

**PENGARUH KAMPANYE VIDEO *LET'S SPEAK UP* TERHADAP PERILAKU  
ANTI *BULLYING***

**(Survei Pada Siswa-siswi Kelas VII dan VIII SMP Negeri 48 Jakarta Selatan)**

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**Abstrak**

*Bullying* merupakan suatu perilaku negatif yang berbahaya. Lewat kampanye *let's speak up* ini, PT Yupi Indo Jelly Gum mengajak anak muda untuk menyebarkan sikap positif kepada orang lain. Penelitian ini bertujuan untuk mengukur pengaruh kampanye video *let's speak up* terhadap perilaku anti *bullying*. Populasi pada penelitian ini adalah Siswa-siswi kelas VII dan VIII SMP Negeri 48 Jakarta Selatan dengan total 575 orang. Melalui teknik *purposive sampling*, sampel yang diambil hanya 85 responden yang disederhanakan menggunakan rumus Slovin. Teori yang digunakan pada penelitian ini adalah teori persuasi yang dimana dalam teori persuasi terdapat teori perilaku terencana. Dalam penelitian ini kampanye video *let's speak up* diukur berdasarkan dua (2) dimensi yaitu dimensi isi pesan dan struktur pesan. Perilaku anti *bullying* juga diukur berdasarkan tiga (3) dimensi yaitu aspek kognitif, afektif dan psikomotor. Hasil uji regresi sebesar 0,479 yang mempunyai arti bahwa setiap penambahan satu kali untuk kampanye video *let's speak up* maka perilaku anti *bullying* meningkat sebesar 0,479. Sebaliknya jika negatif kampanye video *let's speak up* menurun sebesar 0,479. Hasil hipotesis t hitung (7,837) > t table (1,989) maka  $H_0$  ditolak dan  $H_a$  diterima (besar pengaruh).

**Kata Kunci:** Kampanye Video *Let's Speak Up*, Perilaku Anti *Bullying*, Teori Persuasi, Teori Perilaku Terencana

# **EFFECT OF CAMPAIGN VIDEO LET'S SPEAK UP TO PREVENT BULLYING BEHAVIOR**

*(Survey on Students of Class VII and VIII SMP Negeri 48 South Jakarta)*

**RATIH MELLY ASTRINI**

## ***Abstract***

*Bullying is a dangerous negative behavior. Through this let's speak up campaign, PT Yupi Indo Jelly Gum invites young people to spread positive attitudes to others. This study aims to measure the effect of the let's speak speak video campaign on prevent bullying behavior. The population in this study were students of class VII and VIII of SMP Negeri 48 South Jakarta with a total of 575 people. Through purposive sampling technique, only 85 respondents were simplified using the Slovin formula. The theory used in this research is the theory of persuasion which in the theory of persuasion is a theory of planned behavior. In this study the let 's speak up video campaign was measured based on two (2) dimensions, namely the dimensions of the message content and the message structure. Prevent bullying behavior is also measured based on three (3) dimensions, namely cognitive, affective and psychomotor aspects. Regression test results are 0.479 which means that every one-time addition to let's speak up video campaign, the prevent bullying behavior increases by 0.479. Conversely, if the negative let's speak speak up campaign decreases by 0.479. The results of the hypothesis t count  $(7.837) > t$  table  $(1.989)$  then  $H_0$  is rejected and  $H_a$  is accepted (magnitude of influence).*

**Keywords:** *Let's Speak Up Video Campaign, Prevent Bullying Behavior, Theory Persuasion, Theory of Planned Behaviour*