



**Raising Awareness About Racism Issues Experienced by Eastern
Indonesian Society Through Comedy Talkshow Videos**

By

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TURNITIN PLAGIARISM RESULT

Raising Awareness About Racism Issues Experienced by Eastern Indonesian Society Through Comedy Talkshow Videos

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ABSTRACT

This work is presented in the form of a video to raise or increase public awareness about the dangers of racism, which is often experienced by Eastern Indonesian communities due to the negative stigma attached to them. Another purpose of creating this video is to shift perspectives and remind the public about the negative impacts of social issues that arise as a result of racism. Elements of comedy accompany this educational video to make the delivery of information easier and more engaging, with the hope that viewers will not get bored with the content being presented. Additionally, the video uses comedic editing techniques that are currently trending in the YouTube industry to maximize the comedic moments created, mainly due to the involvement of a stand-up comedian from Eastern Indonesia featured in the video. The new concept in this research is to highlight a topic that has received minimal discussion in online media by involving a figure who has personally experienced racism and has fought against it through achievements in the field of comedy. This approach allows him to share his perspective on the real impacts of racism, particularly on the Eastern Indonesian community he grew up in, providing a more personal and authentic narrative.

Keywords: *Video Editing, Racism, Campaign, Talk show, Comedy*

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