

ABSTRACT

DESIGNING A CAMPAIGN USING SHORT MOVIE “SUNYI” AS AN AWARENESS MEDIA ON THE STIGMA OF SCHIZOPHRENIA IN SOCIETY

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Stigma against schizophrenia often leads to sufferers feeling isolated and misunderstood by society. This research aims to reduce the stigma of schizophrenia by designing short films as awareness media equipped with campaign strategies. The research method used is qualitative, with techniques including interviews, observations, and literature studies on schizophrenia and social stigma. The story in the film depicts the struggles of a person with schizophrenia as they try to face the stigma from those around them. This research shows that short films can be an effective tool for conveying messages about the importance of proper understanding of schizophrenia and reducing social stigma. The results indicate that the film "Sunyi" can create a profound emotional impact on the audience, particularly the younger generation, by encouraging them to better understand and reduce the stigma against people with schizophrenia.

Key words: 1st Schizophrenia, 2nd Stigma, 3rd Short Film

References :

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