ABSTRACT

Power Harassment Prevention Campaign at School with Attending and Empathy

Method

Harassment has become commonplace in schools, as many as 40% of students aged

13-15 years (Junior High School) have committed violence in school and this is

very worrying. One of the main factors is bad school environment and individual

teenagers who have impulsive character and feel independent, it will lead to deviant

behavior if it's uncontrolled, many efforts made by national and world

organizations but similar events in schools is still happening in Indonesia due to

lack of awareness empathy from students, based on that problem, the authors plan

to make the "Power Harassment Prevention Campaigns at School with Attending

and Empathy Method". The authors begin by collecting primary and secondary data

through observation, interviews and literature studies to find campaign messages,

and perform matrix analysis with similar campaigns; the result is that the authors

found the campaign message "Eksis Gak Egois" with a strategy of build a media

ambient in a school called "How Exist You Are?, and doing Facet analysis to

determine the right media, this campaign aims to educate and awaken the danger of

school violence to students, is expected to be a solution and generate empathy

among students in order to reduce Power Harassment at school.

Keyword: Social Campaign, Physical Violence, Empathy, School Students

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