







COMMUNICATION MANAGEMENT AGENT OF CHANGE IN THE STUDENT BULLYING PREVENTION PROGRAM AT SMP N 1 CITY OF GORONTALO

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ABSTRACT

Manajemen komunikasi merupakan hal yang sangat penting untuk proses pertukaran timbal balik memberi informasi, membujuk atau memberi perintah. Hal ini digunakan oleh agen perubahan agar mereka bisa melaksanakan tugas mereka untuk melakukan program pencegahan perundungan di sekolah. Tujuan dari penelitian ini adalah untuk menjelaskan manajemen komunikasi agen perubahan SMP Negeri 1 Kota Gorontalo dalam program pencegahan perundungan. Jenis penelitian ini menggunakan pendekatan kualitatif. Penelitian ini menggunakan teknik pengumpulan data berupa pengamatan (observasi), wawancara dan dokumentasi. Hasil penelitian menunjukkan bahwa Agen perubahan SMP 1 Kota Gorontalo melakukan program pencegahan perundungan dengan beberapa program seperti program pencegahan perundungan melalui sosialisasi, program edukasi tiap kelas, program melalui sosial media hingga program puncak kampanye anti perundungan yang dilakukan menggunakan manajemen komunikasi yang dibantu oleh pembina mereka selaku ketua bimbingan konseling. Kesimpulan dari hasil temuan penelitian ini yaitu manajemen komunikasi agen perubahan dalam program pencegahan perundungan di SMP N 1 Kota Gorontalo pada beberapa tahapan manajemen komunikasi agen perubahan sudah sesuai dengan perencanaan komunikasi model Cutlip dan Center, seperti pada proses penemuan fakta (fact finding) agen perubahan sudah mampu mengidentifikasi program pencegahan perundungan dengan baik. Setelah itu pada proses perencanaan (planning) walaupun dalam merencanakan program-program pencegahan perundungan agen perubahan masih meminta bantuan dari pembina agen perubahan, namun mereka mampu menjalankan program pencegahan perundungan dengan baik. Pada proses komunikasi (communication) proses dijalankan dengan baik oleh agen perubahan sebab mereka mampu menyadarkan perundung di SMP N 1 Kota Gorontalo dengan cara berkomunikasi melalui program-program yang telah mereka laksanakan. Namun pada proses terakhir evaluasi (evaluation), agen perubahan tidak melaksanakan proses ini dengan baik, disebabkan karena mereka masih angkatan awal sehingga tidak mengetahui bagaimana proses evaluasi dilaksanakan.

Keyword: Manajemen Komunikasi, Perundungan, Agen Perubahan, Siswa

ABSTRACT

Communication management is very important. for the process of reciprocal exchange of information, persuasion, or giving orders. This is used by agents of change so that they can carry out their duties of bullying prevention programs in schools. This study aims to explain the communication management of agents of change at SMP Negeri 1 Gorontalo City in the bullying prevention program. This is a qualitative study with data collection techniques using observation, interviews, and documentation. The findings show that the agents of change at SMPN 1 Kota Gorontalo carry out bullying prevention programs with several programs, such as bullying prevention programs through socialization, educational programs for each class, and programs through social media. Also, the top program of the anti-bullying campaign is carried out using communication management assisted by their supervisor as head of Counseling and Guidance.



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The conclusion from the findings is that the communication management of agents of change in the bullying prevention program at SMPN 1 Kota Gorontalo has been in accordance with the Cutlip and Center model of communication planning. As in the fact-finding process, agents of change have been able to identify bullying prevention programs well. In the planning process, even though in planning the bullying prevention program they still asked for help from the supervisor, they were able to carry out at the well by SMPN bullying the 1 Kota agents prevention of Gorontalo change programs by because well. they communicate The successful communication in through raising the process programs awareness is of those carried bullies have out implemented. However, in the final evaluation process, the agents of change do not carry out this process well. This is because they are still new so they do not know how the evaluation process is carried out.

Keywords: Communication Management, Bullying, Agent of Changes, Students

1.Introduction

Over the years bullying has become a significant social problem, bullying is described as a negative action that inflicts intentional harm or discomfort on another person, with these actions occurring repeatedly and at the same time. In addition, bullying incidents also include an imbalance of power between the perpetrator and the victim with an abuse of power (Halliday et al., 2021).

According to the National Commission on Child Protection (Fitriadi et al., 2016) Bullying is direct and psychological violence that lasts a long time and is committed against someone who cannot defend themselves by an individual or group of people. Child protection is a major issue that can affect students at different types of ages around the world and requires the attention of educators and strong resources. Bullying is a behavior that is shown by connecting the commitment of power imbalance, continuous behavior or repeated potential (Setiowati & Dwiningrum, 2020).

Bullying is violence in a way direct and psychological that lasts a long time and is carried out to someone who can't maintain self by the individual or group of people. Protection child is problem big that can be influence student in various type ages around the world and needs attention educators and resources Power. Bullying is demonstrated behavior linking commitment imbalance strength, behavior continuously or own potency be repeated (Setiowati & Dwiningrum, 2020) .

The impact of bullying psychic This can be seen as well as observed from pattern the victim's behavior, which the victim experiences suffering, emotions, and even excessive stress that can occur affect the victim. In students the impact bullying brings bad influence in education and hindering the victim's learning process. Impact in a way psychic This make the victim experience depression, disorder in thinking, a decrease in trust self until emergence desire For go out from school, and this act of bullying can make the victim have feeling For reply feud until kill self. This matter in line with Swearer's opinion, victims of Bullying will feel sick, avoid school mark performance academic decreased, feeling of fear, anxiety and panic in a way excessive, as well emergence desire for kill self (Diannita et al., 2023).

According to Commission Indonesian Child Protection (KPAI), total case bullying increase from 30 to 60 cases per year, and Indonesia occupies ranking fifth in the inner world matter amount case bullying (Noar, 2022) . Bullying Enough high in Indonesia, though date what we can be certain of is Not yet is known in a way Certain. At least 40% of children young Once bullied in institutions education, and 32% claimed Once become victims of violence physique. A survey conducted by the Indonesian Ministry of Social Affairs in 2013 found that One of two teenagers male (47.45%) and one from three teenager women (35.05%) reported is at in danger. According to additional data obtained from Student Health Survey Based Global Schools 2015, 17.4% youth women and 24.1% teenagers man experience bullying. Ministry of Social Affairs received 976 notifications cases and 117 cases bullying in June 2017. Commission Indonesian Child Protection (KPAI) found enhancement case bullying among people student. Between 2011 and 2016, KPAI observed 253 cases bullying, with 122 children as victims and 131 perpetrators bullying (Bachelor & Indonesia, 2021) .

Figure 1.1 Cases of Bullying in Indonesia



Source : Processed Data Researcher, 2023

Bullying school or abuse school is one of the interesting problem attention of the world of education moment This. This includes teacher violence against students and violence student to other students (Nirmalasari et al., 2021) . Bullying can happen anywhere. Apart from that, the world of education can become place protection. Bullying is very common throughout system education, start from school elementary, school intermediate First, school intermediate up, up to college tall. Most of the children accept care at home, school, or on- site general (Mahardika et al., 2021) .

Mature This case bullying often happens in the world of education. Bullying is one of the case still difficult For handled because some victims tend to cover For disclose case bullying ever experienced (Quarterly & Jatiningih, 2023) . Bullying at school can done by whom of course, fine students, teachers, or employee. Violence can happen in various shape, like hit without object blunt, throwing with eraser, pinch, slap, strangle, burn cigarette, scolded with threat violence, punish somebody For stand one foot in front class, running surround field, drying in the field, harassment sexual, up to soliciting sexual (Ismayani & Tanjung, 2022) .

The phenomenon of school *bullying* moment This Lots get attention, case This is very concerning, especially perpetrators and victims of bullying Still children age school. Behavior aggressive anything for sure endanger the victim. The experts say that bullying at school Possible is form aggressive among students who pose the greatest danger to victims. This is because imbalance power : the perpetrator is believing students that's more old will Act towards the victim, temporarily more students young feel No Empower Because No can oppose (Nirmalasari et al., 2021) .

At schools' pilot in South Sulawesi, the Foreign Company Representative Office (KPPA) revealed decline behavior bullying averaged 29 % and victimization by 20%. More from 1,800 middle and high school schools Activator and Vocational School Center of Excellence using Indonesian Roots in 2021 by the Ministry of Education and Culture. For campaigning to Stop *Bullying*, Commission Indonesian Child Protection (KPAI) toured with young artists to schools in various area three year previously. However, case bullying Keep going happen although many programs have done. KPAI recorded 53 cases children who are victims of bullying in the environment schools and 168 cases bullying on the internet in 2021. However, from January to October 2022, cases bullying in the environment school increase to 81 cases, and cases Internet bullying is down to 18 cases (Saputra, 2022) .

Bullying cases that occur at school moment This it's very worrying. A case bullying ever reported occurred at Perwari Elementary School city Bukittinggi, where one schoolgirl uniformed cornered in a corner room and a number student man hitting and kicking the victim while jump, while the victim only Can withhold sick and crying (Mahardika et al., 2021) . This matter No Far different with in Gorontalo Province in September 2022, students of SMP Negeri 1 Limboto, Gorontalo Regency, TMRA, round battered after was beaten up by 6 of his seniors, ironically follow violence the happens inside environment school (Hasanuddin, 2022) .

Minister of Education and Culture Regulation (Permendikbud) number 82 of 2015 states that follow the violence that occurred good inside or outside institution education can causing trauma to students and follow criminal. Source Power quality human being tall can hampered by p This (Ismayani & Tanjung, 2022) . With continuous numbers increase, follow bullying No can underestimated. Impact bullying of victims is not Can exaggeration, victim of bullying suffers in a way physical and psychological, which causes the victim to experience depression or even trauma, up to kill self. Government has done various effort for handle bullying This. However, you can see that effort the Still Not yet held in a way maximum and impact Not yet seen in a way whole. This matter reflected from amount cases are increasing increase the day. If not processed, case This Can caused serious for the victim (Setyowati, 2023) .

Schools need give knowledge about exists regulation bullying so that the perpetrators bullying No haphazard do bullying to whoever is considered they proper for bullied. If still There is action bullying so

school must give strict sanctions and if Already No Can handled so party authorities to be punished in accordance with existing regulations created and should be enforced (Sari, 2023) .

Indonesian government continues try preventing bullying at school. One of them is with Work The same with UNICEF Indonesia for build the "Roots" program. Prevention program bullying based school This has developed by UNICEF Indonesia together government, academics, and practitioners education and protection children in Indonesia since in 2017. With involve Friend peers, this program aims For overcome bullying at school. A number of influencing students Friend school they (Ministry of Education and Culture, 2021) .

Prevention Bullying that occurs at school is also possible done with method make agent change. Change agent is selected students from students at school and them considered the most interact with student other (Unicef, 2018) . Change agent This is several students were appointed For attend "Training Associated Teacher Facilitator with Bullying Agent Training Behavior Change *Bullying* at School " which provides training For influence friends they For stop do bullying. This training not only attended by 30 students but followed also by the deputy head school part studentship with the guidance teacher counseling. Activities in progress for 10 to 15 meetings or with period time not enough more than 3 months.

Based on findings from observation beginning or pre-research carried out by researchers at SMP Negeri 1 Gorontalo City, at school This is known have a Change Agent where are the members as many as 30 students. Researchers find that the strategy used by the agent change This is give appeals on social media, and when There is case bullying, they were the ones who came down hand and invited to room guidance counseling. According to results interview, researcher get that in 2022 already handle 1 case and latest info Already handle 2 cases bullying. That case Among other things, in 2022 bullying will occur among female students class 8-3 reporting that someone is bullying him past perpetrator's social media bullying the victim with method scatter comment bad through nulling that the victim sent on Instagram, there was also a case in the same year happen bullying behind class conducted by older brother class to younger brother class with reason feel more on from younger brother his class so that they bullying younger brother class and last reported by members student council bullying direct about case that occurred in the class that is perpetrator often isolating the victim inside class so victims are frequent stay inside class.

Based on problems and data from various source above is revealing that case Bullying in Indonesia occurs decline, interesting attention researcher management communication What just what the parties do agent change order case bullying at school Can reduce. How agent change finish exists bullying at school with management possible communication they do to perpetrators and victims of bullying so that No There is Again exists bullying at school they. This is also encouraging researcher want to research What just management communication that has been carried out by agents change about prevention purposeful bullying of students for prevent and defend bullying this, so it doesn't increase from year to year. This study focuses on management communication agent change in prevention programs *bullying* and perceived barriers. Management communication agent change This For reduce amount case bullying in Indonesia, so the strategy revealed for avoid phenomenon This.

2. Method

The research method used this time use study phenomenology with approach qualitative For own How management communications carried out by agents change in prevention programs bullying at SMP N 1 Gorontalo City. Kirk and Miller (Setyowati, 2023) be equipped his opinion is study qualitative observation knowledge social basically based on observations man. Study qualitative considered study sort of that's the goal is For understand existing phenomenon for example, how they experienced by the subject behavior, perception, motivation or action other. Deep data collection techniques research this time with do observation, interview deep until documentation. According to Sugiono, triangulation interpreted as technique nature of data collection combining existing data and data sources There is (Suswanto & Setiawati, 2020) .

Deep data analysis study This consists on three stages that is data reduction (*data reduction*), data presentation (*data display*), and stages final that is withdrawal conclusion. At stage First that is data reduction (*data reduction*). Data reduction is interpreted as a process of selection, concentration attention to simplification, abstraction, and transformation of emerging coarse data from notes written on the field. Data reduction takes place continuously during project oriented study qualitative taking place. Data reduction was carried out after data from results observations and interviews Already obtained from the students of SMPN 1 Gorontalo City who participated share in a way direct in prevent exists bullying at school. Next choose matter appropriate basis with focus research, besides That grouped based on themes, and next, existing data reduced can produce more picture clear and easy For searching for when required.

Stage furthermore is presentation of data (*data display*). The data is already there collected Lots sometimes not enough give poor picture equally. Therefore That necessary presentation of data. In research qualitative, data presentation is carried out in form tables and the like. Through presentation of the data, yes organized, arranged in pattern relationship, so will understandable. Presentation of data is purposeful For simplify complex information into simple data so that more easy For understood. Study This put forward text descriptive narrative the object under study, namely How management communication agent change in overcome bullying at SMPN 1 Gorontalo City.

Stages end from interactive model data analysis This that is withdrawal conclusion. Withdrawal conclusion is business For look for or understand meaning, order pattern clarity, and flow cause and effect or proportion. Conclusions drawn quick verified with method look and question go back and look notes in order to obtain more understanding appropriate. Researcher Obtain supporting, related data about management communications carried out by agents change in prevent exists bullying at SMPN 1 Gorontalo City.

3. Result and Discussion

In chap results study This will researcher serve with various data obtained through interviews in the field already reduced by researchers and carried out at SMP Negeri 1 Gorontalo City. Since in 2021, Head of Guidance teacher Counseling with the Deputy Chief School Students from SMP Negeri 1 Gorontalo City were lined up for attend "Training Associated Teacher Facilitator with Bullying Agent Training Behavior Change *Bullying at School*". Training attended during not enough more than 3 days This prosecuted move on with give training to recruited students become agent change with total of 30 students. Chosen based on the most influential student in the class. Activities in progress for 10-15 meetings or with period time not enough more than 3 months This makes 30 students the own influence in handle case bullying between students at school. They No will direct rebuked bullying those, they will mingle together them and change behavior they from negative become positive. The following are the programs implemented by the agent change For prevent Bullying at SMP N 1 Gorontalo City:

-Prevention Program through Socialization

Arifin in Mulyana (Sahputra, 2020) define a communication strategy as something planning communication as something planning communication which includes strategy and management strategic planning concerns action what to do, meanwhile planning covers How things That happen. In planning prevention bullying, agent change owns some programs that will they do it. As agent change research their bullying programs do so that Can accomplished with good at school, following exposure from informant main statement that:

" We only can materials from Pak Zul, then material that's what it will be applied direct if There is bullying at school, " said Gevin (Interview, 29 May 2023).

In connection with That too, Aulia as agent change disclose that:

" before roots day activities or Want to broadcast appearances So, before that Certain There is giving material first, before We do that roots day, we will can material from the supervisor, namely Mr. Zul, so that when Already So agent change We can you know how to handle it For survey, and sure exists training as well," he said Aulia (Interview, 29 May 2023).

Same answer obtained from Puspita who said that:

" We No research, just There is giving Mr. Zul's materials were used for this roots program accomplished with OK, " said Puspita (Interview, May 29, 2023).

The daughter who is also the same thing, that:

" No Once research For implement the roots program so that accomplished with OK, usually only socialize through social media, then only carry out the materials presented from Pak Zul," said Putri (Interview, 29 May 2023).

Fadly's statement was the same with his friends revealed it that:

" No There is research, only socialize and implement existing material Once delivered, " said Fadly (Interview, 29 May 2023).

For clarify answer from agent change, researcher ask the same thing to the Trustees of agent change about research so that the roots program can be done accomplished with good at school. Following answer informant key, Zulkifli revealed that:

"gift material provided when training agent change form material prevention bullying to them, so material that's what it became provisions they For implement prevention programs bullying at school " said Zulkifli (Interview, 29 May 2023)

Result of interview already done through informant as agent change and development agent change about research so that the roots program can be done accomplished with good at school that is apply direct materials provided by their supervisors and disseminate them to the students of SMP N 1 Gorontalo City via their social media.

To disseminate prevention programs bullying through socialization This Can successful, of course just agent change must carry out careful planning. As agent change, how agent change communicating prevention programs bullying this is at school. Following answer from Gevin, Aulia, Puspita, Putri, and Fadly as informant main related planning they in implement prevention programs bullying:

" We convey through social media, educate on the day Monday or Friday If There is opportunity," said Gevin (Interview, 29 May 2023)

Aulia also made the same statement that:

"We do a lot, through social media, each class and if There is when we socialized it in the hall, " he said Aulia (Interview, 29 May 2023)

Almost The same with Aulia, Puspita also expressed this that:

"through the posters we do, and there are lots of them socialize classy about danger bullying, " said Puspita (Interview, 29 May 2023)

In connection with That, Putri also said that:

" Because when I Still agent change Still pandemic, school Not yet fully open, we just campaign through social media, " said Putri (Interview, 29 May 2023)

Fadly also revealed matter yeah, The same with friends, that:

" We do education and socialization class, " said Fadly (Interview, 29 May 2023)

Based on results interviews conducted from fifth agent change above, researcher interesting conclusion that planning carried out by the agent change so you can implement prevention programs bullying that is through social media, posters, education, and outreach in class or when there is time of day Monday or Friday in the hall.

One of the prevention programs bullying carried out by agent's change is socialize it on the day Monday or Friday in the school hall If they own time. In carrying out socialization, agent change Of course just must own planning. Their planning do in socialize it in the hall expressed by the informant main that is:

" We only can materials from Pak Zul, then material that's what it will be applied direct in delivery socialization bullying at school," said Gevin (Interview, 29 May 2023).

In connection with That too, Aulia as agent change disclose that:

" before roots day activities or Want to broadcast appearances So, before that Certain There is giving material first, before We do that roots day, we will can material from the supervisor, namely Mr. Zul, so that when Already So agent change We can you know how to handle it for survey, and sure exists training as well," he said Aulia (Interview, 29 May 2023).

Same answer obtained from Puspita who said that:

" We No research, just There is giving We conveyed materials from Pak Zul during socialization in the school hall, " said Puspita (Interview, 29 May 2023).

The daughter who is also the same thing, that:

" No There is research for carrying out socialization programs in the hall, we only socialize through social media and just carry out the materials presented from Pak Zul," said Putri (Interview, 29 May 2023).

Fadly's statement was the same with his friends revealed it that:

" No There is research, only socialize and convey existing material Once delivered by our supervisor," said Fadly (Interview, 29 May 2023).

Result of interview already done through informant as agent change about planning their socialization program do it at school that is convey direct materials provided by their supervisors and disseminate them to the students of SMP N 1 Gorontalo City via their social media.

After through planning communications, agent change direct carry out communication with party school. In their socialization do, like What communication with party schools for socialization provided by agents change in prevention programs bullying at school can implemented. Following answer from informant main in carry out dissemination of prevention programs bullying:

" We discuss You're welcome agent change with Pak Zul regarding What only one can We do For overcome bullying at school, " said Gevin (Interview, 29 May 2023)

In connection with That, Aulia also acted agent change disclose that:

" We discussed everything together, right only fellow agent changes, we also have a lot ask for opinion from our builder about What that's all we can do For prevent bullying at school " said Aulia (Interview, 29 May 2023)

Puspita also expressed this the same thing that:

" We Lots discuss together with builder agent change, with fellow agent changes too, then we look for them You're welcome How we can do it until to Friends, bullying at school can happen too resolved," said Puspita (Interview, 29 May 2023)

Apart from that, Putri is also a member agent change disclose that:

" We communicate it with Mr. Zul as our coach for help us, what just have to We do in running this program, " said Putri (Interview, 29 May 2023)

The same answer was also expressed by Fadly, who revealed that:

" We talk about it You're welcome with our builder about how method For prevent bullying at school," said Fadly (Interview, 29 May 2023)

Based on results interviews conducted with informant as agent change about communication What it's just what the agent does changes to the prevention program bullying so that socialization agent change in a bullying program Can resolved that is agent change will discuss together look for what can they do for prevent bullying with mentor agent helpful changes them for bullying programs in schools Can resolved.

After through communication with party school, agent change direct carry out existing socialization planned they. In their socialization do, like What socialization provided by the agent change in prevention programs bullying at school. Following answer from informant main in carry out dissemination of prevention programs bullying:

" Everything from material that has been given by our supervisor when training. Materials that is what we socialize, such as types bullying until consequence from, We socialize bullying in the school hall " said Gevin (Interview, 29 May 2023)

As well as with Gevin, Aulia as agent any changes disclose that:

" Socialization form education to friends, we provide existing material Once given from Mr Zul, the materials provided from our training that we socialize to friends, " said Aulia (Interview, 29 May 2023)

The same expression was also expressed by Puspita that :

" We provide socialization That existing materials we have received since training agent change, like How bullying that, all kinds bullying, what consequence from bullying until How We Can prevent bullying, " said Puspita (Interview, 29 May 2023)

However, Putri revealed different thing that :

" Because I Still including force pandemic, so the socialization we provide That past social media. We deliver a number of material provided during training past social media," said Putri (Interview, 29 May 2023)

A similar answer was also expressed by Fadly who was agent changes are also revealing that :

" moment That Because Still pandemic so we just promote anti- bullying through our respective social media conveys materials presented by our coaches during training agent change," said Fadly (Interview, 29 May 2023)

Based on results from interview above, yes concluded that agent change about socialization like what the agent provides changes that have been made given by the builder they materials in prevention programs bullying at school that is convey socialization on social media and also in the school hall materials like :

1. Like What That bullying ;
2. Types bullying ;
3. Consequence from bullying, up to ;
4. How to prevent exists bullying.

The success of the program can be seen if happen equality understanding about prevention and treatment bullying and bullying violence by residents school. Increasing knowledge student about values main education character after follow a prevention program bullying. As well as data evidence that illustrates change before and after the roots program was implemented. Effect the happen after they get management communication carried out by the facilitator. So from That agent change give materials bullying like on. As discovered by Veronika, Dewi Rachmawati and Yulma in study they efforts made school is one of them is habituation. For example, father or teacher for about five minutes give advice in accordance with conditions

that occur and correct their attitude before the lesson starts. And at the end of the lesson the teacher links Study material with messages desired persuasion be delivered. With method like That expected student will remembered Keep going message conveyed. It means every change small will become something performance for school and its students in treatment strategies bullying This.

-Education Program Each Class

In overcoming bullying, agent Changes to SMP N 1 Gorontalo City also carried out an anti- bullying program that is with do education in each class. In carrying out education each class as agent change planning educational programs each their class do so that Can accomplished with good at school, following exposure from informant main statement that :

" For planning we discussed everything together with Pak Zul for materials what can be taught in each class," said Gevin (Interview, 29 May 2023)

Aulia also expressed the same expression as agent revealing changes that :

" we discuss together agent changes and also our coaches regarding anything that 's all we can educate on each class " said Aulia (Interview, 29 May 2023)

Puspita also expressed the same answer that :

" most got the idea from fellow agent changes, then we discuss them Again with our builder regarding what can we do For educate anti- bullying in each class " said Puspita (Interview, 29 May 2023)

As well as with Gevin, Puspita and Aulia, Putri also revealed the same thing that reveals that :

" For planning, most of us got Lots help from our builder regarding What that 's all we can do when educate in each class," said Putri (Interview, 29 May 2023)

Fadly also acted agent change disclose the same thing with his friends that :

" we get Lots input from our builder " said Fadly (Interview, 29 May 2023)

For clarify answer from agent change, researcher ask the same thing to the Trustees of agent change about educational program planning each agent class change do so that Can accomplished with good at school Following answer informant key, Zulkifli revealed that :

" For planning educational programs in each class, agent change as much as possible always ask us teachers for advice regarding possible materials they convey to each class," said Zulkifli (Interview, 29 May 2023)

Based on results interview on can withdraw conclusion that agent change in planning educational programs each their class do so that Can accomplished with good at school that is agent change get lots of ideas from fellow agent changes and also discuss plan they with builder agent change about material to be they educate in each class.

After plan education that will they do it in each class, agent change will down direct educate the materials to be they educate in accordance with what is planned they. In education in each their class do, like What communications provided by agents change in educate prevention programs bullying in each class. Following answer from informant main in carry out dissemination of prevention programs bullying :

" usually we are before educate in each class, we ask permission from the guardian class and discuss Formerly to chairman class in each class before educate " Gevin said (Interview, 29 May 2023)

Aulia also expressed the same statement as agent change disclose that :

" we request permission Formerly to guardian class each class before educate in each class " said Aulia (Interview, 29 May 2023)

Same expression Puspita stated that :

" we communicate with guardian class each class every will do activity education," said Puspita (Interview, 29 May 2023)

Different with opinion above, Putri who is also acting agent change disclose that :

" Our coaches are the ones who help us communicate with each guardian class for us to be able to educate in each class," said Putri (Interview, 29 May 2023)

Same answer with Putri, Fadly also revealed the same thing that :

" if communicating, our helpful coaches For communicate with guardian class so we can educate in class they. However, when educate ourselves who come down direct speak up front class about our materials, " said Fadly (Interview, 29 May 2023)

Based on results interview with informant as agent change about communications provided by agents change in educate prevention programs bullying in each class that is them and the builder agent change communicate Formerly with guardian class and chairman class about education they later on each class, however when educate they I will do it myself deliver up front class about materials related bullying.

After communicating with guardian class and chairman class, sometimes For communicate with Friend peer they will looking trivial We Because feel same age. As agent change planning What just do it For Can prevent existing bullying fellow Friend peers, below answer from informant main as agent change :

" be friends with OK, don't until There is quarrel only because problem small, mutual be friends each other related so No There is internal quarrel One environment," said Gevin (Interview, 29 May 2023).

Statement Aulia also expressed the same thing, who revealed that :

" will embraced, made friends with everyone, so No There is Again cases of bullying among friends, " said Aulia (Interview, 29 May 2023)

As well as with Aulia and Gevin, Puspita also expressed this that :

" invited be friends with everyone, invite socialize, so bully stop do what they do often do, after That will given advice," said Puspita (Interview, 29 May 2023)

The same answer was also expressed by Putri who also acted agent change, which reveals that :

" notified in a way be kind and invited For behave positive for them No do acts of bullying, " said Putri (Interview, 29 May 2023).

In line with his friends, Fadly also revealed the same thing that :

" invited discussion in order for them No bullying again, " said Fadly (Interview, 29 May 2023)

Result of interview with informant as agent change that is about planning What just do it For practice agent change so that member Can prevent existing bullying fellow Friend peer is as agent change :

1. they will be friends with Good,
2. be friends with everyone,
3. invite they For socialize friends peer them so they don't do negative things and doing something positive.

-Program via Social Media

Based on results analysis study as agent change, them planning the program through their social media do so that Can accomplished with good at school, following exposure from informant main statement that :

" We use the material provided by our supervisors our socialization to social media," said Gevin (Interview, 29 May 2023).

In connection with That too, Aulia as agent change disclose that :

" we given Lots input from our supervisor is related What only what we can display on our social media, related prevention bullying from the caption "to the feed that we display," he said Aulia (Interview, 29 May 2023).

Same answer obtained from Puspita who said that :

" we discuss with our builder regarding what can we upload on social media, materials What that 's all we can send so that interesting attention friends and create they No Again do bullying, " said Puspita (Interview, 29 May 2023).

The daughter who is also a the same thing, that :

" we discuss Formerly fellow agent changes and we discuss them return with builder is Already in accordance with material prevention bullying, after That then we can upload it to social media," said Putri (Interview, 29 May 2023).

Fadly's statement was the same with his friends revealed it that :

" we plan it with builder, regarding What only what we can send on social media Can prevent bullying, " said Fadly (Interview, 29 May 2023).

Result of interview already done through informant as agent change about program planning through their social media do so that Can accomplished with good at school that is they discuss fellow agent change with help builder they about materials, captions and also feeds on prevention social media bullying so that Can interesting attention follower them on social media, up to Can make they are also affected For avoid bullying.

After through long planning until Finally Can be sent on social media, agents change do socialization on social media. Like What socialization agent changes in social media to create followers they interested and influenced by socialization them on social media. As agent change socialization like what are they do it on social media, below answer from informant main as agent change :

" we socialize it through social media Instagram, we convey through Instagram feeds and stories," said Gevin (Interview, 29 May 2023).

The same answer was also obtained from Aulia as agent change disclose that :

" We carry out socialization on social media That like send material prevention bullying on Instagram," said Aulia (Interview, 29 May 2023).

Same statement obtained from Puspita who said that :

" We carry out socialization like send related feeds and Instagram stories prevention bullying, " said Puspita (Interview, 29 May 2023).

As well as with his friends who are agent changes, Putri also conveyed the same thing that :

" we most send socialization on social media Instagram, which we do just send Instagram stories to related feeds with prevention bullying at school until the ingredients bullying, " said Putri (Interview, 29 May 2023).

Fadly also said the same thing, that :

" We carry out socialization on social media such as send the materials we have obtained during training agent change, we deliver related prevention bullying until consequence from bullying That Alone. We convey through feeds to stories on Instagram," said Fadly (Interview, 29 May 2023).

Result of interview already done through informant as agent change about their socialization do it on social media, namely they convey materials that have been they get it during training agent changes, materials related prevention bullying until consequence from bullying this is what they are socialize through Instagram social media *feeds* and also their *stories*.

After do socialization on Instagram social media, the final process carried out so that this can be done involve readiness assessment, implementation, and results of programs based on bait come back evaluation regarding the program succeed or no, the last one done is evaluate. After do prevention program activities bullying, how agent change do evaluation. As informant main, Gevin, Aulia, Puspita, Putri and Fadly revealed that :

" No There is evaluation after the program" said Gevin (Interview, 29 May 2023)

Aulia also revealed the same thing that :

" No Once do evaluation after a prevention program bullying implemented, " he said Aulia (Interview, 29 May 2023)

Same statement expressed by Puspita who revealed that :

" No There is the evaluation that we carried out, " said Puspita (Interview, 29 May 2023)

Emphasize answer from Puspita, Putri also revealed the same thing that :

" because we still are force beginning so we don't Once do evaluation every finished carrying out the program," said Putri (Interview, 29 May 2023)

In connection with that, Fadly also revealed the same thing that :

" We No do evaluation," said Fadly (Interview, 29 May 2023)

Based on results from interview above, yes concluded that agent change after implement prevention programs bullying No do evaluation caused by still is force beginning.

-Peak Program Anti- Bullying Campaign

Based on results study in carry out anti- bullying campaign, agent change Of course just will do preparation. Preparation What it's just what the agent does change in carry out anti- bullying campaign. As informant main, Gevin, Aulia, Puspita, Putri and Fadly revealed that :

" we prepare anti- bullying campaign This get Lots input from our builder regarding What that 's all we can do. We include poetry, speeches, dances, songs and dramas existing material we ever got " said Gevin (Interview, 29 May 2023)

Aulia also expressed the same statement that :

" Lots the preparations we made like negotiate together until become action real. Like make anti- bullying posters, in forms of drama, poetry, dance and so on speech " said Aulia (Interview, 29 May 2023)

Puspita also expressed this the same thing that :

" we discuss together all agent change about what can we display in the hall when anti- bullying campaign held. Through delivery material, dance, poetry, song, speech to drama," said Puspita (Interview, 29 May 2023)

Gevin, Aulia and Puspita's answers were strengthened with Putri's opinion, who is also acting agent revealing changes that :

" all aspects we discuss between agent changes and our builders regarding what we can show later at the main event anti- bullying campaigns, such as tucked -in dance with anti- bullying, songs, speeches, poetry to the dramas that we can show, " said Putri (Interview, 29 May 2023)

Fadly also revealed the same thing with his friends as agent change that :

" we Yesterday meeting about plan what we can do and we will negotiate the results Again with our supervisor," said Fadly (Interview, 29 May 2023)

From the results interviews with Gevin, Aulia, Puspita, Putri and Fadly, available withdrawn conclusion that before carry out anti- bullying campaign, agent change do preparations form discussions and meetings between agent change, about What only one can is displayed which loads about prevention bullying, via dance, poetry, and drama.

After prepare activity anti- bullying campaigns, of course just agent change must plan What just have to they do it in anti- bullying campaign This. Following answer from Gevin, Aulia, Puspita, Putri, and Fadly as informant main related planning they in carry out anti- bullying campaign :

"There are many of us practice and enter materials related bullying already Once delivered by our supervisor to appearance when anti- bullying campaign implemented," said Gevin (Interview, 29 May 2023)

Aulia also expressed the same statement that :

"Apart from training, there are many processes we go through, we also invite and involve intra- schools For follow enliven " We are carrying out an anti- bullying campaign, " he said Aulia (Interview, 29 May 2023)

Puspita also expressed the same answer that :

" we do Lots exercise for the main event anti- bullying campaigns, such as there is dancing, poetry, singing until doing drama, " said Puspita (Interview, 29 May 2023)

Putri also acts agent change, reveal that :

" we campaigning against bullying with drama, poetry, songs until make posters. So that selesia given guidance by our coaches, we are direct drama practice, lagum poetry until speech. For posters, we are divided become a number of groups to make it easy get ideas from each each group," said Putri (Interview, 29 May 2023)

Apart from that, Fadly is also the one agent change disclose that :

" Lots the exercises we do For appearance anti- bullying campaign yesterday, because Lots the appearance we put on such as posters, dancing, singing, poetry until speech," said Fadly (Interview, 29 May 2023).

Based on results interview from fifth member agent change above, yes withdrawn conclusion that planning agent change in carry out anti- bullying campaign that is, through training, other processes involving intra-school, completed guidance given exercise for drama, song, poetry, speech, etc create posters with each agent's ideas change.

In chap discussion study This will discuss about results from analysis found from interview already reduced by researchers. In the form of current programs This currently or Already implemented by the agent changes in the form of prevention programs through socialization, educational programs each class, program through social media, peak program anti- bullying campaign carried out by agents change For prevent exists bullying at SMP N 1 Gorontalo City. Result of findings the will summarized in discussed and discussed related with study previous and also theory For support results research found. Following discussion of prevention programs Bullying at SMP N 1 Gorontalo City:

-Prevention Program through Socialization

Based on results study in plan prevention bullying, agent change own some programs that will they do it. As agent change research their bullying programs do so that Can accomplished with good at school that is apply direct materials provided by their supervisors and disseminate them to the students of SMP N 1 Gorontalo City via their social media.

In line with Putri and Fellinda Arini's research found that give socialization to students who do bullying as well as student others with potential as perpetrator bullying is a strategy for avoid student from behavior bullying. This strategy done To use give in -depth information about bullying. With give understanding as well as appeal For avoid behavior bullying, expected intensity behavior bullying will reduce. Through socialization this is also explained related with the rules and sanctions given to every students who do bullying.

To disseminate prevention programs bullying through socialization This Can successful, of course just agent change must carry out careful planning. As agent change, how agent change communicating prevention programs bullying this is at school that is through social media, posters, education and outreach in class or when There is time of day Monday or Friday in the hall. Likewise with research discovered by Putri and Fellinda Arini is revealing that advice given to student aim For awaken all students at school that action bullying in form whatever must avoided To use create atmosphere safe and comfortable at school as well as create atmosphere conducive during class hours taking place. Advice given To use become provisions every students so they can understand How avoid behavior bullying. Advice and understanding carried out To use

give in -depth information related about bullying. So that with advice and understanding the will has the effect of reducing it case bullying.

After through planning communications, agent change direct carry out communication with party school. In their socialization do, that agent change about socialization like what the agent provides changes that have been made given by the builder they materials in prevention programs bullying at school that is convey socialization on social media and also in the school hall materials like :

1. Like What That bullying ;
2. Types bullying ;
3. Consequence from bullying, up to ;
4. How to prevent exists bullying.

As discovered by Veronika, Dewi Rachmawati and Yulma in study they efforts made school is one of them is habituation. For example father or teacher for about five minutes give advice in accordance with conditions that occur and correct them attitude before the lesson starts. And at the end of the lesson the teacher links Study material with messages desired persuasion be delivered. With method like That expected student will remembered Keep going message conveyed. It means every change small will become something performance for school and its students in treatment strategies bullying This.

-Education Program Each Class

Based on analysis results study above, inside overcome bullying, agent Changes to SMP N 1 Gorontalo City also carried out an anti- bullying program that is with do education in each class that is them and the builder agent change communicate Formerly with guardian class and chairman class about education they later on each class, however when educate they I will do it myself deliver up front class about materials related bullying.

In Putri and Fellinda Arini's research it was discovered that education provided to student aim For awaken all students at school that action bullying in form whatever must avoided To use create atmosphere safe and comfortable at school as well as create atmosphere conducive during class hours taking place. Education provided To use become provisions every students so they can understand How avoid behavior bullying. Education and understanding carried out To use give in -depth information related about bullying. So that with advice and understanding the will has the effect of reducing it case bullying.

After communicate with guardian class and chairman class, sometimes For communicate with Friend peer they will looking trivial We Because feel same age. As agent change planning What just do it For Can prevent existing bullying fellow Friend peer is as agent change :

1. they will be friends with Good,
2. be friends with everyone,
3. invite they For socialize friends peer them so they don't do negative things and doing something positive.

This is also recorded in article 8 no. 82 of 2015 which stated effort prevention follow violence in the form of :

1. Create environment unit free education from follow violence ;
2. Build environment unit safe, comfortable and enjoyable education, as well Far from follow violence among others, with do activities in frame prevention follow violence ;
3. Must guarantee security, safety, and comfort, for participant educate in implementation activities / learning at school nor activity outside school unit education ;
4. Mandatory immediately report to parents / guardians including look for information beginning if has There is suspicions / symptoms will happen follow violence involved participant educate Good as a victim or perpetrator ;
5. Interweave Work The same among others, with institution psychology, organization religious, and expert education in frame prevention ;
6. Must install board service complaint follow violence on the porch unit education that is easily accessible to participants students, parents / guardians, teachers/ staff educators, as well as society (Ismayani & Tanjung, 2022)

-Program via Social Media

Based on results study that as agent change, them planning the program through their social media do so that Can accomplished with good at school that is they discuss fellow agent change with help builder they about materials, captions and also feeds on prevention social media bullying so that Can interesting attention follower them on social media, up to Can make they are also affected For avoid bullying. In accordance with Functions and Objectives of Communication in management that contains one function main that is control,

that is agent change own control in control followers on their social media For Can follow affected prevent exists bullying through posts them on social media.

As agent change socialization like what are they do it on social media, that is they convey materials that have been they get it during training agent changes, materials related prevention bullying until consequence from bullying this is what they are socialize through Instagram social media *feeds* and also their *stories*. This matter in accordance with findings It was Cut Fadhi's research that discovered it that message persuasive content arguments presented by the communicator furthermore will accepted and understood so that communication will affected and convinced with message conveyed. Finally will achieved position adoption new ones will give rise to something change desired behavior. Achieved various form change behavior agent or student is success from communication persuasiveness carried out by the facilitator the in communicate message persuasive.

Based on results analysis after do prevention program activities bullying agent change after implement prevention programs bullying No do evaluation caused by still is force beginning. This matter No in accordance with a planning model communications by Cutlip and Center, agent there are no changes to SMP N 1 Gorontalo City do evaluation after a prevention program bullying implemented, meanwhile evaluation own Meaning For know is in something activity objective Already achieved or Not yet (Valencia et al., 2020) .

-Peak Program Anti- Bullying Campaign

Based on results study researcher find in carry out anti- bullying campaign, agent change Of course just will do preparations form discussions and meetings between agent change, about What only one can is displayed which loads about prevention bullying, via dance, poetry, and drama. Deep strategy anti- bullying campaign This planned with moreover formerly conditions and situations what if trigger happen bullying among students. This matter in line with findings researched by Setyowati that as step beginning For urge and prevent case bullying experienced by students. Contribution student in matter this is also very necessary remember that what is planned moment This need Work The same from all over component school to get it walk in accordance with objective beginning.

Based on analysis results study after prepare activity anti- bullying campaigns, of course just agent change must plan What just have to they do it in anti- bullying campaign This through training, other processes involving intra- school, completed guidance given exercise for drama, song, poetry, speech, etc create posters with each agent's ideas change. Stages planning This obtained in order to avoid failure in carry out anti-bullying and belonging campaign more results Good. Stages planning and preparation is efforts made For determine step next in line with interest from prevention bullying at school (Valencia et al., 2020) .

Management Change Agent Communication

Management communication happen Good in system social as well as within it. Management communication related with P4I (receiving, processing, storage and delivery information) in various subsystem social. Individuals, groups, organizations, masses and society including in category This. According to knowledge communication, management is the process of having an impact on other people. Apart from that, ideas management communication give know We that ability For communicate with Good No only something already There is in self We ; That is a process (Hasmawati, 2018) .

In terms of This management communication agent change in prevention programs bullying at SMP N 1 Gorontalo City, namely in the delivery process information about prevention bullying through the programs implemented for prevent bullying at school they. Through prevention programs through socialization, educational programs each class, program through social media, up to peak anti- bullying campaign, agent changes to SMP N 1 Gorontalo City have been made do management communication with builder them and also do communication with students school them so that their program do it accomplished with Good.

In terms of bridge between theorists and practitioners (Hasmawati, 2018) management communication born Because exists demands For bridge between theorist communication with practitioner communication. Theorists face limitations in apply the knowledge he has. Meanwhile practitioners communication experience limitations on referrals theoretical or knowledge communication.

4. Conclusion

Based on results analysis and discussion carried out so can take conclusion that management communication agent change in prevention programs bullying at SMP N 1 Gorontalo City in several cases stages management communication agent change Already in accordance with planning Cutlip and Center model communication, as in the discovery process fact agent change Already capable identify prevention programs bullying with Good. After the planning process though in planning prevention programs bullying agent change Still request

help from builder agent changes, however they capable implement a prevention program bullying with Good. In the communication process, the process is carried out with either by the agent change because they capable awaken bullies at SMP N 1 Gorontalo City with method communicate through existing programs they do it. But in the final process evaluation (*evaluation*), agent change No carry out this process with OK, because Because they Still force beginning so that No know what is the evaluation process held.

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