

ABSTRACT

Designing a Media Campaign for the Prevention of Sexual Harassment Against Women Cycling

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Cycling is a new lifestyle nowadays, and the rise of the cycling community has made cycling an everyday activity while traveling to work, shopping and even doing hobbies. The majority of the problems with cycling are security and safety aspects. This shows that, women rarely use bicycles for daily life because, lack of safe spaces, catcalling is also a common problem for women when cycling in public spaces. This issue is important and needs to be raised because it helps raise public awareness through the message that women are still often exposed to sexual harassment, especially in terms of cycling. The fact that victims of verbal harassment or catcalling are afraid to report it due to lack of evidence and lack of response from the community. society normalizes and this issue is often taken for granted, considered something very culturally understandable. The method that will be used in this study uses qualitative data collection techniques. The results obtained will be presented in descriptive form. All data collected must be evaluated for correctness before being used in writing, with several stages in the analysis process. The existence of a campaign related to prevention can develop not only through social media but also for people who do not receive direct education such as posters and banners to help the community get better educational information and serve as a reminder medium, especially for women cycling.

Keywords: *Cycling, Safe Space, Cycling Women, Catcalling, Social Campaign, Prevention, Social Media, Media Reminder*

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