

FINAL PROJECT

**COMMERCIAL CAMPAIGN TO TREAT BAD BREATH THROUGH
MOUTH SPRAY PRODUCT "KAVELA" FOR WOMEN
AGE 22 – 30 YEARS OLD**

To Fullfil the Requirements for Obtaining a Bachelor's Degree (S-1)



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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
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SPRAY PRODUCT "KAVELA" FOR WOMEN AGED 22-30 YEARS**

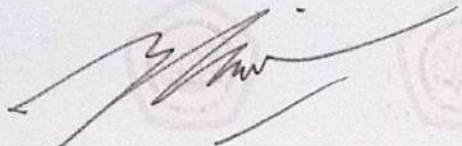
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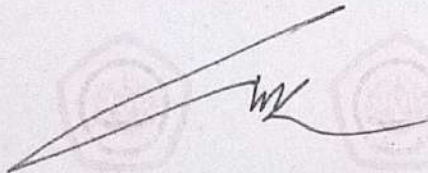
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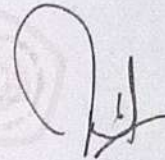
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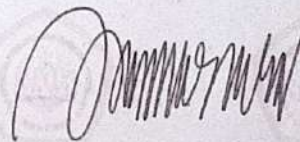
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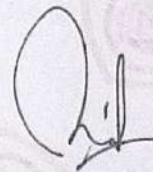
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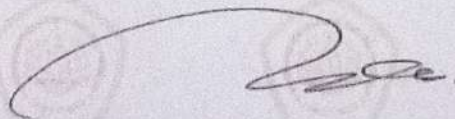


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I hereby that in this Final Project scientific document there is no part of other scientific works that have been submitted to obtain an academic degree in a Higher Education institution, and also there are no works or opinions that have ever been written or published by other people/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

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Surabaya, November 26, 2025

Statement Maker



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ABSTRACT

Bad breath problems are experienced by $\pm 50\%$ of Indonesian women and more than 90% of cases originate from the oral cavity. This condition causes a decrease in confidence, anxiety, and obstacles in social interaction. The findings of the questionnaire conducted by the researcher showed that 80% of respondents were worried about their bad breath, 85% had problems with the mouth area, and 64.3% doubted the safety of mouth spray even though Kavela had BPOM and halal certification. In addition, 74% of respondents have never even known about Kavela products, indicating a lack of exposure and visual irregularity on the brand's social media.

Through a campaign design approach based on commercial campaign theory and visual communication design concepts, this design develops educational message strategies related to the causes of bad breath, the safety of Kavela's active ingredients such as xylitol and sucralose, and the benefits of mouth spray as a fast, practical, and safe solution. The research methodology includes observations, interviews with Kavela CMO and dentists, questionnaires, as well as TWOS analysis, consumer insight, and consumer journey to formulate communication strategies relevant to the target audience.

The design result is in the form of a digital campaign "Sparkle on, Speak on" with Instagram main media, video campaigns, ambient media, and event merchandise kits. This campaign aims to increase awareness, strengthen brand image, build education about mouth spray safety, and encourage increased audience confidence in face-to-face interactions. With more consistent, informative, and strategic visuals, this campaign is expected to increase public acceptance of mouth spray and strengthen Kavela's position in the oral care product market.

Keywords: Campaigns; Mouth Spray; Confidence

PREFACE

With gratitude, the author was able to complete the final project with the title "Commercial Campaign for Handling Bad Breath Through *Mouth Spray* Products "Kavela" for Women Aged 22-30 Years". This final project aims to meet one of the main requirements for earning a bachelor's degree in design. It is also hoped that this design can contribute and have a good image for the Kavela brand, the party that has collaborated with the author.

The completion of this final project cannot be separated from the valuable support provided by various parties. These contributions and support are very meaningful to the author. Therefore, the author would like to express his deepest gratitude to:

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8. Rafif Virgian, Zakiyah Kharimatuzahra, Zakkiya Fauzia, Fitria Destiara, Dwi Nur Azizah, Rachel Jihan, and Rofi Hakim, close friends of the writer who always support each other.
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The author realizes that this design is not without flaws. Therefore, the author is open to suggestions and criticisms given. In closing, the author hopes that this final project report can be an inspiration and a useful source of information for readers.

Surabaya, November 26, 2025

Irene Siwi Mimpang

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