

## **ABSTRACT**

Verbal abuse is non-physical violence that is violence through words or verbal and attacks the psychic and human feelings. Verbal abuse is done is very harmful to the human mental, especially if verbal violence is directed to children who are underage and in the mental formation. It is very dangerous to use verbal violence to educate children the age of play that is the range of 1-6 years "golden age".

Indonesia is currently very concerned about cases of violence, let alone cases of violence against children. Already a trend and an ongoing case, from physical violence, verbal abuse, to sexual abuse of minors. The irony of violence committed against the child is done by the person closest to the child, ie family, teachers, friends, and the environment. This of course is very bad for the child's mental impact. Especially if the violence is perpetuated to the child. Verbal abuse is usually not visible and visible to the eye, but can damage the child several years ahead. Verbal abuse received by a child can lead to deeper wounds to the feelings and lives of children beyond rape. The psychological impact of verbal violence on children is certainly not small, can result in continuous and sustained in the offspring of children who often receive verbal violence.

Many parents are unaware of and consume a natural upbringing that uses verbal abuse against children. Not knowing the very serious impact of verbal abuse on the child, the authors therefore raised the "Design of Social Behavior Campaigns for Children Without Verbal Abuses" aimed at raising awareness of the community's impact on the dangers of child verbal abuse.

From the results of the analysis conducted, the authors make the main media is TV-Commercial in the delivery of messages to the target audience aided by supporting media such as posters and some other print media.

Keyword : Campaign, Verbal Abuse