ABSTRACT

Cases of crime against children are increasingly common, making parents always have to be vigilant. Cases of sexual exploitation occur because children are still vulnerable and easy to trust. In the case of sexual crimes against children, there is a new term, namely grooming. However, there is still very little information media that contains an understanding of this. From this, the research was conducted to design information media about child grooming or persuasion for sexual purposes. The method used in this research is qualitative, namely, interviews with related institutions, literature studies and observations of similar works. The purpose of this study is to create information media to increase knowledge about child grooming, as a step to prevent child exploitation.

Keywords: Information, Exploitation, Children, Grooming