

ABSTRACT

"Dari Perempuan Untuk Perempuan" Youtube Video is a part of Nivea's #ExtraCare campaign in collaboration with Najwa Shihab and Narasi TV. This social marketing campaign displays an educational advertisement for Indonesian women and expected to have a positive impact on women and the people of Indonesia. The researcher used descriptive qualitative methods with interpretive paradigms. The subjects of this study were viewers who left comments in "Dari Perempuan Untuk Perempuan" " Youtube video. The object of the research was the process of forming perceptions on Nivea's social marketing campaign which was packaged in the video "Dari Perempuan Untuk Perempuan". The results showed that after watching the video, the informants felt more motivated because the message was in-line with their own experience which leads to the special attention they had given and participated in the perception according to their respective interpretations. The message is also embedded in memory and is already in the cognitive scheme of the informants.

Keywords: *Nivea, Social Marketing Campaign, Perception, Youtube*