

## **ABSTRACT**

### ***DESIGNING SOCIAL CAMPAIGN OF REUSABLE CLOTH MENSTRUAL PADS MOVEMENT FOR WOMEN IN DKI JAKARTA***

*Period poverty makes it difficult for women to get access to hygiene, proper sanitation products, privacy and security during menstruation is clear in Indonesia and is often an issue that has not been taken seriously. 2% of women in Indonesia are unable to buy sanitary napkins due to financial. This makes women use improvised materials such as used cloth, paper, tissue and such to replace menstrual pads. Reusable cloth menstrual pads as a product that can last for years are a more economical alternative because women do not need to buy disposable menstrual pads every menstruation. However, there are still many women who have not been educated about it. A visual media-based social campaign is needed with a design using creative strategies to invite women to start making and wearing reusable cloth menstrual pads. In delivering the message, the method used in designing this campaign is AISAS (Attention-Interest-Search-Action-Share) so that it can be conveyed to the audience effectively. The results of the design are campaigns with outdoor media such as billboards and posters as well as social media through an educational platform and website that will bring the audience to the main event. The event held in the form of a DIY workshop on reusable cloth menstrual pads. Then after the event the audience can share information about reusable cloth menstrual pads through social media by sharing experiences in the event and website link used in the campaign.*

*Keywords: period poverty, reusable cloth menstrual pads, social campaign*