

# CHAPTER I

## INTRODUCTION

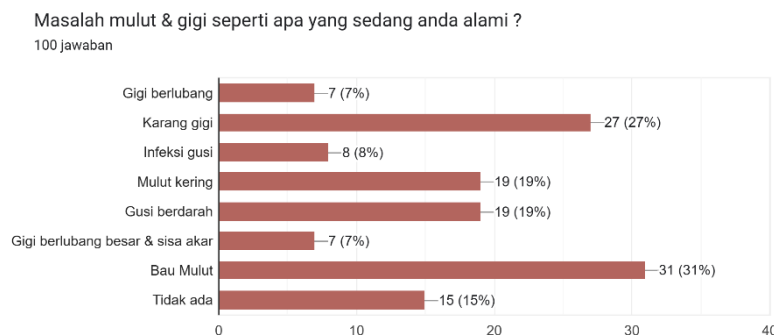
### 1.1 Background

Fifty percent of Indonesians are estimated to experience bad breath of varying severity that has a major impact both socially and personally. This can be caused by foods with a pungent aroma such as petai, jengkol, durian or garlic. However, 90% of cases originate from the mouth while those from systemic disorders are 10% (Ratmini, 2017). According to Alshehri (2015), bad breath is a condition characterized by bad breath. This condition is caused by the production of volatile sulfur compounds (VSCs) when decomposing food residues in the mouth.

Many individuals who have bad breath are unaware of the problem in themselves, while those around them feel significant disruption in social interactions (Erawati, 2023:1). Bad breath caused by protein-rich foods is also the main trigger because bacteria in the mouth will break down the protein and produce odorous gases such as hydrogen sulfide, methyl mercaptan, cadaver, skatol, and putricine (Ratmini, 2017). Other factors that cause bad breath originate inside the oral cavity, such as poor oral hygiene, cavities, gum disease, dry mouth, and the coating on the tongue (Camila et al., 2020). According to Erawati (2023:3), bad breath can have a psychological impact on sufferers ranging from low self-esteem, self-confidence crises, high anxiety, halitophobia, and difficulty interacting socially. This is reinforced by questionnaire data which stated that out of 100 respondents, as many as 80% felt less confident when socializing with others because they were worried about their bad breath.

Data from several countries show that 20% - 50% of the global population experiences bad breath and this condition shows a higher prevalence in people with the elderly (Widyastuti, 2017). Based on data from the American Dental Association, it is estimated that around 50% of the adult population has experienced bad breath (Soesanto, 2024). Based on a research sample conducted by Widyastuti (2017), as many as 45 patients consisting of 17 men and 28 women from RSGM FKG University Prof. DR Moestopo complained of bad breath. The age range of patients was 19 t- 42 years, with an average age of 27.27 years. The data is strengthened by questionnaire data that has been collected in this study, namely

from 100 respondents as many as 85% stated that they had problems with the mouth and teeth including cavities, tartar, gum infections, dry mouth, bleeding gums, and odor mouth.



Picture 1.1 Percentage of respondents who have problems with the mouth area  
(Source: Personal Documents, 2025)

According to Kim et al (2019), Mouth Spray or Oral spray can overcome bad breath easily. Meanwhile, according to Nittayananta et al (2018), oral area products such as Oral spray with anti-carry, anti-periodontal, and anti-fungal activities as well as anti-biofilm function to prevent infection. One Mouth Spray It is needed in maintaining healthy teeth and mouth. Kavela is a product Mouth Spray local production that can provide instant freshness to the mouth area so as to give consumers confidence. In its ingredients, Kavela has 9x fresh shield, which is the main ingredient that plays an important role in freshening breath, including xylitol, niacinamide, ascorbyl glucoside, mint, lactic acid, licorice, diospyros, and foot fruit extract. Xylitol is a safe sweetener for teeth, it can also help repair small holes in the teeth as it prevents plaque buildup. Xylitol can also strengthen tooth enamel through increased saliva flow which functions to neutralize the pH in the mouth.



Figure 1.2 Brand Kavela Logo  
(Source: Personal Documents, 2025)

Based on an interview with Kavela's Chief Marketing Officer (CMO), Anthea Shifra said that the majority of women experience confidence problems caused by bad breath. They are also still skeptical of mouth spray and are worried about whether the product is safe if ingested. In addition, according to Kak Anthea, many women agree that maintaining oral health is important. However, in reality, they are not aware of maintaining their oral health. This problem is supported by data obtained through a questionnaire that 85% of women in the city of Surabaya stated that they have problems with the mouth and teeth and as many as 64.3% of respondents doubted the safety of mouth spray. Meanwhile, in terms of safety, Kavela mouth spray already has a BPOM number and halal certificate. This is supported by the statement of drg. Priskila Naomi W, Sp.KG who stated that Kavela mouth spray is safe to use even though the spray will be swallowed because it uses ingredients that are safe to swallow in a predetermined dose.

Based on an interview with drg. Priskila Naomi W, Sp.KG, In addition to functioning to refresh the air in the mouth and eliminate bad breath, mouth spray has so many benefits for dental and oral health, including killing bacteria that cause bad breath, as a substitute for saliva for people who are undergoing chemotherapy so that the function of salivary glands decreases and can also increase saliva volume in the elderly. Mouth spray can also be used to treat canker sores, moisturizing dry mouth to prevent gingivitis from occurring. Choosing the right mouth spray is to adjust your needs, mouth spray has different types, including a special mouth spray to increase the volume of saliva, a mouth spray that is specifically used to treat canker sores and gingivitis, and a mouth spray that just refreshes the mouth. In addition, mouth spray also has minimal risks or side effects. Side effects will only be felt if the mouth spray user has an allergy to the composition contained in the mouth spray. Mouth spray is also an easy solution, because it has practical, small, and easy to carry anywhere. Mouth spray also provides an instant effect in eliminating bad breath.

In response to these issues, brands need to increase promotional activities that can be achieved through creative educational approaches by raising the correlation between bad breath problems and confidence problems that are manifested through commercial campaigns on digital platforms. The increasing trend of internet use in Indonesia is an effective opportunity for digital marketing and product education. Seeing the trend of internet use in Indonesia that continues to increase is an effective opportunity to market and provide education about products digitally. With the high number of internet users in

Indonesia, brands can take advantage of digital platforms to conduct more creative campaigns by raising the issue of self-confidence issues that can be a means of effective promotion as well as education. According to the Central Statistics Agency (2024), the number of Indonesia's population in mid-2024 is 281,603.8 thousand people. Of these, there are 221,563,479 people who are connected to the internet or 79.5% of the population. The number of internet users increased by 1.4% compared to the previous year. Demographically, Gen Z (born 1997-2012) is the most social media user, at 34.40%, followed by the Millennial Generation (born 1981-1996) with 30.62% (APJII, 2024).

According to Susanto (2023), digital campaigns can reach a wider audience and are much more cost-efficient compared to traditional marketing methods. Each campaign organizer has different goals in carrying out their duties, depending on the organization, institution, or agency they represent ((Kurnia, Indahsari, & Butar-Butar, 2022) in (Andini, Chidtian & Daniar, 2024)). According to Susanto (2023), campaigns through digital platforms can measure results in real-time, so they can quickly adjust strategies based on what is most effective. Digital campaigns allow for two-way communication with audiences as well as measuring their responses in real-time and making regular adjustments to strategies. This makes digital marketing an effective means of achieving marketing goals.

## **1.2 Problem Identification**

1. The content contained on Kavela's Instagram account has an irregular visual impression so that it looks messy. Although each post individually looks interesting, when combined or viewed from the home menu, it becomes a collection of posts that are not interconnected.
2. Based on an interview with Kavela's Chief Marketing Officer, Anthea Shifra said that the public is worried about the safety of mouth spray and its function as a product to handle bad breath. This is also evidenced by the data from the questionnaire results, namely from 100 respondents, as many as 64.3% of respondents still doubt the safety of mouth spray, especially if ingested.
3. Based on data from the American Dental Association, it is estimated that around 50% of the adult population has experienced bad breath due to problems in the mouth and dental area (Soesanto, 2024). The data is supported by the results of the questionnaire, namely from 100 respondents, as many as 31 people have bad breath, 27 people have

tartar, 19 people have bleeding gums, 19 people have dry mouth, as many as 8 people have gum infections, and 7 people have cavity problems.

4. This phenomenon is evidenced by the results of a questionnaire with 100 respondents, as many as 80% of the public are worried about their bad breath.
5. Of the 100 respondents, as many as 66% of respondents have never used mouth spray products and 74% of respondents have never heard or seen Kavela mouth spray products.

### **1.3 Problem Formulation**

The formulation of the problem of this design is: How to design a commercial campaign strategy for Kavela mouth spray products as a solution to handle bad breath for women aged 22 - 30 years?

### **1.4 Problem Limitations**

1. The designer creates informative educational content within the scope of digital media platforms regarding bad breath issues that have an impact on confidence issues.
2. The content discussed is about the causes of bad breath, education on the ingredients used in Kavela mouth spray products, the use of Kavela mouth spray as an effort to increase confidence
3. This commercial campaign targets adults aged 22-30 years who are already working, especially have a high-intensity face-to-face routine who care about their appearance

### **1.5 Purpose of Design**

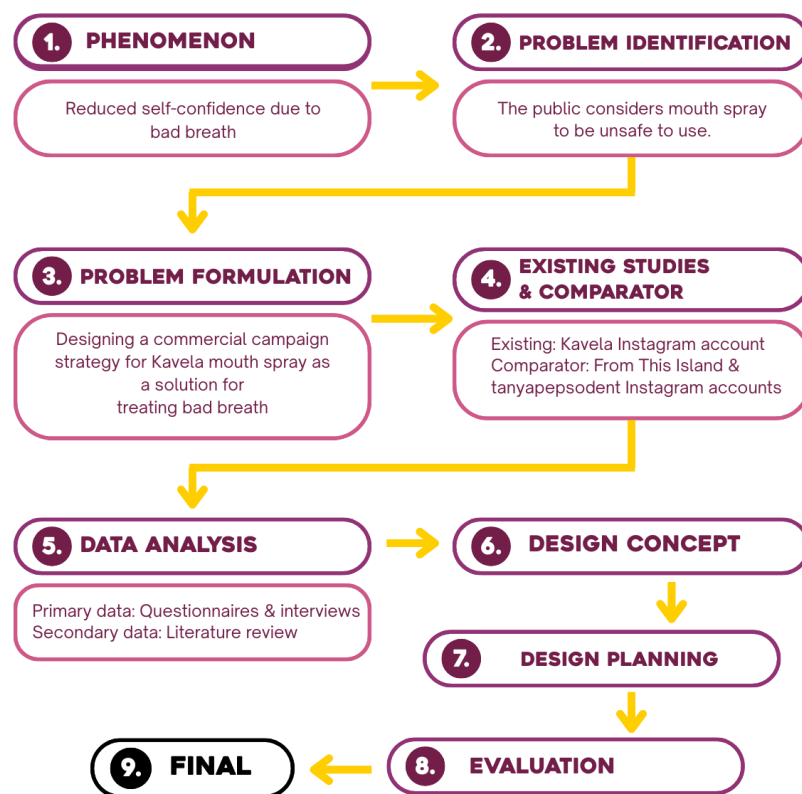
1. Increase confidence in the safety of Kavela mouth spray products
2. Providing education about mouth spray as a solution to bad breath problems and self-confidence
3. Helps increase audience confidence in socializing face-to-face with others
4. increase brand awareness in audiences who have never used and heard of Kavela mouth spray
5. Create a more organized and cohesive visual appearance on social media, especially Instagram to look more professional and build a stronger and more trusted brand impression

## 1.6 Benefits of Planning

In the process of designing a commercial campaign, mouth spray products as products that deal with bad breath problems and self-confidence have the following benefits:

1. Provide new knowledge to designers through in-depth research on the causes of bad breath and products to deal with it
2. Adding designer experience to creating commercial campaigns
3. It can be a means of information and education about the causes, impacts, and solutions in handling bad breath
4. The public gets knowledge about the benefits of using mouth spray
5. As a collaboration of the Kavela brand in designing commercial campaigns

## 1.7 Planning Framework



Figures 1.3 Planning Framework  
(Source: Personal Documents, 2025)