection of camera angles, shot sizes, movements, and compositions. The post-production stage focused on visual alignment and coordination with the editor through camera reports. The design results show that a conceptual and contextual cinematographic approach can effectively enhance the story's atmosphere, build emotional engagement with the audience, and convey the moral message. In conclusion, camera work that takes into account both social context and cinematic aesthetics can serve as a powerful visual communication tool to raise awareness of anti-corruption issues in society.

Keywords: Corruption, Cinematographer, Short film, Comedy drama