

ABSTRACT

Child grooming is a form of sexual violence based on emotional manipulation that is increasingly prevalent in digital spaces and poses a serious threat to teenagers, especially in Bandung, where internet penetration is high but digital literacy remains low. This study aims to develop a visual digital campaign design that is communicative and participatory to raise awareness among parents and teenagers about the dangers of child grooming. A qualitative approach was used, including expert interviews, questionnaires targeting audiences in Bandung, social media observation, and literature review. Data analysis employed SWOT, AOI, and AISAS frameworks. The result is a campaign titled Ngerti Bareng, with its main medium being an interactive social experiment booth, supported by content on platforms like Instagram and TikTok. The campaign emphasizes empathetic intergenerational communication. In conclusion, a participatory visual approach in social campaigns proves effective in enhancing public understanding and engagement in protecting children in the digital age.

Keywords: Campaign Design, Child Grooming, Digital Campaign, Teenagers, Parents, Bandung, UNICEF.