

ABSTRACT

Since the emergence of the Covid-19 pandemic, people's living habits have undergone significant changes. This pandemic forces students in Indonesia to adapt to new norms in an effort to break the chain of virus transmission. Until now, these habits still apply as a preventive measure that cannot be ignored. Overall, the new habits that emerged as a result of the Covid-19 pandemic still play an important role in protecting the Indonesian people. After Covid-19 is no longer there, the habits of students will change back to how they used to be, namely, no longer wearing masks until the distance is not maintained and in public places it becomes crowded again. Lack of awareness of the spread of disease due to contamination by microorganisms exposed to the surrounding environment. In building awareness that the dangers of viruses and germs that spread will cause disease but can be overcome by using antiseptic products from Dettol by sterilizing the surrounding environment. The author conducted a qualitative research method by distributing questionnaires and conducting interviews with previous Dettol Antiseptic users. However, from the results of the questionnaire, there are still many who do not know that Antiseptic Dettol can be used as a clothes washer which can minimize the growth of germs and even viruses on everyday clothes. Therefore, the author will design a promotional strategy in the form of outreach activities to several campuses in every major city with the theme "Goes to Campuss" to socialize the importance of maintaining sterilization of clothes.

Keywords: Antiseptic liquid, Covid-19, Dettol, Goes to Campuss, Microorganisms