

FINAL PROJECT REPORT

DESIGNING AN EDUCATIONAL CAMPAIGN ON THE USE OF MENSTRUAL CUP AS AN ALTERNATIVE OF MENSTRUAL SANITATION PRODUCT FOR HIGH SCHOOL TEENAGERS

To Fulfill Part of the Requirements for Obtaining a Bachelor's Degree (S-1)



By:

Salsabilla Auliazaki Hartanto

21052010047

Advisor 1:

Alfian Candra Ayuswantana., S.T. M.Ds.

Advisor 2:

Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom.

VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ARCHITECTURE AND DESIGN

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR

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APPROVAL PAGE
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Prepared by:

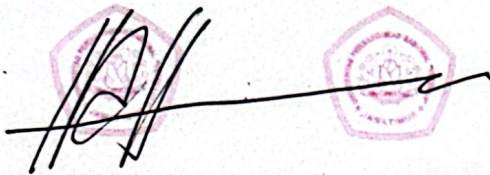
SALSABILLA AULIAZAKI HARTANTO

21052010047

Has been defended before the Examination Committee

On November 11th 2025:

Advisor I



Alfian Candra Ayuswantana, S.T. M.Ds.
NIP. 19880505 201903 1018

Examiner I

Advisor II



Dr. Arvo Bayu Wibisono, S.T., M.Med.Kom.
NIPPPK. 19831204 202121 1001

Examiner II



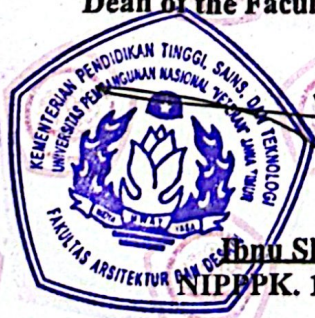
Aileen Solicitor.C.R.E.C. S.T., M.Ds.
NIPPPK. 19870119 202421 2024




Diana Agidatun Nisa, S.T., M.Ds.
NIP. 19900611 201803 2001

This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1) degree

Dean of the Faculty of Architecture and Design




Ibnu Sholichin, S.T., M.T.
NIPPPK. 19710916 202121 1004

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Prepared by:

SALSABILLA AULIAZAKI HARTANTO


21052010047

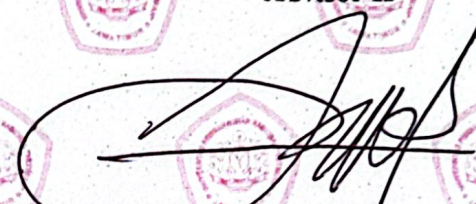
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On November 11th 2025:

Advisor I


Advisor II


Alfian Candra Ayuswantana, S.T. M.Ds.
NIP. 19880505 201903 1018


Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom.
NIPPPK. 19831204 292121 1001

This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1) degree

Head of the Visual Communication Design Study Program


Mashuna, S.T., M.Sn.
NIPPPK. 19840512 202121 2004

STATEMENT OF NON-PLAGIARISM

I, the undersigned below:

Name : Salsabilla Auliazaki Hartanto
Student ID : 21052010047
Program : Sarjana (S1)
Study Program : Desain Komunikasi Visual
Faculty : Arsitektur dan Desain

Hereby declare that in this academic document of my Final Project, there is no part of any scientific work previously submitted to obtain an academic degree at any Higher Education institution, nor any work or opinion written or published by another person/institution, except those which are properly cited in writing in this document and fully listed in the bibliography.

I also declare that this academic document is free from any elements of plagiarism. If any indication of plagiarism is found in this Final Project in the future, I am willing to accept sanctions in accordance with the applicable laws and regulations.

This statement is made truthfully, without any coercion from any party, and to be used as necessary.

Surabaya, November 30th 2025
The Declarant,



Salsabilla Auliazaki Hartanto
SID 21052010047

ABSTRACT

Menstruation is a biological process experienced by women every month and requires the use of safe, comfortable, and hygienic sanitary products. In Indonesia, disposable pads remain the most commonly used menstrual hygiene product, despite their short shelf life and the potential for negative impacts on both health and the environment. Long-term use of disposable pads contributes to an increase in the volume of non-biodegradable waste, while chemicals such as chlorine and formaldehyde found in the production process of certain pads can increase the risk of irritation, allergies, or discomfort in some women. On the other hand, there are alternative menstrual hygiene products, such as menstrual cups, which are considered more hygienic, ergonomic, environmentally friendly, and offer minimal leakage. Menstrual cups can also reduce the risk of irritation and have a significantly longer shelf life. However, their adoption rate in Indonesia remains very low.

A survey of 100 female respondents aged 15–18 found that 99% of respondents still use disposable pads, while only 1% have switched to using menstrual cups. Although 89% of respondents were aware of menstrual cups, most remained reluctant to use them due to fear of inserting a foreign object into the vagina, a lack of adequate information, and perceived taboos within society. Forty percent of respondents explicitly cited fear as the primary reason, indicating that psychological and social barriers outweighed limited access or price. This situation underscores the need for increased education regarding the benefits, safety, procedures for use, and care of menstrual cups.

Based on this urgency, this research resulted in a visual communication media-based educational campaign distributed through the Instagram platform. Instagram was chosen due to its high usage rate among adolescent girls and the flexibility of content formats such as photos, videos, reels, and stories, which allow for engaging and easy-to-understand information delivery. This campaign aims to increase literacy among women of reproductive age, particularly adolescents aged 15–18, about menstrual cups as a more practical alternative to menstrual hygiene products suitable for high school girls. The primary objectives of this design are to raise awareness, reduce stigma, and encourage behavioral change toward safer and more environmentally friendly hygiene products. By delivering accurate and accessible information, this campaign is expected to not only increase understanding among the target

audience but also have a long-term impact by raising public awareness about the importance of choosing sustainable menstrual hygiene products.

Keywords: Adolescent girls, Campaign, Education, Instagram, Menstruation, Menstrual cup, Menstrual hygiene devices.

PREFACE

All praise and gratitude to Allah SWT for the opportunity, health, and ease granted to complete this final project entitled "Designing an Educational Campaign on the Use of Menstrual Cups as an Alternative Menstrual Sanitation Device for High School Girls." May blessings and peace always be upon the Prophet Muhammad, peace be upon him, who guided humanity towards a life filled with knowledge and blessings. The process of compiling this report has been a journey full of learning and new experiences, especially in understanding the importance of reproductive health and menstrual literacy for adolescent girls in Indonesia.

In designing it, the author recognized that the issue of menstruation is still often considered taboo, resulting in information about safer and more environmentally friendly menstrual sanitation options not yet fully understood by adolescents. Therefore, the author hopes this work can be a small, impactful effort in providing a broader understanding of menstrual cups as a worthy alternative.

The completion of this final project would certainly not have been possible without the support of various parties. The author would like to express his deepest gratitude to:

1. My parents, who have given everything to support me.
2. Supervisor I, Mr. Alfian Candra Ayuswantana, S.T., M.Ds., who has guided and mentored the author in completing this final project.
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7. Ge Angelina R.W, Nora Azkiya Zahra, and Iftikar Nadhif Alim, my beloved, who have provided extraordinary support to the author in completing this final project.

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9. To my fellow Visual Communication Design (DKV) colleagues and fellow comrades, who have always been a voice for exchanging ideas and supporting each other throughout the process of completing this report.
10. And to all those who have been part of the development of this design whose names cannot be mentioned one by one.

The author hopes this report will be beneficial to readers. The author also realizes that this report is far from perfect, therefore, constructive criticism and suggestions are greatly appreciated for its future development. Finally, I hope this work will be well-received and become the first step towards positive change in menstrual literacy in Indonesia.

Surabaya, November 30th 2025

Writer

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