

ABSTRACT

Maintaining a healthy body is important. Not only are the parts of the body visible to others but also hidden, one of which is the reproductive organs. Unfortunately, the awareness of maintaining the health of the reproductive organs is still lacking and this is more common in women. Eight out of ten Indonesian women experience irritation of their reproductive organs during menstruation and only one of them is conscious. This problem is caused by a lack of sex education because it is still considered taboo. This shows the existence of social issues regarding the health of female reproductive organs in Indonesia. Departing from this, Laurier Indonesia tries to provide a solution through the #DontGetIrritated social marketing campaign with video content on YouTube as a collaboration with VICE Indonesia entitled "Laurier x VICE: How Do You Know About Vagina #VagCheck". Laurier Indonesia tries to convey a message about the importance of the health of female reproductive organs and eliminate the taboo stigma about it. This study aims to find out how the video content is. This study uses a qualitative method with content analysis techniques (content analysis). This study also used coding sheets, interviews, and documentation to collect data. The results showed that the video content could fulfill the goals and stages of the social marketing campaign and emphasize the discussion about irritation to the health of the female reproductive organs which later developed into other topics.

Keywords: Content Analysis, Social Marketing Campaign, Female Reproductive Organ Health