

ABSTRACT

THE DESIGN OF BOARD GAME AS AN ANTI-BULLYING MEDIA CAMPAIGN FOR CHILDREN AGED 9-12 YEARS OLD

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Cases of bullying in educational institutions has high number every year. This was also confirmed by Ms. Novriza, the grade IV homeroom teacher at SDN 119 Cijagra, stating that there were at least 3 reports of bullying cases every month. In this context, the use of educational toys becomes an effective solution as a media for promoting anti-bullying to children aged 9-12 years old. Board game in its playing activities involves the process of experimental learning, playing with challenges and action, and engaging children's social-emotional abilities towards their environment. Consequently, children aged 9-12 years old can more effectively absorb values through educational toys. The research aims to design educational toys as a media for anti-bullying campaigns that support the social-emotional development of children aged 9-12 years old through the application of the concept of board games. This research is conducted using a qualitative method with a case study approach and ADDIE (Analyze, Design, Development, Implement, and Evaluate) as a design method. Data collection techniques used in this research includes observation, interviews, documentation, questionnaires, and literature, with data processing technique using an inductive model approach. The feasibility of the design results will be validated through pretest and posttest methods by experts, including content experts, product design experts, child psychologists, and filed testing. Through this design research, it is hoped that an effective and enjoyable campaign media can be created for children aged 9-12 years old.

Key word: *Children aged 9-12 years old, bullying, board game, media of campaign, social-emotional*