

## ABSTRACT

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The school environment is a place for children to socialize and forge knowledge formally. However there are lot of family who unable to apply a good childcare pattern and that causes children fail to grasp the values of family. Besides the lack of learning media on bullying prevention is also one of the factors that cause the bullying attitude always hit the children environment. Many children vent out it by bullying to their peers. Seeing these conditions then the nature of diversity will gradually disappear from the children. Therefore the author wants to make educational media design that prevents children to bullying their friends. Educational media can be one of the learning methods to implement tolerance for the better. The method that have been used is qualitative method with case study analysis and observation, interview, and analysis for conception in design. The end result of this design is expected to educate the perpetrators about the danger of bullying the child and prevent it.

Key Words: Motion Graphic, Children, Bullying, Media, Nurture