

ABSTRACT

With the phenomenon of menstruation experienced by almost all women, using sanitary tools is a common thing to do. Currently there are still many Indonesian women who use disposable pads as the preferred sanitary tool. Using disposable pads for too long will cause some complaints to users, and also the waste generated will be very harmful to the surrounding environment. And in that case, this research aims to introduce alternative solutions to disposable sanitary napkins that are comfortable to use for a long duration and are much more environmentally friendly. The method used in this study is a qualitative method, through interviews, questionnaires, and literature. The theory used in this research is Campaign Theory, AOI, SWOT, AISAS. With the implementation and running of this campaign, it is hoped that the public will be willing to switch from disposable pads and start using menstrual cups as the preferred sanitary tool during menstruation.

Keywords : Creative Strategy, Campaign Strategy, Campaign, Menstruation, Menstrual Cup