

ABSTRACT

The Barlingmascakeb region (Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen) has a high rate of early marriage above the regional average in Central Java Province. Although there is a slight decrease in cases in some areas, the overall trend shows a significant increase. The decrease did not reach the lowest rate in Central Java Province. Banjarnegara district has the highest cases of early marriage, followed by Purbalingga, Cilacap, Banyumas and Kebumen. Mental and financial readiness is very important in entering marriage, regardless of age. The design of this short film is intended as a medium for educating the public, especially teenagers, so that they can avoid early marriage. And in this short film also seeks to raise the issue of mental readiness of couples when facing marriage. This research applies qualitative methods and data collection through interviews and literature studies. Based on the research conducted, mental unpreparedness is one of the factors causing failure in marriage. Therefore, the design of this short film seeks to raise this factor which is then used as the main narrative in the design of this short film. This research is expected to have an impact as one of the media to educate the public about the adverse effects of an unplanned marriage.

Keywords: *Short Film, Campaign, Early Marriage, Teenagers*