

ABSTRACT

Child abuse in the household by parents is a serious problem but is considered to be common in the family. In fact, the number of cases of violence against children in the household is still rising every year. This problem is caused by several factors, one of which is due to the lack of parents' knowledge of the adverse effects of violence that they do on their children. The purpose of this study is to inform the public about the effect of violence on children in the family on psychological children so that parents no longer commit violence on their children. This study uses a qualitative method with a psychological approach to child and adolescent development to see the psychological impact of violence on children who are victims of family violence in the city of Bandung. Then, it will be applied in public service announcements that are used to inform the public about the adverse effects of violence on children. In this design the camera stylist will focus on choosing the type of shot, camera angle, and camera angle that fits using the dramatic concept. The concept was chosen to arouse the emotions of the audience so that messages can be conveyed more easily. From this study it can be concluded that child abuse negatively affects children's psychological future.

Keywords: child violence, psychological children and director of photography.