

### **ABSTRACT**

*Instagram has had an incredibly significant impact. With so many Instagram users, it is not surprising that many users also use fake accounts to socialize on Instagram. Fake accounts are often used to hate comments and even cases of verbal sexual harassment. With so many people using social media plus the lack of education about sexual harassment on social media, it is feared that sexual harassment will occur without the victims and perpetrators realizing it. That way an educational tool is needed for prevention, in order to minimize acts of sexual harassment on social media. Educational tools in the form of public service advertisements in the form of vertical videos spread across social media. In designing public service advertisements using qualitative methods with data collection techniques of interviews, documentation, and literature studies. It is hoped that the existence of this public service advertisement video can suppress and prevent cases of sexual harassment on social media caused by teenagers.*

*Keywords: Public service advertisement, Educative, Sexual harassment, Social Media, Vertical Video*