

ABSTRACT

Low awareness of menstrual hygiene among adolescent girls remains a significant public health concern with potential impacts on both physical and psychological well-being. According to the 2017 Indonesia Demographic and Health Survey (SDKI), 63.9% of Indonesian adolescent girls have inadequate personal hygiene during menstruation. This study aims to design an educational and communicative menstrual hygiene campaign in collaboration with the local brand Nona Woman, targeting girls aged 13–18 in Bandung. The campaign utilizes the AISAS communication model, which aligns with the digital behaviors and lifestyles of today's youth. Data collection methods included literature review, observation, interviews, and questionnaires distributed to 245 respondents. Survey results indicate that most participants do not change their sanitary pads regularly and lack awareness of the health risks associated with poor menstrual hygiene. The campaign combines digital and print media, along with an interactive health event, "NONA Day," featuring talk shows, consultations, workshops, and photoboos. The proposed campaign is expected to raise awareness and encourage healthier menstrual hygiene practices among adolescent girls.

Keywords: *Menstrual Hygiene, Adolescent Girls, Health Campaign, Visual Communication Design, Nona Woman .*