

ABSTRACT

One of the factors contributing to the occurrence of nepotism is the limited availability of job opportunities. Nepotism is one of the most prevalent issues in Indonesia, not only due to the scarcity of employment but also because people are often willing to break the rules for their own personal gain. To address this issue, social control is needed through the implementation of sanctions that can deter rule-breakers. The artwork to be created is a video art piece utilizing hologram effects, which will highlight the theme of 'enforcing' social sanctions against perpetrators of nepotism. The case highlighted is related to the nepotism controversy involving the Vice President of Indonesia, Gibran Rangkabuming.

Keywords: *nepotism, social control, social sanctions, video art*