

ABSTRACT

The lack of education regarding female intimate health among adolescent girls contributes to the high risk of infection and the persistence of social stigma surrounding this topic. According to data from POGI and WHO, the majority of women experience at least one episode of vaginal health issues in their lifetime. Despite this, studies show that adolescent girls are highly interested in learning about reproductive health, especially when delivered through approachable, visual, and non-judgmental methods. Filmore Pharma, a brand focused on female intimate care, initiated an educational visual campaign titled “Sekali Swipe, Langsung Bye” targeting junior high school girls in South Bandung Regency.

This research employed surveys, observation, and communication strategy analysis to design an effective and audience-specific social campaign. The resulting campaign combines interpersonal communication via the maternal figure, digital media platforms such as TikTok and Instagram, and educational printed materials such as leaflets, posters, and ambient media. This initiative not only enhances adolescents' reproductive health literacy but also encourages open conversations between mothers and daughters. Ultimately, the campaign aims to reduce shame and normalize discussions around intimate care among young girls.

Keywords: *social campaign, adolescent education, female intimate health, visual communication design.*