

ABSTRACT

Child sexual violence is an act in the form of threats (speech) and coercion (actions) committed by adults to dominate minors to engage in unwanted sexual activities. People closest to the victim often become perpetrators of child sexual violence. These events have a negative impact on the physical and psychological child. These facts prove that sex education is needed to protect themselves from unwanted sexual violence. Unfortunately in Indonesia, people still consider sex educationis taboo. In the end, children are left to find out by themselves until they become teenagers because parents are uncomfortable talking about sex education. SWOT and matrix analysis are the chosen analytical methods in the design of this thesis. While the mixed method is the data collection method used. The theory used is the theory of visual communication design science and is assisted by child psychology theory. The design of this final project is expected to produce educational media about the prevention of sexual violence in children aged 9-12 years. With the existence of educational media about avoiding child sexual violence it is hoped that children will be able to protect themselves from sexual violence.

Keywords : Sex Education, Child, Education media