

**KOMUNIKASI PERSUASIF DALAM PENERAPAN KAMPAYE ANTI-
BULLYING #BERSAMAATASIPERUNDUNGAN STUDI KASUS DI SDN
SUKAMANTRI KECAMATAN PASEH KABUPATEN BANDUNG**

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ABSTRAK

Penelitian ini meneliti tentang penerapan komunikasi persuasif dalam kampanye anti-*bullying* dengan tagar #BersamaAtasiPerundungan di SDN Sukamantri, Kecamatan Paseh, Kabupaten Bandung. Studi kasus ini bertujuan untuk menganalisis karakteristik perundungan, proses komunikasi persuasif dalam kampanye anti-*bullying*, dan penanganan kasus *bullying* di lingkungan sekolah. Metode penelitian yang digunakan metode penelitian kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi, studi pustaka, dan *internet searching*. Temuan penelitian mengidentifikasi dua jenis perundungan, yaitu verbal dan non-verbal, yang melibatkan siswa dan siswi. Proses kampanye anti-*bullying* mencakup penggunaan poster, yel-yel, dan jargon yang diterapkan kepada seluruh murid di setiap kelas. Hasil penelitian juga menggambarkan bahwa penanganan kasus *bullying* melibatkan proses laporan, klarifikasi, diskusi, pengecekan kebenaran, pengolahan laporan oleh dewan guru, pelaporan kepada kepala sekolah, dan pengambilan keputusan oleh pimpinan sekolah. Implikasi temuan penelitian ini memberikan dasar untuk pengembangan strategi lebih lanjut dalam upaya pencegahan dan penanggulangan perundungan di sekolah-sekolah sejenis.

Kata kunci: SDN Sukamantri, Komunikasi Persuasif, Kampanye Anti-Bullying, #BersamaAtasiPerundungan

***PERSUASIVE COMMUNICATION IN THE IMPLEMENTATION OF THE
ANTI-BULLYING KAMPANYE #BERSAMAATASIPERBULDING CASE
STUDY AT SDN SUKAMANTRI PASEH DISTRICT, BANDUNG REGENCY***

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ABSTRACT

This research examines the application of persuasive communication in an anti-bullying kampanye with the hashtag #TogetherOvercomingBullying at SDN Sukamantri, Paseh District, Bandung Regency. This case study aims to analyze the characteristics of bullying, the persuasive communication process in anti-bullying kampanye, and the handling of bullying cases in the school environment. The research method used is a qualitative research method with data collection methods through observation, interviews, documentation, literature study and internet searching. Research findings identified two types of bullying, namely verbal and non-verbal, involving students and schoolgirls. The anti-bullying kampanye process includes the use of posters, chants and jargon which are applied to all students in each class. The research results also illustrate that handling bullying cases involves a process of reporting, clarification, discussion, checking the truth, processing reports by the teacher council, reporting to the principal, and decision making by school leaders. The implications of the findings of this research provide a basis for developing further strategies in efforts to prevent and overcome bullying in similar schools.

Keywords: *Sukamantri Elementary School, Persuasive Communication, Anti-Bullying Campaign, #TogetherOvercomeBullying*