

ABSTRAK

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Desain Kampanye You Are Not Alone (YANA)

Kurangnya penanggulangan Bullying di masyarakat belum terpenuhi, dan banyak juga masyarakat yang belum tahu apa bahayanya Bullying untuk anak-anak kita. Sementara itu, mereka cukup banyak masyarakat yang ingin membantu, mengedukasi, dan juga memberi pertolongan untuk para korban Bullying yang mengalami mental illness.

Halo Konselor mempunyai program utk membantu korban bullying dan memerlukan simulasi perancangannya. Perancangan ini bertujuan membantu teman-teman yang menjadi korban Bullying terutama yang mengalami mental illness. Metode perancangan dimulai dari tahap identifikasi masalah, menentukan tujuan perancangan, pengumpulan data (wawancara, kuesioner, observasi, dan studi pustaka), menganalisis data, planing, desain, dan prototype-ing.

Berdasarkan Hasil dari analisa data yang sudah dijalankan kami memutuskan untuk membuat sebuah kampanye sosial melalui atau menggunakan sosial media. Kesimpulanya adalah kami membuat kampanye sosial “You Are Not Alone (YANA)” melalui sosial media agar mempermudah dan juga memperbesar kesuksesan kampanye yang akan dibagikan kepada user-user sosial media.

Kata kunci: kampanye sosial; Bullying; Mental illness

ABSTRACT

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You Are Not Alone (YANA) Campaign Design

The lack of prevention of bullying in society has not been met, and many people do not know what the dangers of bullying are for our children. Meanwhile, there are quite a lot of people who want to help, educate, and also provide assistance to victims of bullying who experience mental illness.

Halo Counselors have a program to help victims of bullying and need a simulation of its design. This design aims to help friends who are victims of bullying, especially those who experience mental illness. The design method starts from the problem identification stage, determining the design objectives, collecting data (interviews, questionnaires, observations, and literature studies), analyzing data, planning, design, and prototyping.

Based on the results of the data analysis that has been carried out, we decided to create a social campaign through or using social media. The conclusion is that we created a social campaign "You Are Not Alone (YANA)" through social media to make it easier and also to increase the success of the campaign which will be shared with social media users.

Keywords: *social campaign; Bullying; Mental Illness*