

ABSTRACT

In psychology, the recovery process after loss is called Melancholy, which is a response to loss when one cannot move on and continues to lament and experience internal pain. Some people use distractions such as visual media, such as video clips, to help. The design used qualitative research method using SWOT as the data analysis method. The video clip is intended to be a supporting or alternative media for someone undergoing the 5 stages of grief. Video clips were chosen as the main campaign media to be uploaded on social media because it is easily accessible and its average users are teenagers. By creating this video clip design, it is hoped that it will help teenagers undergoing the 5 stages of grief to overcome their difficult times. As a complement to the main media, the researcher also created supporting media such as posters, teasers, T-shirt merchandise, press releases, as well as content on Instagram feed and stories. This video clip design uses the conceptual narrative clip concept. This design results in an effective video as a campaign media for teenagers in the post-loss phase.

Keyword: Video Clip, Campaign, Mental

