

## **CHAPTER V**

### **CLOSING**

#### **5.1 Conclusion**

Mouth spray is one of the oral care products by using it to spray on the mouth area. Mouth spray which has various functions according to the composition contained in the mouth spray, including as a breath freshener, eliminating bad breath, killing bacteria, etc. Kavela mouth spray products face several challenges, namely the public is still skeptical of the safety of the product and most of them are unaware that the public is not aware of the health of their mouth area. Looking at the challenges and opportunities that exist, namely many Indonesian people who are active on the internet, especially Gen Z and millennials, it is necessary to promote through creative and educational digital campaigns about bad breath and self-confidence issues.

#### **5.2 Suggestion**

The design of this commercial campaign needs to continue to explore focused on the emotional experience of the audience. Designers can develop narratives that highlight awkward moments caused by bad breath and calmness and smooth social interaction after using Kavela.