

ABSTRACT

The rising cases of child sexual violence is at an alarming state. Child Sexual Abuse is an issue with numerous negative consequences. Reproductive health and sexuality education which was developed from early sex education needs to be taught to children as a stronghold for efforts to prevent violence against children. One way to prevent sexual violence on children is to teach them the 'underwear rules'. It was introduced by NSPCC, a UK children's charity, as part of its campaign to prevent child sexual abuse. The Underwear Rules is a straightforward and successful approach for educating children about body safety. In Indonesia specifically it is still very rare to find an media about the underwear rule because of the thick cultural and religious norms that makes it taboo, it is even more scarce to find an interactive and fun media that teaches and inform the children about the underwear rules. Therefore, the paper is written to summarize the process of designing an interactive media by using various methods to collect data such as questionnaire, observation, interview, and literature study. The data will eventually be analysed using SWOT and Matrix analysis. These will serve as a basis to create an interactive information media to inform children especially kindergarten students in Bandung about the underwear rules in order to prevent sexual violence experienced by children.

Keywords: body rules on children, kindergarten, illustration book.