ABSTRACT

Nowadays, there are a lot of click bait on social media and that purpose is to raise the people’s attention, using misleading headlines to increase “like” and “share”. This is a big problem when the audience does not have media literacy and they believe any contents on social media. Misleading contents make people lack understanding and increases bias violence. This project’s objectives try to reflect the misleading news in social media, raise up the problem of misleading headline news and lift the media literacy of the audience on social media.

This promotional design comes up with the concept: “Beware of the Post-Truth Era” to reflect an activity of people when using social media. From the research it is the Post-Truth era because there are plenty of fake news on social media. There are official media and alternative media that can produce online news and contents. People receive the online news and they do not notice that it could be a commercial sometimes. These days, anyone can be a content creator, giving their opinion or emotion but not facts. Many online media are not professionals and they would like to make a ‘click bait’ content to gain rating ‘like and share’ without any responsibility to the society.

This Art Thesis project would like to encourage people to have media literacy. There are three main easy ways by which people can check the fake news on their own. Firstly, they should have a question to check the source of information. Secondly, they should find some other sources to compare the information and analyze it. Thirdly, they have to check where the media come from and see how reliable is that news. In addition, people have to stop following fake media.

The execution of the design creates the collage poster series, show people’s activity in online media. From the research, it can be categorized into 6 issues;

- They can do everything for number rating of Like and View.
- Anyone can be the media that is not professional.
- The most favorite are kind of bad and about other’s bad story.
- Online hunt witch is popular punishment.
- They are gullible everything on social media.
- Everything on social media are publications.

On the poster design series use the surrealism technique, which combine some parts of normal daily life object mixed with unusual situation and environment. It reflects people’s behavior when they use social media, give and receive the online contents.

The project results expect to increase people’s consciousness and awareness when they use the online media. People can understand that the online media have good and bad intentions. The audience should consider how to receive the news and contents from social media and that has rapid sharing and large impacts to the society.