

ABSTRAK

IMPLEMENTASI PROGRAM KAMPANYE ANTI-*BULLYING* DALAM MENCEGAH PERILAKU PERUNDUNGAN DI LINGKUNGAN SEKOLAH SMP NEGERI 3 NATAR

OLEH

RINTAN AMELIA

Penelitian ini bertujuan untuk mendeskripsikan pelaksanaan Program Kampanye Anti-*Bullying* dalam mencegah perilaku perundungan di lingkungan sekolah SMP Negeri 3 Natar. Penelitian ini dilakukan untuk memperoleh gambaran yang komprehensif mengenai bentuk pelaksanaan program serta peran sekolah dalam menciptakan lingkungan belajar yang aman, nyaman, dan bebas dari perilaku perundungan.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Informan penelitian terdiri atas Wakil Kepala Sekolah bidang kurikulum, guru Bimbingan dan Konseling, tim kampanye anti-*bullying*, serta peserta didik SMP Negeri 3 Natar. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Teknik analisis data yang digunakan mencakup kondensasi data, penyajian data, serta penarikan dan verifikasi kesimpulan.

Hasil penelitian menunjukkan bahwa pelaksanaan Program Kampanye Anti-*Bullying* di SMP Negeri 3 Natar dilaksanakan secara terencana dengan melibatkan berbagai komponen sekolah. Kegiatan kampanye meliputi sosialisasi, pembuatan media kampanye seperti poster, pementasan sosiodrama dan penandatanganan deklarasi anti-*bullying*. Sekolah berperan aktif sebagai perancang, pelaksana, pengelola, koordinator, dan fasilitator dalam pelaksanaan kampanye dengan melibatkan seluruh unsur sekolah. Program Kampanye Anti-*Bullying* mampu membentuk sikap dan perilaku anti-perundungan pada peserta didik, yang ditandai dengan meningkatnya kesadaran bahaya *bullying* serta menurunnya perilaku perundungan.

Kata Kunci: Program Kampanye Anti-*Bullying*, Perilaku Perundungan, Lingkungan Sekolah.

ABSTRACT

IMPLEMENTATION OF AN ANTI-BULLYING CAMPAIGN PROGRAM TO PREVENT BULLYING BEHAVIOR IN THE NEGERI 3 NATAR SMP SCHOOL ENVIRONMENT

BY

RINTAN AMELIA

Abstract

This research aims to describe the implementation of the Anti-Bullying Campaign Program in preventing bullying behavior in the SMP Negeri 3 Natar school environment. This research was conducted to obtain a comprehensive overview of the program's implementation and the school's role in creating a safe, comfortable, and bullying-free learning environment. This research uses a qualitative approach with a case study method. The research informants consisted of the Deputy Principal for curriculum, Guidance and Counseling teachers, the anti-bullying campaign team, and students at SMP Negeri 3 Natar. Data collection techniques are carried out through interviews, observation and documentation. The data analysis techniques used include data condensation, data presentation, as well as drawing and verifying conclusions. The research results show that the implementation of the Anti-Bullying Campaign Program at SMP Negeri 3 Natar was carried out in a planned manner involving various school components. Campaign activities include outreach, making campaign media such as posters, staging sociodramas and signing anti-bullying declarations. Schools play an active role as designers, implementers, managers, coordinators and facilitators in implementing campaigns involving all elements of the school. The Anti-Bullying Campaign Program is able to form anti-bullying attitudes and behavior in students, which is characterized by increased awareness of the dangers of bullying and decreased bullying behavior.

Keyword: Anti-Bullying Campaign Program, Bullying Behavior, School Environment.