

ABSTRACT

*Corruption in the form of match fixing frequently occurs in local-level football competitions (tarkam), yet it is often considered normal by the public. The lack of education and media representation regarding this issue fosters a permissive attitude toward such dishonest practices. This design aims to develop a short fiction film titled *Salim Sit* as an educational medium on match-fixing corruption in grassroots football, using a comedy-drama approach and the Ngapak dialect. The methods used include observation, in-depth interviews, and literature review. The visual approaches applied are narrative (Todorov), mise-en-scène (Bordwell & Thompson), and montage (Eisenstein). The design findings show that elements of humor, local language, and expressive visual style are able to bridge the delivery of serious messages in a grounded and communicative way. In conclusion, short films can serve as an influential tool to raise social issues, build public awareness, and educate a wide audience. This work also offers theoretical benefits for the study of socially-driven film directing, as well as practical benefits as a medium of social critique on anti-corruption.*

Keywords: *grassroots football, corruption, short film, directing, comedy drama, match fixing, educational media*