

ABSTRACT

SOCIAL CAMPAIGN DESIGN TO PREVENT VIOLENCE AMONG STUDENTS IN BANDUNG CITY

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The phenomenon of violence at the students in Indonesia has reached the serious stage, violence cases among students are increasing every year. In the last three years, violence cases among students tend to increased In Bandung. Therefore, it needs a social campaign to reduce violence among students especially for junior high school, which aims to reduce and prevent violence among students in Bandung city. The methods that used to collecting data are observation, collecting data, questionnaire, interview, and literature study, then analysed. The result is a social campaign design to reduce and prevent acts of violence that can be accepted by the junior high school students in Bandung city. Persuade the students to give more attention to the environment, reduce and prevent acts of violence that happened to friends of the same age, elders, and youngers.

keywords : Social campaign, Violence