

ABSTRACT

Power Harassment Prevention Campaign at School with Attending and Empathy Method

Harassment has become commonplace in schools, as many as 40% of students aged 13-15 years (Junior High School) have committed violence in school and this is very worrying. One of the main factors is bad school environment and individual teenagers who have impulsive character and feel independent, it will lead to deviant behavior if it's uncontrolled, many efforts made by national and world organizations but similar events in schools is still happening in Indonesia due to lack of awareness empathy from students, based on that problem, the authors plan to make the " Power Harassment Prevention Campaigns at School with Attending and Empathy Method". The authors begin by collecting primary and secondary data through observation, interviews and literature studies to find campaign messages, and perform matrix analysis with similar campaigns; the result is that the authors found the campaign message "Eksis Gak Egois" with a strategy of build a media ambient in a school called "How Exist You Are? , and doing Facet analysis to determine the right media, this campaign aims to educate and awaken the danger of school violence to students, is expected to be a solution and generate empathy among students in order to reduce Power Harassment at school.

Keyword: Social Campaign, Physical Violence, Empathy, School Students