

ABSTRACT

M. Zulfian Basyarahil, 1604181027, 2022, *Visualization of Behavioral Sink Theory in Social Class Conflict Through Digital Painting*

“Final Project: Creative Arts Study Program, Faculty of Creative Industries, Telkom University”

John B. Calhoun responded to the writings by Thomas Malthus on the population principle by creating an experiment known as Mouse Utopia or Universe 25. Experiments using this mouse population began with conflicts between groups of mice that ended up producing a term called "Behavioral Sink" by the researchers as a result of high population density and becoming a model for the collapse of society. There is a correlation between groups of rats and human social life, especially in the social class hierarchy so that the possibility of the same occurrence becomes the main concept of the author's work. Starting with the decline in the human population from the many conflicts that occur between the upper and lower classes. However, humans as a more evolved species, have intelligence and reason are expected to overcome this. It aims to increase awareness of inequality and injustice that occurs in society and reduce the possibility of "Behavioral Sink". The author makes a series of digital paintings in the form of five illustrations that have visuals made based on the character archetypes that appear in Calhoun's experiment which illustrates the problems that arise in the social hierarchy of society. This Final Project can be further developed in the presentation of the work by using digital media such as adding sound, interactive art, or animation, which are advantages that traditional media do not have.

Keywords : Behavioral Sink, Community Population, Social Class Conflict, Digital Painting.