

ABSTRACT

Jamet is a lifestyle that looks like emo and metal. The Jamet phenomenon began to go viral due to people dancing on the Tiktok application. At first the word Jamet was included as a slang word, but due to globalization and acculturation this word has changed its meaning into a word of ridicule, causing bullying on social media. One of the factors that cause bullying on social media is because their appearance does not match their appearance and the lack of interesting information media. This final project aims to design information media in the form of the fictional film "Hingar Bingar Metropolit" related to Jamet. As a camera stylist, the designer conducts research using qualitative methods and uses an aesthetic approach to analyze similar works. The results of the data analysis will produce several hypotheses about the impact of Jamet's bullying on social media. This film is expected to be a medium of information that can provide an in-depth understanding of Jamet.

Keywords : Jamet, Lifestyle, Gap, Fiction Film, Director Of Photography.