

HARMONY IN PROGRESS:

**INTEGRATING SCIENCE, TECHNOLOGY,
AND
SOCIAL INNOVATION
FOR SUSTAINABLE DEVELOPMENT GOALS**



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YSS006 - ZEROBU: ZERO READY TO FIGHT AGAINST BULLYING

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ABSTRACT

An interactive application has been developed to educate society comprehensively about bullying through simulation videos, animated content, brief documentaries, and real-life victim stories that strengthen users' empathy. ZEROBU provides prevention and proper response, ZEROBU includes a guide how to report bullying cases safely, along with information on laws and regulations related to bullying, helping users understand their rights and the legal consequences for perpetrators. Interactive features such as quizzes are available to evaluate users' understanding, while the evidence upload function allows users to report bullying cases by submitting photos, videos, or supporting documents and urgent call for help and consultation with links. We hope that with our application, Indonesia will become a Zero Bullying country.

Keywords – bully, interactive application, ZEROBU

INTRODUCTION

Bullying is a negative action carried out by one or more individuals repeatedly over time (Olweus, 2014). According to the Indonesian Education Monitoring Network (JPPI), the number of bullying-related violence cases has increased as follows: 91 cases in 2020, 142 cases in 2021, 194 cases in 2022, 288 cases in 2023, and 573 cases in 2024, making bullying a significant issue in the education sector that has garnered considerable attention. Based on facts presented by UNICEF, 3 out of 4 children and adolescents who have experienced one or more types of violence report that the perpetrator is a friend or peer (Beaton et al., 2012). This indicates that bullying among peers is a serious issue that still occurs frequently and requires special attention from various parties, including schools and parents. Ineffective handling has made it difficult to prevent bullying cases. Some schools consider these incidents to be just part of a game played by children. In reality, this seemingly trivial 'game' can harm a child's mental health and also negatively affect the psychology of other children who witness it. The lack of children's understanding of the negative impacts of bullying, as well as the limited age-appropriate educational approaches, are among the factors why bullying cases continue to recur. Therefore, there is a need for a learning medium that is not only informative but also engaging and easy for children and society to grasp. To address this need, we designed an application that can educate children and society in an interactive and enjoyable way.

OBJECTIVE

ZeroBu, Zero Ready to Fight Againts Bullying. This application is designed to make it easier for bullying victims to report to the relevant authorities. With an elegant appearance and full of animations, this application is comfortable to use and does not provide any prompts that make users feel uncomfortable.

DESCRIPTION OF THE PROJECT

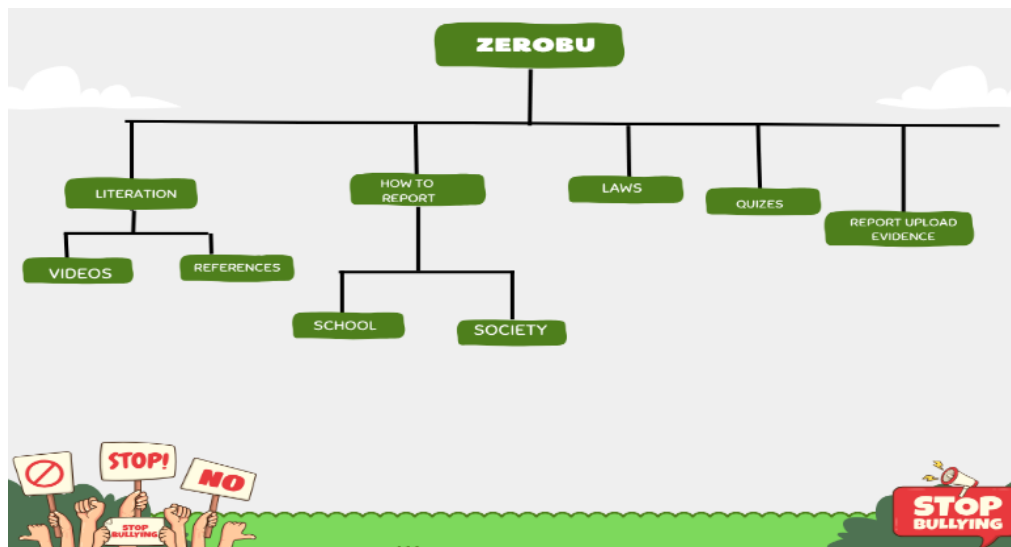


Figure 1. Diagram of ZeroBu

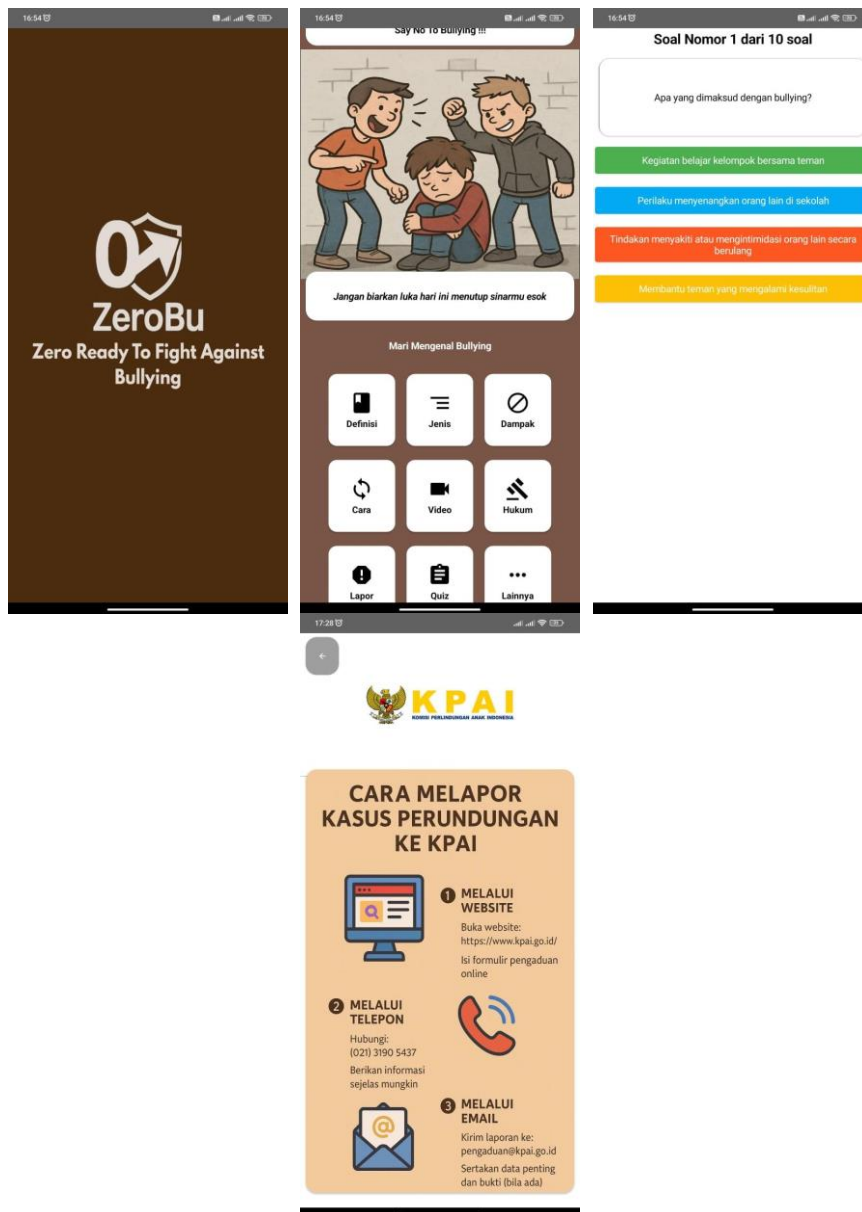


Figure 2. Features of ZeroBu

ZEROBU is a complete and interactive Android application about bullying, covering topics such as its definition, impacts, types, how to report bullying cases, and it also includes quizzes to deepen understanding about bullying. The main features of the app are as follows:

Literation: This section provides information on the definition of bullying, the impacts of bullying, how to overcome it, and the various types of bullying.

Videos: This section contains animated videos, short documentaries, and real-life stories of bullying victims, aimed at strengthening users' understanding and empathy toward bullying cases.

References: This feature offers additional information on bullying, guaranteed to come from valid and reliable sources.

How to Report: This section provides a guide and step-by-step instructions on how to report bullying cases safely and correctly.

Laws and Regulations on Bullying : This section includes information about regulations and laws related to bullying, to help users understand their rights and the legal consequences for perpetrators.

Quizes : This interactive quiz feature offers a series of questions about bullying to help reinforce users' understanding and evaluate how well they comprehend the material.

Upload Bullying Evidence and links to urgent help: This feature allows users to report bullying incidents through the app by uploading evidence such as photos, videos, or other supporting documents related to the bullying case.

NOVELTY

The uniqueness of ZeroBu lies in its multidisciplinary integration of technology, psychology, and education to combat bullying. Unlike conventional anti-bullying materials, ZeroBu offers:

- A child-centered design that prioritizes emotional safety.
- Game-based learning (gamification) and interactive content that make learning fun.
- Internal reporting features that make it easier for children to seek help.
- Localized content adapted to Indonesia's cultural and educational context.

This approach provides a scalable model for digital anti-bullying education.

CONCLUSION

ZeroBu is an innovative solution in the effort to tackle bullying by equipping children and society with the knowledge, courage, and tools needed to identify and respond to bullying behavior. With its engaging interface and comprehensive features, ZeroBu serves as both an educational medium and a support platform in schools. Further development and implementation in Indonesian schools have great potential to significantly reduce bullying incidents and their impact.

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