

ABSTRACT

Sexual violence is a form of violence that can happen to anyone and anywhere. As the efforts of the Ministry of Women's Empowerment and Child Protection in dealing with violence against adolescents in the form of special programs for the protection of children and women. According to SIMFONI-PPA's data, the highest indication of violence in Banten province is within the city of Tangerang with sexual violence as the highest score, the highest victims are teenagers aged 13-17 years and are equivalent to high school education. Grooming is an objective attempt by a person to build a relationship, trust, and emotional connection with a child or youth so that they can then manipulate, exploit, and abuse them. Child-grooming violence is a violence that continues to increase in the city of Tangerang as the perpetrators are a group of people who are close to the adolescent environment. One of the significant factors in the process of child-grooming is how perpetrators target children with poor self-concept and do not have support in their environment. As for educational efforts to prevent this, such as similar campaigns provided by Kemenppa programs, they have not been able to convey the message as a whole for youth. Given this phenomenon, the authors conducted research using a qualitative methodology, using AOI and AISAS methods in an effort to design social campaigns with social advertising and visual media communication strategies for youth aged 14-17 in Tangerang City in the form of social support group campaigns with the concept of delivering peer-to-peer messages among adolescents about child-grooming awareness in Tangerang City in order to achieve prevention of child-grooming in adolescents.

Keywords: child-grooming, qualitative, social campaign, Tangerang City Child Forum, youth.