



## **ANTI-BULLYING AND STOP SMOKING AWARENESS CAMPAIGNS AS EFFORTS TO RAISE AWARENESS AMONG THE YOUNGER GENERATION**

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**Abstract.** Bullying is a form of social violence that still often occurs in schools and communities. The impact of bullying not only decreases students' academic achievement but also affects the victims' psychological condition. The 2025 Community Service Program (KKN) Team 10 of Universitas Riau Kepulauan implemented an anti-bullying education activity in Tanjung Buntung Village, Bengkong District, Batam City. The methods included socialization, interactive discussions, and role play simulations to increase students' understanding of the negative impacts of bullying and how to prevent it. The results showed an improvement in children's understanding of bullying, as indicated by their ability to identify forms of bullying and their commitment to mutual respect. Therefore, this program effectively increased students' awareness in creating a safe, comfortable, and bullying-free social environment.

**Keyword:** KKN, Bullying, Education, Student Awareness, School Environment

### **INTRODUCTION**

The younger generation is a vital asset for the sustainability of a nation. They not only serve as future generations but also as drivers of future development. Therefore, the development of positive and healthy character is essential from an early age. However, in today's era of globalization, young people face various challenges that can impact their mental, social, and health development.

One serious problem that remains prevalent is bullying. Bullying can occur in schools, universities, and even online (cyberbullying). This behavior not only physically injures victims but also has psychological impacts, such as reduced self-confidence, trauma, and even depression. If not handled properly, bullying can damage the quality of life of the younger generation.

Furthermore, the issue of smoking among adolescents remains a serious concern. Health data shows that most first-time smokers are teenagers. Smoking is not only addictive but also has negative health impacts, such as heart disease, lung cancer, and respiratory disorders. Furthermore, smoking can also impact the surrounding environment through exposure to secondhand smoke.

Given these conditions, concrete efforts are needed to raise awareness among the younger generation about the importance of stopping bullying and avoiding smoking. One strategic step is through anti-bullying and smoking cessation outreach activities, which aim to provide understanding, raise awareness, and instill a sense of caring for oneself and others.



## **METHODOLOGY**

The activities carried out included interactive outreach and education for the younger generation regarding the dangers of bullying and smoking. These activities included:

1. Presentation of material on the negative impacts of bullying and smoking.
2. Group discussions and questions and answers to help participants understand the issues from a broader perspective.
3. Screening of educational videos featuring real-life cases related to bullying and the dangers of smoking.
4. Role-playing to develop empathy, the courage to refuse, and skills in dealing with bullying situations.

### **Technical Implementation**

The technical steps in implementing the activities are as follows:

#### **Preparation**

- Developing an activity schedule and assigning committee tasks.
- Developing outreach materials that are easy for participants to understand.
- Preparing presentation media (LCDs, laptops, sound systems) and supporting materials (leaflets, posters, videos).

#### **Implementation**

- Opening of the event and team introductions.
- Presenting anti-bullying and smoking cessation materials.
- Screening of educational videos to reinforce understanding.
- Interactive discussion and Q&A with participants.
- Role-playing to practice social awareness and refusal skills.
- Closing with a motivational message and distribution of leaflets/posters.

#### **Evaluation**

- Conducting a reflection session with participants to determine their understanding after participating in the socialization.
- Compiling a report on the results of the activity as a form of accountability and as a basis for future improvements.



## RESULT AND DISSCUSION

The anti-bullying and smoking cessation outreach program went well. More than 90% of participants attended, including schoolchildren, university students, and several parents. Participants actively participated in the discussion, asking many questions and sharing experiences. Questionnaire results showed that more than 85% of participants gained new knowledge about the negative impacts of bullying and smoking, as well as the importance of awareness.

*Table 1. Survey Result*

<b>Indicators</b>	<b>Before Program (%)</b>	<b>After Program (%)</b>
Bullying Awareness	35	75
Bullying Case Reporting	25	65
Participation in Activities	40	85

The results obtained indicate that education involving students in discussions, participation in various activities, and parental involvement can reduce bullying behavior. Increased student awareness and courage to report bullying indicate that the implemented program is effective. Parental involvement is also an important aspect in creating a supportive environment. Data shows that with a planned educational program, students become more aware of bullying and other negative behaviors and are able to contribute to creating a more positive school environment.



Figure 1. Implementation of Socialization Carried Out in RT/02 with Local Youth

## CONCLUSION AND RECOMMENDATION

Based on the results of the anti-bullying and smoking cessation outreach program, this activity successfully increased the knowledge of the younger generation about the dangers of bullying and smoking. Participants demonstrated high enthusiasm, actively engaged in discussions, and committed to avoiding negative behaviors. Continued efforts from various parties are needed to maintain this message in everyday life.

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