

ABSTRACT

Verbal sexual harassment remains an often overlooked issue within university environments, including at Telkom University Purwokerto. The lack of reports from victims, fear of negative stigma, and insufficient socialization efforts from the campus contribute to the low awareness of the seriousness of this problem. This study aims to design a public service announcement video titled Silent Pain as a campaign medium to prevent verbal sexual harassment within the academic community. The research employs a qualitative approach through interviews, questionnaire distribution, and documentation. The design utilizes a subjective camera technique and vertical video format to enhance audience empathy by placing them in the victim's point of view. The video, with a duration of 2 minutes and 31 seconds, is intended to serve as an educational medium to raise awareness among the academic community about the impact of verbal sexual harassment and to encourage the campus society to be more attentive and responsive to this issue.

Keywords: *Campaign Video, Public Service Announcement, Verbal Sexual Harassment.*