

Abstract

Sexual violence is something that has recently become a topic of conversation in society. However, in this case there has been no specific treatment regarding education for prevention. The community also does not understand how they can prevent this case. For this reason, a media was created that aims to provide education on preventing sexual violence through Public Service Advertisements. In this case, digital imaging is a type of sexual violence which is the topic of discussion. This Public Service Announcement is intended so that the public can take steps to prevent the issue of the Misuse of Digital Imaging for sexual violence. The existence of this Public Service Announcement also aims to help victims to get their freedom back. This ad is designed for teenagers who need to understand the issue. Therefore, this public service announcement video needs to be designed so that people can take precautions against the misuse of digital imaging for sexual violence. The method used in this public service advertisement video uses the expository method, narration in the form of text and sound aims to convey the message contained in the video. The production of this video uses an experimental concept, by showing the facial expressions of the actors to show the feelings of the actors. Masturgraphy is the title used in this video, which means masturbation and graphics. The main work of this design is in the form of a public service advertisement video, with supporting media such as Teasers, Posters, Trailers, Instagram Posts, and Xbanners. The results of this public service advertisement video will be published in the women's and children's protection service as an educational medium for handling cases of sexual violence.

Keywords: Sexual Violence, Digital Imaging, Public Service Advertisements.