

## **ABTRACT**

### ***DESIGNING A MOTION GRAPHIC VIDEO 'THINK BEFORE YOU TYPE' AS A CAMPAIGN MEDIA FOR CYBERBULLYING PREVENTION AMONG HIGH SCHOOL STUDENTS***

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Cyberbullying is a growing social issue that has become increasingly concerning with the rise of social media usage among teenagers, particularly high school students. This behavior negatively impacts the psychological well-being of victims, leading to issues such as anxiety, depression, and a loss of self-confidence. In large cities like Jakarta, cases of Cyberbullying among students have significantly increased, influenced by the high intensity of digital activities and the lack of understanding regarding online communication ethics. This thesis aims to design a campaign medium in the form of a motion graphic video titled "Think Before You Type" as a preventive educational tool for high school students to use social media more responsibly. The research method employed in this study is a mixed-methods approach, which includes interviews with counseling teachers and surveys with high school students. Motion graphics were chosen as the primary medium due to their potential to deliver messages in a concise, engaging, and easily shareable format on digital platforms commonly used by teenagers. The design results show that a strong visual approach combined with an emotional narrative has the potential to raise awareness and encourage attitude change when dealing with Cyberbullying. It is expected that this solution can be an effective communication tool in both school environments and on social media.

**Key words:** Cyberbullying, Social Media, Social Campaign, High School Student, Motion graphic.

References :

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