

# CHAPTER I

## INTRODUCTION

### 1.1 Background

On this day there are lots of problems or conditions that we do not expect to occur around us, one example is social problems. Social problems themselves are incompatibilities between elements of culture or society that endanger the life of a social group with problem factors, namely biological, economic, psychological, geographical, demographic and cultural factors. However, Social problems also known as social disintegration or social disorganization, are one of the old problems that arise in the midst of social life caused by products of technological progress, industrialization, globalization and urbanization. (Kumala, Nurlaili & Dewi, 2017: 161). Social problems that arise can certainly affect environmental conditions and society, there are many examples of social problems in Indonesia. Starting from poverty, juvenile delinquency, crime, unemployment, social and others. An example can be taken regarding social problems that often occur around us, namely social problems regarding the environment, namely regarding waste.

In general, waste can be interpreted as objects that are no longer used by living things, so that they become waste. Therefore, leftover objects produced by humans, animals, and even plants all have the potential to be considered as waste as long as they are no longer used. According to the World Health Organization (WHO) waste is something that is no longer used, disliked or something that is thrown away that comes from human activities and does not happen by itself. There are several types of waste that we can find, but based on their nature, waste can be divided into 3 types, one of which is inorganic waste. Inorganic waste is waste originating from non-biological materials or from processing technology processes. An example of this type of inorganic waste from household waste is sanitary pads.

This topic will be focused on inorganic waste, namely sanitary pads waste. Sanitary pads contain various types of materials that are less environmentally friendly and difficult to decompose, such as plastic, pesticides, bleach and others. For women

who are menstruating, they may need to change pads more than twice a day, if used pads are not managed properly, they will cause several problems, namely environmental problems and health problems for users. Therefore, it is necessary to maintain the health, cleanliness of pads and genitals for its users. According to Sugono (2008) hygiene is various efforts to maintain health, in other words personal genital hygiene behavior is an attempt to maintain health by maintaining genital hygiene, including how to care for and maintain the cleanliness of the genital organs such as washing hands with soap before and after cleaning. genitals, how many times to change sanitary pads during menstruation, how to keep sanitary waste used from sanitary pads, use of underwear, and so on. According to interview data taken by detikX, almost every day Taufik finds trash bags filled with used sanitary pads. Some are neatly wrapped in newspaper or plastic. Sometimes from the trash bag whose contents are scattered, Taufik can see the sanitary pads which are still full of blood stains. Sanitary pads that have been used must contain the wearer's blood. The color of blood that leaves an imprint on the sanitary pads aesthetically also looks uncomfortable. Therefore, it would be better if you wash it first and wrap it in a plastic bag before throwing it. According to dr. Dinda Derdameisya, Sp. OG, from a medical point of view, there is no problem not to wash used pads before throwing them away. But if we think about the waste problem and think about the contamination problem from blood, Then the pads must be washed first, then wrapped and thrown in the trash.

Based on problems related to the topic being raised, to assist this research, data collection was carried out through distributing questionnaires and interviews with the target, women who menstruating, with the aim of whether the target is aware of used sanitary pads that have been used. From the questionnaire distributed to the audience, the area with the highest enthusiasm with a percentage of 61.1% was the Bandung area, and it can be concluded from the data obtained that there are still women who do not wash their sanitary pads before throwing them in the trash. Of the 72.2% of women who filled out the questionnaire, they said that they had seen used sanitary pads that were scattered and there was still blood in the trash. So that it can be concluded that there are still women who are not aware of the waste sanitary pads that have been used.

In this regard, the government within the Ministry of Religion once made a campaign regarding menstrual hygiene for teenager, Menstrual Hygiene Management (MKM) in Indonesia is part of the School Health Business (UKS) program. Special attention needs to be given to MHM, because the issue is very closely related to several targets of the Sustainable Development Goals, Healthy and prosperous life, quality education, gender equality, as well as clean water and proper sanitation issues through the MHM story book with the special title "Secrets of Two Worlds" as an innovative and creative way of educating young girls and boys about menstrual hygiene and puberty. This story book explains menstruation with simple words and illustrations according to the age of the target audience. Designed for children approaching puberty, this book can be read from both sides, one for girls and the other for boys. In this social campaign.

There are different ways apart from reading books, namely through the internet, Indonesia is included in the top 10 countries with the highest internet usage. It is hoped that this social campaign which is carried out via the internet can become the right platform to provide direction to women on how to manage disposable sanitary pads. Then the problem in visual communication design is that there are rarely social campaigns regarding the handling and care of sanitary pads in this era, even though in this era where the majority of people can access the internet it can be used as an intelligent medium in imparting knowledge to women who use disposable sanitary pads.

## **1.2 Problem Identification**

From the research above, there are several problems that can be identified:

1. There are people who still throw pads carelessly because of lack knowledge and education about how to manage waste sanitary pads that have been used.
2. There is no social campaign regarding handling of sanitary pads waste based on visual media with the proper and correct way to handle it.

### **1.3 Research Question**

Based on the identification of existing problems, certain formula can be made:

1. How to design a creative strategy for the main message regarding a social campaign for handling sanitary pads that is suitable for the target audience?
2. How to design a visual media creative strategy?

### **1.4 Problem Scope**

Based on the background and problems above, the research scope is as below:

1. What

The focus of the problem on this topic is how to provide social campaigns or knowledge to women about how to manage waste sanitary pads.

2. Who

The intended target audience is:

1. Age: Youth Group (18-24 years old)
2. Gender: Women
3. Demographics: Bandung

3. How

Creating a social campaign also uses print media and Instagram social media as supporters of this social campaign.

4. Where

As for the location of the research, I will do it in the city of Bandung, and I will also distribute the results of this research in the city of Bandung as well.

5. When

This design is realized in 2023.

### **1.5 Research Purpose**

Based on these problems, this study aims to produce a social campaign for handling sanitary pads that is suitable for the target audience. So that this social campaign can increase and become knowledge for women on how to manage waste sanitary pads that have been used. With the intention to be achieved are:

1. Women can follow and know about this social campaign.
2. Women understand how to manage used sanitary pads waste.

## **1.6 Research Benefits**

In this research, I hope that the benefits will be useful for the targets of this research. With the hope that these benefits can increase women's awareness by conducting social campaigns on how to manage used sanitary pads waste. With desire, there are no more women who are still confused about how to care for sanitary pads and there are no environmental and hygiene problems caused by sanitary pad waste.

## **1.7 Research Methodology**

The author uses qualitative methods because the research used mostly refers to facts and phenomena that occur in society.

### **1.7.1 Method of Collecting Data**

#### **1. Interview**

According to Esterberg in Sugiyono (2015: 72) an interview is a meeting conducted by two people with the aim of exchanging information and ideas by way of question and answer, so that when it is pursued a conclusion or meaning is obtained on a particular topic.

#### **2. Observation**

Observation is a study that uses thorough observation of a certain condition and also the behavior of groups of people as well as individuals in certain circumstances (Wiratna, 2014: 23). Observation can be used to understand the phenomenon, the method can be carried out on women aged 18-24 years old in order to get the information when they understand how to manage waste sanitary pads that have been used. And also by looking at the surrounding environment such as trash cans.

### 3. Questionnaire

According to Sugiyono (2013: 199) a data collection technique is done by giving questions or written statements to respondents to answer. The questionnaire was distributed with a list of questions using the Google form regarding the phenomenon studied to respondents with an age range of 18-24 years. This method can be conducted based on the author's target audience. Which women who aged 18 - 24 years old.

#### **1.7.2 Analysis Method**

In writing this report, the data analysis method used by the author is as follows:

##### 1. Questionnaire Data Analysis

According to Soewardikoen (2019: 99) The interpretation of significant calculation results according to a variable when associated with the symptoms that occur can be compared as a cause and effect. Quantitative data results of calculations according to the points of the research object variables asked to the respondents.

##### 2. SWOT Matrix Analysis

According to Freddy (2013), SWOT analysis is an analysis based on logic that can maximize strengths and opportunities but can simultaneously minimize Weaknesses and Threats. Data from the results of this SWOT analysis helps in analyzing products from these four aspects. The data taken was obtained from interviews and observations so that it can be better understood.

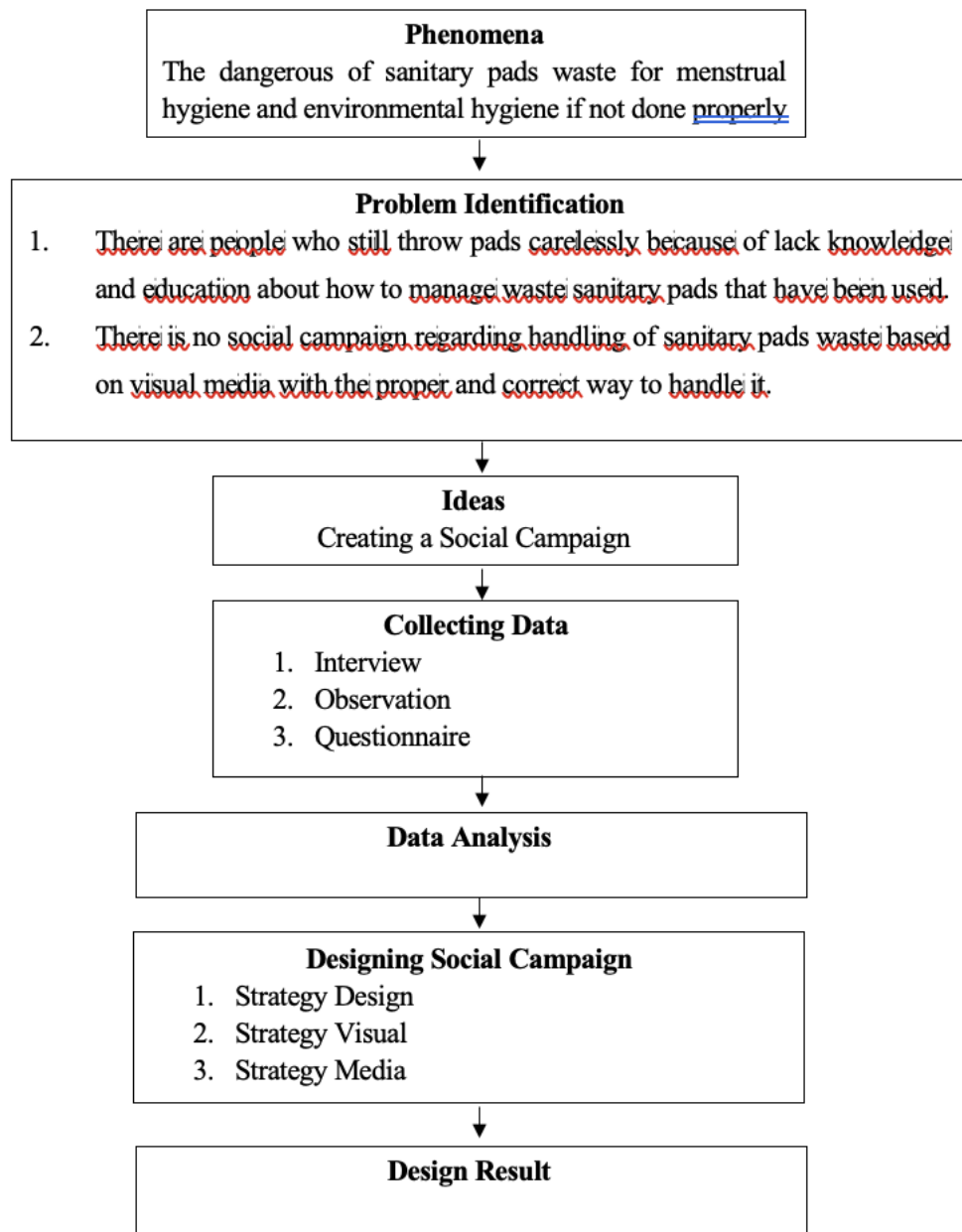
##### 3. AOI analysis

Sciffman and Kanu define AOI research as a form of consumer research that provides a clear and practical profile of consumer segments, regarding an important aspect of consumer personality, buying motives, interests, attitudes, beliefs and all the values they adhere to (Ilham and Edwar , 2014 : 69). This data is used to determine consumer behavior, needs, and the right lifestyle to achieve the goal of attracting the attention of the target audience.

#### 4. AISAS analysis

AISAS is a process used in designing media so that the target audience gets information and makes purchases in a planned manner. There are several steps, namely the first attention so that the target audience is aware of the existence of a product or service. The second is interest, namely to attract the attention of the target audience, the third is the target audience to look for products or services. The fourth is that the target audience takes action which is the success of their observation of the product or service. And the fifth is the target audience to spread information to others by word of mouth or testimonials on their social media based on their experiences in using the product or service (Sri Nurbani, 2019: 2).

## 1.8 Research Frameworks



*Image 2 Research Frameworks  
Source: Personal Data*



## **1.9 Chaptering**

### **CHAPTER I: INTRODUCTION**

This chapters are describes the background, problem identification, problem formulation, problem scope, research purpose, methods, the data analysis, and also the research frameworks.

### **CHAPTER II: THEORITICAL FOUNDATION**

This chapter explain the theoretical basis that is used as the basis for making the final project.

### **CHAPTER III: DATA AND PROBLEM ANALYSIS**

This chapter describes the data that has been collected and the data that has been collected will be analyzed.

### **CHAPTER IV: DESIGN CONCEPT AND RESULTS**

This chapter is describes all the concepts of the design related to the final project.

### **CHAPTER V: CLOSING**

This chapter is ther final conclusion regarding the result of the research and the design related to the final project.