



Universitas Mercu BuanaFakultas Ilmu

Komunikasi *Public Relations*

Nama : Mahardika Dwi Saputra
NIM : 44217310004
Judul : Peran Art Design Dalam Perancangan Iklan Layanan Masyarakat “Ayo Cukup 5 Menit, Berjemur Itu Asik”
Bibliography : 2 Buku + 8 Jurnal +2 Website

ABSTRAK

Pembuatan iklan layanan masyarakat merupakan sesuatu yang dilakukan peneliti untuk membantu memberikan edukasi tentang pentingnya berjemur tidak hanya Ketika pandemi Covid-19 ini, namun juga setelahnya diharapkan dapat menjadi kegiatan rutin setiap harinya. Seorang Art Design yang bekerja setelah proses scriptwriter. Pembuatan iklan layanan masyarakat “Ayo Cukup 5 Menit, Berjemur Itu Asik” ini diharapkan dapat menyampaikan sebuah pesan bahwa masyarakat bisa sadar bahwa berjemur itu penting juga untuk dilakukan.

Penelitian ini lebih memfokuskan kepada bagian Art Design, bagaimana seorang Art Design mampu membuat sebuah karya berupa video yang kemudian divisualisasikan sehingga dapat dinikmati oleh khalayak umum.

Iklan layanan masyarakat “Ayo Cukup 5 Menit, Berjemur Itu Asik” ini menceritakan tentang bagaimana masyarakat melakukan kegiatan berjemur mulai dari kalangan ibu rumah tangga, mahasiswa, karyawan kantor, dan juga tenaga medis rumah sakit. Dengan melakukan beberapa peregangan diharapkan kegiatan berjemur dapat memberikan manfaat berupa peningkatan imunitas tubuh dan juga mendapatkan vitamin D yang baik untuk kulit dan tubuh manusia.

Berdasarkan penelitian dan proses pembuatan skripsi aplikatif film pendek yang dilakukan dapat disimpulkan bahwa : (1) Dalam proses pembuatan iklan layanan masyarakat “Ayo Cukup 5 Menit, Berjemur Itu Asik”, proses pembuatan iklan layanan masyarakat melalui tahapan-tahapan yang berupa mulai dari tahap pra produksi, produksi, hingga pasca produksi, Penulis dalam peran Art Design bertugas untuk memvisualisasikan konsep pikiran dari Produser, serta menyampaikan pesan yang diubah menjadi alur cerita yang dibuat oleh scriptwriter kemudian diubah lagi pesanya berupa Audio Visual sehingga pesan yang terkandung dapat diterima dengan mudah oleh masyarakat (2) iklan layanan masyarakat “Ayo Cukup 5 Menit, Berjemur Itu Asik” membantu peneliti dalam menambah kemampuan tehnik editing, serta menyampaikan pesan melalui komunikasi verbal dan non verbal lewat tipografi, warna dan musik yang dibuat di iklan layanan masyarakat dengan genre non drama musikal.

Kata kunci: Iklan Layanan Masyarakat, Berjemur, Covid-19, Art Design

Name : Mahardika Dwi Saputra
NIM : 44217310004
Title : **The Role of the Art Design in the Design of Public Service Ads “Let's just take 5 minutes, sunbathing is fun”**
Bibliography : **2 Books + 8 Journal's +2 Website's**

ABSTRACT

Making public service advertisements is something that researchers do to help provide education about the importance of sunbathing not only during the Covid-19 pandemic, but also after that, it is hoped that it can become a routine activity every day. An Art Designer who works after the scriptwriter process. The making of a public service advertisement "Let's just take 5 minutes, sunbathing is fun" is expected to convey a message that people can realize that sunbathing is also important to do.

This research focuses more on the Art Design section, how an Art Designer is able to create a work in the form of a video which is then visualized so that it can be enjoyed by the general public.

This public service advertisement “Let's just have 5 minutes, sunbathing is fun” tells about how people carry out sunbathing activities, starting from housewives, students, office employees, and also hospital medical personnel. By doing some stretching, it is hoped that sunbathing activities can provide benefits in the form of increasing body immunity and also getting vitamin D which is good for the skin and human body.

Based on the research and the process of making an applicative short film, it can be concluded that: (1) In the process of making a public service advertisement "Come on, it's just 5 minutes, sunbathing is fun", the process of making public service advertisements goes through stages starting from the pre-service stage. production, production, to post-production, the writer in the role of Art Design is tasked with visualizing the concept of the Producer's mind, as well as conveying the message that is converted into a storyline created by the scriptwriter and then changing the message in the form of Audio Visual so that the message contained can be easily received by the scriptwriter. community (2) public service advertisements "Come on, it's enough for 5 minutes, sunbathing is fun" helps researchers in increasing their editing technical skills, as well as conveying messages through verbal and non-verbal communication through typography, color and music made in public service advertisements with non-drama genres musical.

Keywords: *Public Service Advertisement, Sunbathing, Covid-19, Art Design*