

ABSTRACT

PUBLIC SERVICE ANNOUNCEMENT AS A MEDIUM TO RAISE AWARENESS OF THE DANGERS OF ONLINE GAMBLING (Educational Video For Resident Around Pamulang Barat Urban Village)

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The development of digital technology has facilitated access to various forms of entertainment, including gambling, which is now widely accessed by the productive age group. Gambling poses not only financial threats but also serious social and psychological risks. Pamulang Barat Urban Village is one of the areas facing this challenge, particularly due to the lack of educational media addressing the negative impacts of gambling practices. This study aims to design and produce Public Service Announcements (PSAs) in audiovisual format as an effective medium of social communication to raise public awareness about the dangers of gambling. The production process—consisting of Pre-Production, Production, and Post-Production stages—resulted in three PSA videos titled “Klik Terakhir Asep”, “Putaran yang Salah”, and “Kemenangan Semu.” Each video presents a different yet complementary narrative in delivering moral, social, and psychological messages. Distribution was carried out through Youtube and the monitor screen at the Pamulang Barat Village Office to reach the public both online and offline. Evaluation results show that the PSAs successfully built empathy, conveyed preventive messages in an emotional manner, and encouraged constructive public discussion. This work is expected to serve as a strategic reference for educational efforts in combating the dangers of gambling both locally and nationally.

Keywords: Public Service Announcement, Gambling, Audiovisual Media, Social Communication, Pamulang Barat.

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