

CHAPTER I INTRODUCTION

1.1. Background

The tendency to maintain physical appearance is a common thing done by everyone, including the Indonesian people themselves. A person's self-appearance is often thought of as a representation of their identity and how their self-conduct is conveyed. One form of physical beauty that is always paid attention to by most people is hair, therefore efforts to maintain healthy hair are needed to improve the quality of one's appearance.

According to the Halodoc article reviewed by dr. Erlan Dimas SpDVE (2025), each individual has a different hair condition so it is very important to know what type of hair you have when you want to start hair treatment. The categories of hair types are, first, normal hair types, which have a natural oil balance, second dry hair that tends to be brittle and easily broken due to lack of moisture, third oily hair that is easily soggy with excess oil production, and finally combination hair, which is oily hair in the scalp layer but dry at the ends of the hair.

However, hair health is often something that is still underestimated for most Indonesians. According to survey data conducted by the Polling Institute (Jakpat) in 2023 with 1969 respondents, it can be seen that 64.7% of respondents experienced hair loss, then 44.3% experienced dandruff problems, followed by other minor problems with a percentage of 30.8% dull dry hair, 26.1% oily hair, and 18% split damaged hair. The age demographic population that is often affected by hair loss is 20-25 years old at 37.7%, followed by 30-35 years old at 16.8%.

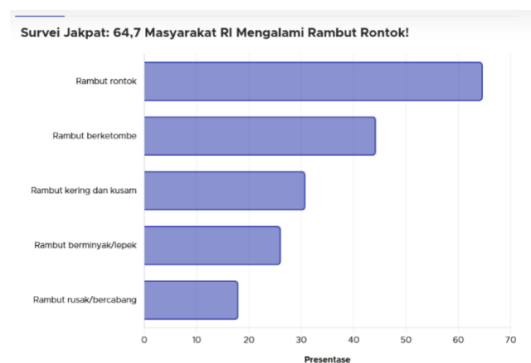


Figure 1. 1 Survey data from the Opinion Survey Institute on hair problems

(Source : <https://data.goodstats.id/statistic/647-masyarakat-ri-mengalami-rambut-rontok-YJZ0w>)

Hair damage problems can be caused by certain factors, both internal and external. One of the causes that often occur among many people is the mistake of choosing hair care products that do not adapt to the condition of the scalp and hair. Most hair care products still use ingredients that are only for conventional purposes without paying attention to the ongoing impact in terms of health. In accordance with an excerpt from the Alodokter article with a review by dr. Merry Dame Cristy Pane (2023), conventional shampoo products contain many surfactants, sulfates, and even silicones which can increase the risk of hair damage to dry out due to removing the head's natural oils. The first treatment for mild types of hair damage is to restore moisture to the skin and hair roots, by using shampoo products containing glycerin or panthenol, and hair tonics containing argan oil or jojoba oil to lock in moisture (Agustin et al. 2024). According to a survey conducted by designers (2025), 52.3% of respondents have never used natural hair care products so it is not fully known. Another cause that is often underestimated by people are small habits that they unknowingly can increase the potential for hair damage, such as frequent hair styling, the use of hot appliances and an unhealthy lifestyle. It is evident from the designer's survey that 53.3% of respondents do hair styling 3-5 times a week.

According to internal survey research conducted by the Elips brand in the 2024 #RambutTetapMuda campaign, it was found that only 41% of women in Indonesia in the age range of 15-39 years have ever used hair vitamins, so it was revealed that the remaining 59% never use them because they believe that their hair will remain fine without any special care to maintain healthy hair. Then a survey conducted by designers showed that 52.3% of respondents rarely pay attention to hair health conditions. From this, it can be concluded that knowledge about the impact of hair health care is still not conveyed optimally and is still considered trivial by all levels of Indonesian society. The Poll Institute conducted a survey of the entire Indonesian population with 1017 respondents dominated by the age range of 20 to 25 years, to analyze the consumption patterns of haircare products. From the analysis of the survey, it was found that the use of haircare products is often dominated by the female gender. For shampoo, 99.8% of women use it, while men only use 98.49%. Then hair vitamins, 22.34% women and 5.4% men.

From this phenomenon, various brands have emerged targeting this population who do not know enough about the deep benefits of hair care by introducing effective haircare products such as Dove, Hair n Shoulder, Pantene, Sunsilk and so on. One of the local brands in the same field, Kemaiu, is trying to enter the market competition in the field of hair

products by having hair care products that are not inferior in quality to existing well-known brands. Kemaiu was established in 2019, dedicated to creating the highest quality hair care products using natural ingredients, focusing on growth and loss prevention. Mr. Mahendra Wicaksana, as the owner of Kemaiu, explained in an interview on September 24, 2025 that Kemaiu is here to answer solutions to hair health problems that often occur around it, especially hair loss or thinning, through shampoo and hair tonic products that pay attention to every aspect of the content, as well as prioritizing sustainable impact.



Figure 1. 2 Kemaiu Logo & Products

(Source : kemaiu.com)

For shampoo and hair tonic products, Kemaiu has the advantage of using the main ingredients of Aloevera and Candlenut Oil (hazelnut oil) which function to nourish the hair. The addition of Ginger and Coffee Extract jug can help the exfoliation process on the hair skin. Quoted from a literature analysis (Roshellia et al., 2025), it was stated in the journal *Exploration of Natural Ingredients as Cosmetics for the Prevention of Oxidative Stress on Human Skin Literature Review* (Hadinata et al., 2022) that several plants such as ginger, candlenut, and aloevera that contain bioactive compounds such as flavonoids, terpenoids, and alkaloids are able to function as a natural source of antioxidants, so that they can provide benefits to keep hair from falling out because they have moisturizing and antioxidant properties (Hadinata et. al., 2022).

Unlike other hair care brands that sometimes contain various chemicals, Kemaiu focuses their products on solutions to hair problems with soft natural ingredients without

the presence of SLS (*Sodium Lauryl Sulfate*) where products containing SLS in higher concentrations tend to be more irritating to the skin (Hartono, et al. 2024). According to a survey conducted by designers (2025), 52.3% of respondents have never used natural hair care products that are non-SLS.

Despite these advantages, Kemaiu as a brand in the introduction cycle, where the stage of product sales is slow due to the need to introduce it to the market (Yani, 2018), difficulties in moving towards a growth cycle that can increase profits, finds quite difficult challenges in promoting their products due to the many emerging product brands hair care that makes the market competition even tighter. Through an interview on September 24, 2025, Mr. Mahendra explained that the fierce competition had made Kemaiu experience instability in fluctuations in product sales around the past year. In early 2024, Kemaiu will have sales of around 200 products, but by the end of 2025 it will have decreased by less than 100 products due to the quiet market.



Figure 1. 3 Interview by the owner of Kemaiu, Mahendra
(Source: Personal Documents, 2025)

Therefore, Kemaiu admitted that brands still have not promoted optimally to the general audience, especially in terms of introducing more deeply about the products they produce. Mr. Mahendra said that Kemaiu wants to change the strategy used in current marketing promotions, namely by focusing on consumer behavior through awareness issues and education through storytelling. By ending up offering solutions that aim at the introduction of Kemaiu products, so that indirectly the audience will feel a certain interest or urgency to choose Kemaiu as their choice of hair care products and can change the positive perception of the brand.

Through strategies by building brand trust, such as in the book *Brand Management In The Digital Era* (Wardhana, 2024), consumers will trust brands that have strong

personalities and consistent communication. Based on the book *Consumer Behavior Theory* (2021) by Jefri Putri et al., the relationship between consumer perception and behavior is often influenced by several factors, such as experience, needs, or values adhered to. The book (Jefri Putri et al., 2021) also explains that human needs as consumers are very diverse and can change according to the times. The definition of consumer behavior is an individual or group action in using a product or service that involves a decision-making process to get what is desired. From this statement and the problems that occur in Kemaiu's marketing, it can be the basis for compiling a commercial campaign based on consumer behavior, with the aim of increasing Kemaiu's promotional activities as a product that can overcome hair health care solutions, especially in the prevention of hair loss.

Quoting from the *Application of Social Campaigns in Visual Communication Design* (Pangestu, 2019) Campaigns are a form of communication that has a structured purpose to have an impact on society. Campaigns for commercial purposes also require the right strategy in delivering them to potential consumers. Looking at the questionnaire survey conducted by the designer, 112 respondents agreed that an attractive commercial campaign will influence them when trying a new product. According to the designer's survey, 55.1% of respondents agreed that the most suitable way to advertise products about hair care is through digital methods. One example of a haircare brand that has succeeded in carrying out a commercial campaign is Ellips with the theme "Shine Sisters" in 2024, where Ellips spreads an invitation to young female students on several campuses, about the importance of maintaining physical appearance, especially in hair, to look professional when entering the world of work careers. The response from the Ellips campaign received many positive responses and increased sales and audience awareness of Ellips products. Therefore, a commercial campaign will be designed for Kemaiu as an effort to revive product marketing to potential consumers with a wider and more structured reach, along with respreading public awareness about the importance of maintaining and caring for natural hair health for young women aged 20-25 years, based on data from (Grand View Research, 2025) which explores consumer motivation in hair care is also shaped by factors emotional and experiential needs, not just functional needs. The same YouGov survey revealed that women tend to be more attached than men to linking hair care routines to confidence and appearance goals (72% of women vs. 42% of men). And Age restrictions based on surveys from designers who are dominated by 20-25 years old

1.2. Problem Identification

1. According to Grand View Research data, women tend to have an emotional dependence factor on self-confidence through hair care routines, and the demographic of designer survey respondents is dominated by the age range of 20-25 years. This became the background for the creation of the Kemaiu Commercial Campaign which targets a female audience aged 20-25 years.
2. According to the designer's survey, 52.3% of respondents have never used non-SLS natural hair care products, and 52.3% of respondents rarely pay attention to hair health conditions. This phenomenon forms the cornerstone of the Kemaiu campaign, which is as a forum to change perceptions and educate the public about natural hair health, as well as a promotional strategy to introduce Kemaiu as a solution.
3. Based on an interview with the owner of Kemaiu, there is instability in product sales due to the lack of a promotional strategy for products. In early 2024, Kemaiu will have sales of around 200 products, but by the end of 2025 it will have decreased to less than 100 products
4. According to the results of a questionnaire survey of 106 respondents, as many as 76.4% did not know Kemaiu's products at all, 21.1% had heard of it but had never bought it.
5. On Kemaiu's Instagram social media observations, it was found that Kemaiu is still not consistent, focusing and relying on the topic of testimonials in promoting products.

1.3. Problem Formulation

Based on the identification of the problem and the explanation in the previous background, the formulation of the problem in this study was produced, namely, How to design a commercial campaign about the importance of maintaining natural hair health as a promotion strategy for Kemaiu products to the target audience?

1.4. Problem Limitations

1. In this design, the designer will create a commercial campaign with a concept around social awareness issues about hair care and maintaining natural hair health through storytelling.
2. This design also promotes Kemaiu products by using the foundation of Integrated Marketing Communication in the campaign.

3. The design of commercial campaigns targets an audience of adolescent women with a focus range of 20-25 years, especially on someone who often experiences hair problems.
4. The content is created with the aim of increasing the audience's trust in Kemaiu as a product that maintains healthy hair with natural ingredients.

1.5. Purpose of Planning

1. Expanding knowledge, education, and public awareness of the importance of taking care of hair health naturally.
2. Helping to introduce the public to Kemaiu haircare products as products that offer natural hair health solutions
3. Help increase the promotional reach of Kemaiu products
4. Increase audience interest in buying Kemaiu hair care products
5. Improve attractive promotional strategies through commercial campaigns with more focused and structured segmentation

1.6. Benefits of Design Results

Kemaiu's commercial campaign design as a hair loss prevention solution product has the following benefits:

1.6.1. Benefits for authors

1. Increase the experience of designers in creating a commercial product campaign
2. Gain knowledge about research on the process of creating a commercial campaign concept in a brand
1. Expand the network of relationships and good relations with parties related to commercial campaign design

1.6.2. Benefits to society

1. Increase *brand awareness* and reintroduce Kemaiu products
2. Gain insights about the benefits and impact of natural care products on hair health conditions
3. Getting Kemaiu product information as one of the options to solve hair problems

1.6.3. Benefits for stakeholders (Kemaiu)

1. Helping to increase audience *awareness* of the Kemaiu brand as a natural product that keeps hair healthy
2. Re-promoting Kemaiu products in an effort to increase sales
3. Realizing the brand's vision and mission in inviting people to maintain and take care of hair conditions, especially in hair growth
4. Providing brands with the right campaign strategy to increase product advantage in market competition

1.7. Kerangka Perancangan

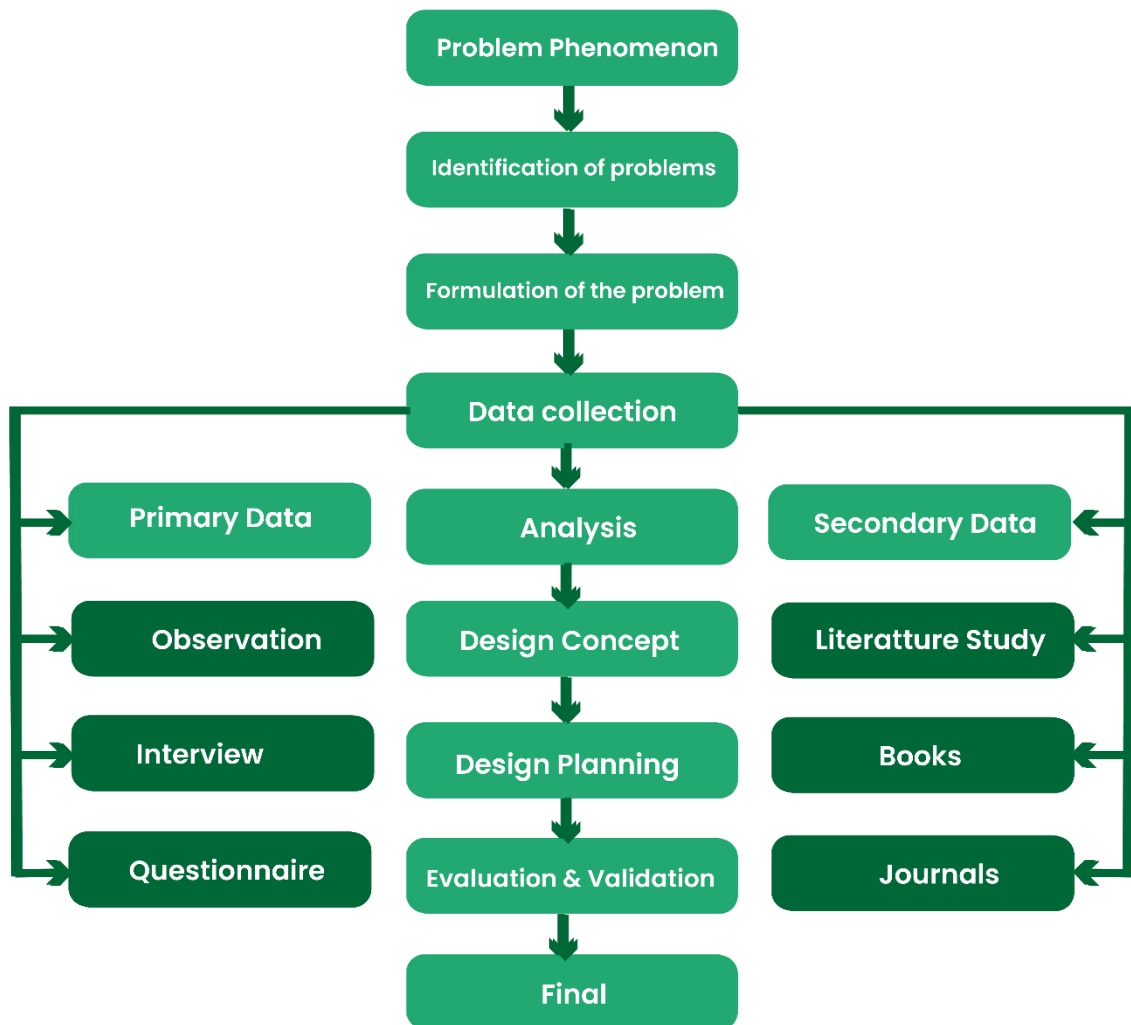


Figure 1. 4 Planning Framework
(Source : Personal Documents)