

ABSTRACT

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DESIGNING AUGMENTED REALITY PHOTOGRAPHIC WORKS ABOUT SENSE OF SOCIAL ISOLATION

Humans are said to be social beings, creatures that could not escape the influence of other humans. In this grouped life, of course, there are moments of happiness that alternate with sadness, but many individuals find it difficult or even unable to get through the continuous sadness of isolation and pressure which can gradually become a bigger problem, namely depression.

Seeing this problem, Benny Prawira Siauw founded an organization called Into The Light, an educational organization that operates face-to-face with talk show and seminars, but in connection with the PSBB regulations, all Into The Light educational materials have to be disseminated through written articles, making this an imprecise method.

Therefore, a conceptual photography project will be made regarding feelings of social isolation for Into The Light organization. The presentation of the work will be designed virtually in the form of Augmented Reality (AR), which can be accessed online so that the observer's experience is more personal and interactive. The design is aimed especially at adolescents in the city of JABODETABEK in the age ranging 18 - 22 years old. It is expected that adolescents can understand feelings of social isolation, identify the tell tale signs of someone who is isolating themselves and will not hesitate to help others who are experiencing it. Data collection methods that will be used are interviews, questionnaires, and literature study.

Keywords: Design, AR, Photography, Social Isolation