

## **ABSTRACT**

Physical violence against children is a phenomenon that is still developing. Surely the phenomenon is not a phenomenon that should be left alone. Cases of physical violence against children in Indonesia itself, including cases that have a high enough number. While 80% of perpetrators of physical violence against the child is the closest child that child is a parent. Surely this problem can not be left alone. Physical violence against children occurs due to various factors whether economic, environmental & cultural factors, moral shifts, and others. However, 1 fundamental thing that can prevent physical violence against children is to change the parenting pattern to the child. That way, parents as the internal environment of children can make the prevention of physical violence against children Internally.

Keywords: Campaign, Family, Children.