

ABSTRACT

Sexual harassment in the grooming mode is a troubling problem in society. Grooming is a mode of sexual abuse that involves manipulation and the formation of a bond of trust by the perpetrator towards the victim. Often children to teenagers, with the aim of exploiting them sexually. The perpetrators tend to target teenagers because they do not yet have stable emotional and mental conditions. In 2023, there were 76 cases of sexual abuse against women and children in Banyumas Regency. Data from UPTD PPA Banyumas Regency shows that the grooming mode is often used by perpetrators. The design of this public service advertisement video is intended as a medium for educating the public, especially teenagers, so that they can avoid sexual harassment in the grooming mode. This research uses qualitative methods and data collection through interviews and literature studies. Based on the research that has been conducted, the vulnerability and lack of courage of teenagers to fight back is one of the factors that cause sexual harassment in the grooming mode. Therefore, the design of this public service advertisement video tries to raise this factor by adding a motivation to dare to fight grooming mode sexual harassment as the main narrative. The result of the research is a public service advertisement video "Tipu Daya Lara" that serves as a prevention strategy for grooming sexual harassment. This research is expected to have a positive impact as one of the media to educate the public about the prevention of sexual harassment in grooming mode.

Keywords: *Public Service Advertisement Video, Sexual Harassment, Grooming Mode, Teenage.*