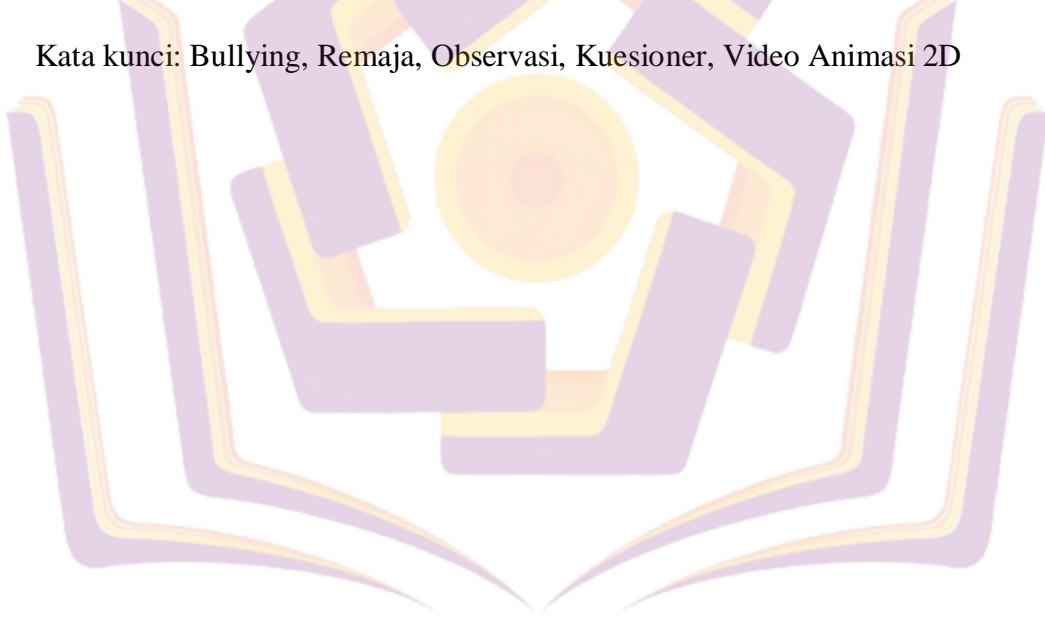


## INTISARI

Bullying merupakan fenomena sosial yang masih banyak terjadi dikalangan remaja. Bullying atau perundungan merupakan perilaku mengintimidasi yang sering terjadi pada remaja khususnya dilingkungan sekolah maupun lingkungan sosial. Perilaku Bullying yang terjadi di dunia pendidikan pada zaman sekarang ini banyak menyita perhatian baik media cetak maupun media elektronik. Penelitian ini menggunakan metode observasi, wawancara, dan kuesioner, metode observasi merupakan metode yang digunakan untuk mengidentifikasi masalah sedangkan kuesioner merupakan metode pengumpulan data yang dilakukan dengan cara memberikan beberapa pertanyaan atau pernyataan tertulis kepada responden. Menyikapi hal tersebut maka pencegahan tindakan bullying khususnya dilingkungan sekolah sangat diperlukan, penerapan video animasi 2D sebagai media pencegahan bullying dirasa sangat tepat dikarenakan melalui video animasi siswa dapat dengan mudah menerima materi tentang pencegahan bullying.

Kata kunci: Bullying, Remaja, Observasi, Kuesioner, Video Animasi 2D



## **ABSTRACT**

*Bullying is a social phenomenon that still often occurs among teenagers. Bullying is intimidating behavior that often occurs in teenagers, especially in school and social environments. Bullying behavior that occurs in the world of education today attracts a lot of attention in both print and electronic media. This research uses observation and questionnaire methods, the observation method is the method used to identify problems, while the questionnaire is a data collection method which is carried out by giving several questions or written statements to respondents. In response to this, measures to prevent bullying, especially in the school environment, are very necessary. The application of 2D animated videos as a medium for preventing bullying is considered very appropriate considering that perhaps through animated videos students can easily receive material about bullying prevention.*

*Keywords: Bullying, Teenagers, Observation, Questionnaire, 2D Animation Video*

