

ABSTRACT

Bullying is one of the social issues that is still a concern in various circles, ranging from school environments, campuses, to the wider community. The negative impact of bullying can be in the form of physical, verbal, even online can cause deep wounds for victims who are not mentally strong. This study aims to describe the reality of bullying victims through photography as a form of delivering strong and emotional visual messages. This work uses a conceptual photography approach that aims to create a visual narrative that can touch the emotions of art lovers and increase public awareness of the dangers of bullying. The methods used include personal experiences, and exploration of visual ideas to produce meaningful photographic works. This work is expected to create a photographic work that can provoke empathy, reflection, and social awareness. This photographic work is also expected to contribute to preventing verbal bullying through visual education and effective message delivery to the wider community.