

ABSTRACT

Violence is an act done physically or verbal that attacks someone's liberty or dignity. Physical violence will cause pain and scars such as bruising, bleeding and fractures. While verbal violence will attack a person's psyche that will affect the emotional condition of the victim, either in a short time or until a lifetime. Verbal abuse victims require more complicated healing times, although they do not look as obvious as victims of physical violence. One of the most common violence in daily life is gender-based violence that more often attacks women. An example of violence against women is dating. Nowadays, the majority of teenagers already know about relationship and love from young age. They also do not hesitate to show their relationship with their partners in a public place. But unknowingly many teenagers also suffer in the relationship. The desire to have more control is usually a factor in dating violence. Therefore, it is necessary to design a campaign on dating violence and how to handle and prevent it that is addressed to the millennial generation. To know the strategy of campaign and media appropriately, qualitative method is used by collecting data of combination that is focus group discussion, interview and literature study. Theories used include campaign theory, DKV theory, advertising theory, communication theory and feminism theory. The result of this campaign design is a Mobile App and several other media. As a Dove CSR activity by taking DP3AKB Prov. Jabar to the field, the "Love Shouldn't Hurt" campaign aims to provide information on dating violence as well as provide online counseling solutions to ensure that KDP cases do not increase.

Keywords: Campaign, Women, Dating, Applications.