

ABSTRACT

Bullying cases still frequently occur despite the efforts of various stakeholders through socialization and preventive actions. In the educational environment, especially at the elementary school level, bullying remains an issue that raises public concern. Given the importance of child protection in schools, it is essential to instill a sense of self-confidence in children so they are able to defend themselves or report bullying acts they witness or experience. This study aims to design an educational medium that can help elementary school students build self-confidence in facing and preventing bullying. A qualitative method was used with a Visual Communication Design scientific approach. Data collection included school environment observation, interviews with students and teachers, and literature studies from journals and scholarly articles. The collected data served as the foundation for developing messages, storylines, characters, and visual styles appropriate for children's age. The result of this research is an educational comic designed as an engaging learning medium that encourages students to speak up and understand the steps they can take when encountering bullying.

Keywords: *bullying, self-confidence, elementary school students, educational comic.*