

## **ABSTRACT**

### **DESIGNING PICTURE BOOK ABOUT EDUCATION ON PREVENTING BULLYING FOR CHILDREN PRIMARY**

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Bullying is known as one of the problems of the world, including in Indonesia. In Indonesia, bullying is a form of violence which resulting in death. Cases of bullying in schools done by children increased in 2015. Although there is a law on the protection of children in Indonesia, but in fact, implementation and realization of the solution of the problems from bullying and the violence has not quite optimal. Children tend to not know entirely and understand about the behavior of bullying. People assume it as a commonly occurs in childhood without knowing the dangerous impact of bullying. In addition, the lack of media information and education on bullying for children. The purpose of this research is to design an information and education about bullying on children so that children and parents can understand the boundary and the impact of bullying. Authors obtain the required data through observation, library research, informant interviews and questionnaires to respondents who represent the target audience. The solution of the problem above is, designing a media information and education about bullying to grade 1 to 3 elementary school years in form of story book. After obtaining the data, the authors designing a story book about bullying.

*Keywords : Bullying, Children, Story Book*