

**FINAL PROJECT**

**KEMAIU COMMERCIAL CAMPAIGN DESIGN ON THE  
IMPORTANCE OF MAINTAINING NATURAL HAIR HEALTH AS A  
PROMOTIONAL STRATEGY**

To Fulfill Partial Requirement For Obtaining a Bachelor's Degree (S-1)



**By :**

Khansa Maritza Isnaen

22052010131

Supervisor 1 :

**Aditya Rahman Yani, S.T., M.Med.Kom.**

Supervisor 2 :

**Widyasari S.T., M.T.**

**VISUAL COMMUNICATION DESIGN**

**FACULTY OF ARCHITECTURE AND DESIGN**

**UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR**

**2025/2026**

**APPROVAL PAGE**

**KEMAU COMMERCIAL CAMPAIGN DESIGN ON THE IMPORTANCE OF  
MAINTAINING NATURAL HAIR HEALTH AS A PROMOTIONAL STRATEGY**

**Compiled By:**

**Khansa Maritza Isnaen**

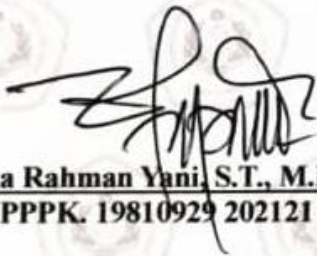
**22052010131**

**Has been defended in front of the Examiner Team**

**On the date: April 24, 2026**

**Supervisor 1**

**Supervisor 2**



**Aditya Rahman Yani, S.T., M.Med.Kom.**  
**NIPPPK. 19810929 202121 1002**

**Examiner 1**



**Widyasari, S.T., M.T.**  
**NPT. 182 19890920 075**

**Examiner 2**



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



**Sri Wulandari, S.Sn., M.A.**  
**NIP. 199304192025062006**

**This Final Project has been accepted as one of the requirements**

**to obtain a Bachelor of Design (S-1)**

**Dean of the Faculty of Architecture and Design**



**Hnu Sholichin, S.T., M.T.**

**NIPPPK. 19710916 202121 1004**

**AGREEMENT PAGE**  
**KEMAIU COMMERCIAL CAMPAIGN DESIGN ON THE IMPORTANCE OF  
MAINTAINING NATURAL HAIR HEALTH AS A PROMOTIONAL STRATEGY**

**Compiled By:**

**Khansa Maritza Isnaen**

**22052010131**

**Has been defended in front of the Examiner Team**

**On : April 24, 2026**

**Supervisor 1**



**Aditva Rahman Yani, S.T., M.Med.Kom.**  
**NIPPPK. 19810919 202121 1002**

**Supervisor 2**



**Widyasari, S.T., M.T.**  
**NPT. 182 19890920 075**

**This Final Project has been accepted as one of the requirements**

**to obtain a Bachelor of Design (S-1)**

**Head of the Visual Communication Design Study Program**



**Masnuna, S.T., M.Sn.**  
**NIPPPK. 19840512 202121 2004**

## STATEMENT OF FREE PLAGIARISM

I, the undersigned:

Name : Khansa Maritza Isnaen

NPM : 22052010131

Program : Bachelor (S1)

Study Program : Visual Communication Design

Faculty : Architecture and Design

I declare that in this scientific document of Final Project, there is no parts of other scientific works that has been submitted to obtain an academic degree at a Higher Education Institution, and there is also no work or opinion that has been written or published by another person/Institutions, except those that are writtenly cited in this document and stated in full in the Bibliography.

And I declare that this scientific document is free from elements plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, April 24, 2026

Who Made the Statement



**Khansa Maritza Isnaen**

**22052010131**

## **ABSTRACT**

The hair care industry in Indonesia has shown significant growth, driven by growing public awareness of personal appearance and health. However, excessive use of chemical-based products and hair styling trends often lead to various hair problems, such as hair loss, dryness, and scalp damage. Therefore, educational and persuasive efforts are needed to encourage people to switch to natural hair care products. This commercial campaign aims to promote Kemaiu products as a practical solution for natural hair care while raising awareness among the target audience about the importance of maintaining healthy hair naturally. The target audience is women aged 20–25 who are active, care about their appearance, and are interested in a healthy lifestyle.

The design method includes data analysis using a SWOT approach to identify strengths, weaknesses, opportunities, and threats, as well as the application of the AISAS (Attention, Interest, Search, Action, Share) communication model within the campaign strategy. The creative concept is "Grow With Nature," which emphasizes the balance between traditional natural care products and ease of use in the modern era. The media used in this campaign include digital media such as social media, campaign videos, and supporting media such as merchandise and hair care templates. The design results are expected to build awareness, increase interest, and encourage behavioral changes in the audience towards choosing more natural hair care products.

**Keywords:** Commercial Campaign, Hair Care, Natural, Kemaiu, Promotional Strategy

## FOREWORD

Praise be to God Almighty for His grace and grace, the author was able to complete the Final Project entitled "Designing a Kemaiu Commercial Campaign on the Importance of Maintaining Natural Hair Health as a Promotion Strategy" well and on time. This final project is prepared as one of the requirements to complete education in the Visual Communication Design study program. With the design of this final project, it is hoped that it will be an education about the importance of maintaining natural hair health, especially for women aged 20-25 years and able to build awareness and increase public interest in natural hair care. In the process of preparing this final project, the author realizes that many parties have provided support, assistance, and motivation. Therefore, the author would like to thank the:

1. God Almighty for all the grace and ease given.
2. Parents and families who always provide prayers, support, and encouragement.
3. The main supervisor Mr. Aditya Rahman Yani, S.T., M. Med.Kom. who have provided direction, input, and guidance during the final project design process.
4. To the stakeholders of Mr. Mahendra as the owner of the Kemaiu brand who has allowed and helped as the main object of the design
5. Friends and all parties who have helped and provided support to the writer, especially for the members of the Mawar Team, namely, Nita, Khansa, Febri, Fairuz, Alnaya, Diah, Giana, who have accompanied the difficulties and joys of the process
6. To the kind Balqis who has taken his time to become a model in this design

The author realizes that the design still has flaws. Therefore, the author expects constructive criticism and suggestions for the improvement of this work in the future. Hopefully this design can provide benefits and become a reference for readers and future designers.

## TABLE OF CONTENTS

APPROVAL PAGE.....	ii
AGREEMENT PAGE .....	iii
PLAGIARISM FREE STATEMENT LETTER .....	<b>Error! Bookmark not defined.</b>
ABSTRACT .....	v
FOREWORD.....	vi
TABLE OF CONTENTS .....	vii
LIST OF FIGURES .....	xi
LIST OF TABLES.....	xiv
LIST OF APPENDIX.....	xv
CHAPTER I INTRODUCTION .....	1
1.1. Background.....	1
1.2. Problem Identification .....	6
1.3. Problem Formulation .....	6
1.4. Problem Limitations.....	6
1.5. Purpose of Planning .....	7
1.6. Benefits of Design Results.....	7
1.6.1. Benefits for authors .....	7
1.6.2. Benefits to society .....	7
1.6.3. Benefits for stakeholders (Kemaiu).....	8
1.7. Kerangka Perancangan.....	8
CHAPTER II .....	9
2.1. Operational Definition of Title .....	9
2.1.1. Definition of Commercial Campaigns .....	9
2.1.2. Definition of the Kemaiu Brand.....	9
2.1.3. Definition of Maintaining Natural Hair Health.....	9
2.1.4. Definition of Promotional Strategy .....	9
2.2. Theoretical Foundations.....	10
2.2.1. Campaign Review .....	10

2.2.2. Hair Care Review .....	16
2.2.3. Overview of Integrated Marketing Communication (IMC) Theory .....	20
2.2.4. Consumer Behavior Theory Review .....	21
2.2.5. Design Thinking Theory Review .....	22
2.3. Stakeholder (Kemaiu) .....	23
2.4. Kemaiu Existing Studies.....	23
2.4.1. Instagram Media Analysis and Kemaiu Content.....	24
2.4.2. Kemaiu Website Analysis .....	28
2.4.3. Kemaiu Youtube Media Analysis .....	30
2.4.4. Analysis of Advantages and Disadvantages.....	31
2.5. Comparative Studies .....	32
2.5.1. Aspects of Verbal Communication .....	32
2.5.2. Visual Aspects.....	33
2.5.3. Media Strategy Aspects.....	36
2.6. Competitor Studies.....	38
CHAPTER III.....	41
3.1. Design Method.....	41
3.2. Object of Planning .....	42
3.3. Data Collection Techniques.....	42
3.1.1. Primary Data .....	42
3.3.2. Secondary Data .....	48
3.3.3. Target Audience .....	49
3.4. Data Analysis Techniques.....	50
3.4.1. Interview Data Analysis .....	50
3.4.2. Questionnaire Data Analysis.....	57
3.4.3. Observational Data Analysis.....	58
3.4.4. Consumer Insight Analysis .....	62

3.4.5. Consumer Journey Analysis.....	62
3.5. Analisis Data.....	66
3.5. Summary Data .....	68
CHAPTER IV CONCEPT AND IMPLEMENTATION DESIGN .....	69
4.1 Concept Formulation .....	69
4.1.1. Verbal Concepts .....	70
4.1.2. Visual Concepts.....	72
5.1.3 Campaign Program Concept.....	75
4.2 Design Planning .....	82
4.2.1. Visual Brainstorm .....	82
4.2.2. Video Campaign (TVC).....	85
4.2.3. Social Media (Instagram).....	95
4.2.4. Website.....	102
4.2.5. Poster.....	104
4.2.6. Brosur Trifold.....	106
4.2.7. X Banner .....	109
4.2.8. Booth.....	112
4.2.9. Template Planner.....	113
4.2.10. Merchandise (Media Pendukung) .....	114
4.3 Implementasi Desain.....	116
4.3.1. Instagram.....	116
4.3.2. Website.....	116
4.4 Draft Project Budget .....	117
4.4.1. Designer Budget.....	117
4.4.2. Printing Cost.....	118
CHAPTER V CONCLUSION .....	119
5.1. Conclusion .....	119

5.1. Suggestion.....	119
BIBLIOGRAPHY .....	120
APPENDIX .....	124
Seminar assistance form .....	124
Appendix 1 Seminar assistance form.....	124
Final Project assistance form .....	125
Appendix 2 Final Project assistance form .....	125
Kemaiu Interview.....	126
Brand Campaign Interview .....	129
Consumen Interview .....	131
Hair Specialist Interview.....	136
Questionnaire .....	137

## LIST OF FIGURES

Figure 1. 1 Survey data from the Opinion Survey Institute on hair problems .....	1
Figure 1. 2 Kemaiu Logo & Products.....	3
Figure 1. 3 Interview by the owner of Kemaiu, Mahendra .....	4
Figure 1. 4 Planning Framework .....	8
Figure 2. 1 Figure 2.1 Structure of the AISAS Model.....	14
Figure 2. 2 Media Above the Line Billboard.....	15
Figure 2. 3 Media Below the Line Brochures and Pamphlets .....	16
Figure 2. 4 Media Below the Line Interactive Website .....	16
Figure 2. 5 Figure 2.5 Hair Loss.....	17
Figure 2. 6 Dandruff in Hair .....	18
Figure 2. 7 Dry and Tangled Hair Conditions .....	18
Figure 2. 8 Kemaiu Logo.....	23
Figure 2. 9 Instagram Kemaiu .....	24
Figure 2. 10 Kemaiu Website .....	28
Figure 2. 11 Kemaiu Youtube Channel.....	30
Figure 2. 12 Kemaiu Youtube Video .....	31
Figure 2. 13 Logo Ellips.....	32
Figure 2. 14 Tone of Voice Ellips .....	33
Figure 2. 15 Kelaya Logo .....	38
Figure 3. 1 Interview with Kemaiu.....	43
Figure 3. 2 Interview with digital marketing experts .....	44
Figure 3. 3 Interview with a hairstylist.....	45
Figure 3. 4 Interviews with consumers.....	46
Figure 3. 5 Kemaiu Product Observation .....	59
Figure 3. 6 How to Use Kemaiu Shampoo.....	59
Figure 3. 7 Observation at Greensmart Sidoarjo Supermarket.....	60
Figure 3. 8 Observation on the Highway Around Sidoarjo .....	61
Figure 3. 9 Online Observation via Social Media .....	61
Figure 3. 10 Observation 1 Consumer Journey .....	62
Figure 3. 11 Observation 2 Consumer Journey .....	64
Figure 4. 1 Keywords .....	69
Figure 4. 2 Design Style Reference Example.....	72

Figure 4. 3 Example of Design Style Reference with Model .....	73
Figure 4. 4 Example of a Visual Reference with Additional Patterns .....	74
Figure 4. 5 Kemaiu theme color palette .....	74
Figure 4. 6 Types of Typography Fonts .....	75
Figure 4. 7 Shampho Rejoice Advertisement Reference .....	78
Figure 4. 8 Feeds Design Example Reference .....	79
Figure 4. 9 Booth Example Reference .....	80
Figure 4. 10 Mind Map Brainstorming visual .....	82
Figure 4. 11 Rough logo design .....	83
Figure 4. 12 Comprehensive logo design .....	83
Figure 4. 13 Logo design validation .....	84
Figure 4. 14 Logo design validation .....	84
Figure 4. 15 Supergraphic .....	85
Figure 4. 16 Taking Video Process .....	94
Figure 4. 17 Final Video Result .....	95
Figure 4. 18 Feeds Alternative Design .....	99
Figure 4. 19 Feeds Validation Design .....	100
Figure 4. 20 Feeds Final Design .....	102
Figure 4. 21 Website Alternative Design .....	102
Figure 4. 22 Website Alternative Design .....	103
Figure 4. 23 Website Design Validation .....	103
Figure 4. 24 Website Final Design .....	104
Figure 4. 25 Poster Rough Design .....	104
Figure 4. 26 Poster Alternative Design .....	104
Figure 4. 27 Poster Validation Design .....	105
Figure 4. 28 Poster Final Design .....	106
Figure 4. 29 Brochure Rough Design .....	107
Figure 4. 30 Brochure Alternative Design .....	107
Figure 4. 31 Brochure Validation Design .....	108
Figure 4. 32 Brochure Final Design .....	109
Figure 4. 33 X Banner Rough Design .....	109
Figure 4. 34 X Banner Alternative Design .....	110
Figure 4. 35 X Banner Validation Design .....	111

Figure 4. 36 X Banner Final Design.....	111
Figure 4. 37 Booth Rough Design.....	112
Figure 4. 38 Booth Final Design .....	112
Figure 4. 39 Template Rough Design.....	113
Figure 4. 40 Template Final Design .....	113
Figure 4. 41 Totebag Design.....	114
Figure 4. 42 Keychain Design .....	114
Figure 4. 43 Pouch Design .....	115
Figure 4. 44 Comb Design.....	115
Figure 4. 45 Hairclips Design.....	115
Figure 4. 46 Sticker Design .....	116

## LIST OF TABLES

Table 2. 1 Kemaiu Design Analysis.....	25
Table 2. 2 Kemaiu Website Analysis .....	29
Table 2. 3 Comparator Visual Analysis .....	34
Table 2. 4 Figure 2.4 Comparator Media Analysis.....	36
Table 2. 5 Competitor Analysis .....	38
Table 3. 1 Consumer Journey 1 .....	63
Table 3. 2 Consumer Journey 2 .....	65
Table 3. 3 SWOT Analysis .....	66
Table 4. 1 Campaign Activities Timelie .....	75
Table 4. 2 Storyboard.....	86
Table 4. 3 Contents Table .....	95
Table 4. 4 Draft Project Budget .....	117
Table 4. 5 Printing Costs.....	118

**LIST OF APPENDIX**

Appendix 1 ..... 124  
Appendix 2 Final Project assistance form ..... 125