

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 CONCLUSION**

The vertical short film 404 Human Not Found was designed as a response to the phenomenon of the loss of human identity among young people aged 19–22 in the digital era. This design focuses on how visual language elements and narrative structures in vertical short films can be used to represent the identity crisis of the young generation influenced by the dominance of social media and digital interactions.

Through a 9:16 vertical cinematography approach, the film's visual construction is designed to create an intimate, personal, and close experience to the younger generation's media consumption patterns. The use of vertical framing, narrow spaces, dense visual compositions, atmospheric lighting, and a fast editing rhythm are used to depict the psychological condition of characters experiencing social alienation and the loss of authentic identity due to dependence on digital validation. Furthermore, the use of *mise-en-scène*, blocking, and vertical camera exploration also strengthen the visual representation of social pressure and false connectedness in the digital space.

From a narrative perspective, the film's storytelling structure is designed using a three-act structure approach to gradually build the characters' emotional development. The conflicts that arise stem not only from the social environment but also from the characters' relationships with the digital identities they construct themselves. The vertical format was chosen not only as a form of adaptation to digital distribution media but also as part of a visual strategy to make the viewing experience feel closer to the daily lives of audiences accustomed to accessing content via smartphones and social media. Thus, the vertical format is able to strengthen the delivery of a reflective message regarding the identity crisis of the younger generation in the digital era.

Based on the overall design process, it can be concluded that the vertical short film has the potential to be an effective visual communication medium in conveying contemporary social issues, particularly regarding digital alienation and the loss of human identity among the younger generation. This design is expected to not only be an audiovisual work, but also be able to build a reflective awareness for the audience about the importance of maintaining authentic social relationships amidst the dominance of digital life.

## **5.2 Suggestion**

The Visual Communication Design Study Program is expected to continue to develop learning that is adaptive to the development of digital media and the visual consumption patterns of the younger generation, especially in the study of vertical cinematography, digital storytelling, social media, and digital-based audiovisuals. mobile platforms as part of the academic and practicum materials. Furthermore, the study program is expected to encourage students to focus not only on visual aesthetics but also on the ability to create works that have social relevance and reflective value. Supervisors are expected to continue to provide critical and objective guidance on the design process of students' works, particularly in connecting conceptual, visual, and academic aspects, so that the mentoring process is not only oriented towards the final result, but also on the depth of research and the strength of the design argument.

Through this work, readers are expected to understand that the development of digital technology and social media not only brings ease of communication, but also influences the way individuals form identities and build social relationships. Therefore, readers are expected to be more critical and reflective about the use of social media in everyday life, and more aware of the importance of maintaining authentic social relationships amidst the dominance of digital interactions. For the author himself, the process of designing the short film 404 Human Not Found is a lesson that creating audiovisual works requires not only technical skills, but also in-depth research, conceptual consistency, and the ability to critically understand social phenomena. Thus, the author hopes to continue developing skills in the fields of visual storytelling, cinematography, and broadening perspectives on social and cultural issues in order to be able to produce works that are not only visually appealing, but also have meaning and relevant impact on society.