

## *ABSTRACT*

### *CAMPAIGN DESIGN TO PREVENT OF SOCIAL RELATION BULLYING IN STUDENTS*

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*As a student already should have a good social relationship relationships between students with other students without discriminating ethnic, social background, culture, and religion. A good treatment and interaction with friends makes the relationship of social relationships will be more harmonious. The case of the social relation of bullying often occurs among students due to the existence of a difference between a child with other children. Jakarta city become one of the regions with the largest level of bullying cases, many children who are experiencing depression due to being a victim and also still many teachers who viewed his protégé kid doing the bullying to the other students. Prevention of bullying with peer counseling methods provide insight into establishing a good relationship. The goal is to make a creative strategy and determine the media in campaigning by using qualitative methods and data collection in the study of librarianship, observation, interviews. Media used in the campaign shaped event training peer counseling so that students can have the attitude of empathy to help other students who have trouble interacting socially.*

*Keywords : Social Relation Bullying, Empathy, Student.*