

## **ABSTRACT**

Menstruation is a common thing experienced by all women, which is a normal monthly cycle in. During menstruation, women generally use disposable pads, then the pads that have been used can be thrown into the trash. In his disposal, from data obtained through tribunews, namely in the area of Gang Syahroni Cicadas, Bandung, West Java. Because sanitary pads are still found that are disposed of improperly, for example in culverts, due to the lack of awareness of women about the importance of maintaining cleanliness during menstruation and how to dispose of sanitary pads that have been used properly. With this phenomenon, it is not uncommon to find pads that still have blood stains on them. Based on data from Data Reportal, in 2023, there are a total of 167 million social media users. The power of social media to influence society is based exclusively on the social aspect: this means interaction and participation on social media which can be done through campaigns. So a social media-based social campaign is needed by designing a creative strategy to invite women to be aware of the importance of maintaining cleanliness during menstruation and how to dispose of sanitary pads that have been used before being thrown into the trash. This study used a qualitative method with an interview, questionnaire and observation approach to collect the data needed in this research so as to get perfect results. And the purpose of this research is to increase women's awareness of hygiene during menstruation.

**Keywords:** Menstruation, disposable pads, social campaigns