

## **CHAPTER V**

### **CLOSING**

#### **5.1 CONCLUSION**

The MUSE (Menstrual Understanding, Sharing, and Education) campaign was designed from the identification of problems found among adolescent girls, particularly students aged 15–18: a lack of knowledge and openness in discussing menstruation issues, as well as a lack of awareness of the importance of choosing environmentally friendly sanitary products. This problem is often exacerbated by cultural taboos that consider menstruation an embarrassing topic to discuss, leaving many adolescent girls confused about their own body condition. Furthermore, low literacy regarding reproductive health and the impact of disposable sanitary napkin waste also pose challenges to developing healthy and sustainable menstrual behaviors.

Through the MUSE campaign, this project seeks to educate, inspire, and empower young women to be more active and informed in understanding and caring for themselves during menstruation. This campaign aims to create a safe space for students to discuss, learn, and share experiences related to menstruation without shame or embarrassment.

The name MUSE, an acronym for Menstrual Understanding, Sharing, and Education, represents the values the campaign aims to instill: pride in female identity, a passion for continuous learning, an open mind for change, and an awareness of the importance of bodily well-being.

Overall, the MUSE campaign is expected to make a significant contribution to improving menstrual health literacy among female students and fostering more self- and environmental-conscious behavior. Furthermore, this campaign is also expected to be the first step towards broader social change, where young women can grow into active, informed, and open individuals regarding reproductive health issues.

With the continued support of schools and other women's communities, it is hoped that the MUSE campaign will continue to grow into an educational movement that positively impacts the next generation of girls—because every muse has meaning, and every woman has the right to celebrate her health consciously.

## **5.2 SUGGESTION**

Finally, the author realizes that this design is far from perfect. Therefore, suggestions, criticism, and input from various parties are greatly needed to improve the MUSE campaign in the future. It is hoped that this campaign can continue to develop into an educational movement that is not only informative and empathetic, but also has a real impact in building awareness and courage in young women to understand and celebrate their natural cycles wisely.