

ABSTRACT

PRODUCTION OF THE FEATURE PROGRAM "GREEN URBANISM" IN PROMOTING A SUSTAINABLE LIFESTYLE (The Scriptwriter's and Sound Designer's Workflow in the Production of "Green Urbanism")

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The increasing amount of plastic waste, textile waste, and food waste has become a critical environmental issue that threatens the sustainability of urban areas. In response to this problem, the feature program Green Urbanism was produced as an educational medium aimed at raising awareness among millennials and Gen Z about the importance of adopting a sustainable lifestyle. This program consists of three episodes focusing on waste management, using a human-interest approach and factual data, and featuring individuals and communities such as Farid Aulia Rahman, Kampung Perca, and the Foodbank of Indonesia. The writer served as the scriptwriter and sound designer, responsible for conducting research, developing narrative structures, recording voice-overs, and designing audio elements to enhance message delivery. Each episode has a duration of 20 minutes and was produced in HD format for digital distribution. The final result demonstrates that the integration of structured narration, reflective visuals, and empathetic sound design can produce content that is informative, inspiring, and communicative. This program is expected to serve as a relevant and effective reference for environmental campaign media that encourages active youth participation in sustainability efforts.

Keywords: Green Urbanism, feature program, scriptwriter, sound designer, sustainability.

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