

ABSTRAK

Social media is basically used to share interesting things with our relatives. Starting from thought / status, photos, video, to information. Many different kinds of interesting things that can be used as an inspirational source contained therein. However, adolescents who tend to be unstable, can not control its use. Acting and acting recklessly in social media without them realizing that it can bring harm to others and also to themselves. The lack of internet use in adults in Indonesia has led to a lack of monitoring and information provided to teenagers in using the internet. Cyber bullying is one of a number of problems arising from the side effects of internet and social media. Some cases of the incident had happened to the teenagers in high school Bandung. Surely we do not want the same thing repeated again in the future teenagers of the nation in the future. Therefore it is necessary for a social campaign that is able to inform and educate adolescents about the understanding of cyberbullying and how to behave well in cyberspace. Segmentation of this social campaign aimed at adolescents SMAN 10 Bandung. Selection of segmentation is due to the case of bullying in schools that precisely started from cyber bullying. Methods for collecting valid data in designing this social campaign through questionnaires to adolescents SMAN 10 Bandung and by through interviews to experts as resource persons, as well as literature studies. This design uses AIDA analysis (attention, interest, desire, and action) as the right solution to design a social campaign. The media used will go through several stages, first the poster and other supporting media as attention, Zine as interest, and social media network Instagram as desire, which finally makes action on teenagers to stop cyber bullying. The purpose of this social campaign to inform and educate cyber bullying to today's teenagers in order to be wise in socializing through the virtual world and berimbas good in the real world

Key Words: Social Media, Cyberbullying, Social Campaign, Use Wisely.