

## **ABSTRACT**

Bullying is an unpleasant act from the perpetrator towards the victim and occurs repeatedly over time. The perpetrators of bullying will carry out aggressive nature with the intention to hurt, both physically and emotionally that can endanger the victim. The Indonesian Child Protection Commission (KPAI) states that from 2011 to 2016 there were 253 cases of bullying consisting of 122 children as victims and 131 children as perpetrators. (Sucipto, 2012) states that there are other impacts of bullying that are less visible but have long-term effects, namely decreased psychological well-being (Psychological well-Being) and poor social adjustment. Victims of bullying will initially feel a lot of negative emotions such as anger, upset, fear, shame, sadness, revenge, distress, discomfort, and threatened but they are powerless to deal with it. If left for a long time, these emotions can lead to feelings of inferiority and consider themselves worthless. Therefore, the method of self-love is important to apply to victims of bullying so that they do not sink into the experience and can rise up to become a better person. The method used is quantitative qualitative using the method of collecting data on literature studies, interviews, questionnaires, and analysis used is a matrix comparison. Then the purpose of this study is to provide media information and motivation to love yourself to victims of bullying.

**Keywords:** Bullying, self-esteem, self-love