

ABSTRAK

IMPLEMENTASI STRATEGI BIDANG REHABILITASI SOSIAL BAGI ANAK KORBAN *BULLYING* DI DINAS SOSIAL KOTA METRO

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Maraknya kasus perundungan (*bullying*) terhadap anak yang berdampak pada kondisi psikologis dan sosial anak mendorong Dinas Sosial Kota Metro untuk melaksanakan strategi rehabilitasi sosial bagi anak korban *bullying*. Strategi tersebut diimplementasikan melalui berbagai program pelayanan rehabilitasi sosial yang bertujuan untuk memulihkan kondisi sosial dan psikologis anak. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Tujuan penelitian ini adalah untuk menganalisis implementasi strategi Bidang Rehabilitasi Sosial Dinas Sosial Kota Metro bagi anak korban *bullying* berdasarkan indikator implementasi strategi menurut Wheelen dan Hunger (2012) yang meliputi program, anggaran, dan prosedur. Hasil penelitian menunjukkan bahwa strategi rehabilitasi sosial bagi anak korban *bullying* di Dinas Sosial Kota Metro telah diimplementasikan melalui pendekatan promotif, preventif, rehabilitatif, dan kuratif. Pada aspek program, strategi telah mencakup pendekatan promotif, preventif, rehabilitatif, dan kuratif. Namun, implementasinya belum optimal karena metode edukasi masih bersifat konvensional, cakupan program *Peksos Go to School* yang masih terbatas, serta belum konsistennya fungsi monitoring pasca intervensi. Pada aspek anggaran, dukungan finansial telah tersedia namun belum proporsional, di mana strategi promotif dan preventif belum memiliki alokasi anggaran khusus sehingga pelaksanaan inovasi di lapangan menjadi terbatas. Pada aspek prosedur, implementasi strategi dinilai sangat efektif dan memadai. Prosedur operasional yang berpedoman pada SOP Pelayanan Sosial Anak, SOP *Peksos Go to School*, serta regulasi terkait terbukti fleksibel dan adaptif dalam menjamin perlindungan hak-hak anak secara sistematis.

Kata kunci: Implementasi Strategi, Rehabilitasi Sosial, Anak Korban *Bullying*

ABSTRACT

IMPLEMENTATION OF SOCIAL REHABILITATION STRATEGIES FOR CHILDREN WHO ARE VICTIMS OF BULLYING AT THE METRO CITY SOCIAL SERVICES

By

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The prevalence of bullying cases against children, which affect their psychological and social conditions, has encouraged the Metro City Social Services Agency to implement a social rehabilitation strategy for child survivors of bullying. This study employs a qualitative descriptive approach with data collected through interviews, observation, and documentation. The research aims to analyze the implementation of the Social Rehabilitation Division's strategy at the Metro City Social Services Agency based on the strategy implementation indicators proposed by Wheelen and Hunger (2012), namely programs, budgets, and procedures. The results of the study show that the social rehabilitation strategy for child victims of bullying at the Metro City Social Service has been implemented through a promotive, preventive, rehabilitative, and curative approach. In terms of the program aspect, the strategy has substantively encompassed these four approaches. However, its implementation has not yet been optimal, as educational methods remain largely conventional, the coverage of the Peksos Go to School program is still limited, and post-intervention monitoring has not been conducted consistently. From the budgetary aspect, financial support has been provided but remains disproportionate, as promotive and preventive strategies do not yet have specific budget allocations, resulting in limited implementation of innovations in the field. In terms of procedures, the implementation of the strategy is considered highly effective and adequate. Operational procedures guided by the Standard Operating Procedures (SOP) for Child Social Services, the SOP for Peksos Go to School, and related regulations have proven to be flexible and adaptive in systematically ensuring the protection of children's rights.

Keywords: *Strategy Implementation, Social Rehabilitation, Child Victims of Bullying*