

ABSTRACT

Irregular menstrual cycles are a common issue faced by women of reproductive age, particularly due to stress and modern lifestyles. Although Feminax offers a “Lancar Haid” variant as a practical herbal solution, the product remains relatively unknown due to ineffective promotional strategies. This study aims to design a targeted promotional campaign to increase brand awareness of Feminax Lancar Haid, focusing on young women aged 15–25 in Jakarta. Data collection methods include observation, interviews, literature review, and questionnaires. The analysis uses AISAS and AOI approaches to understand audience behavior and design suitable visual communication. The proposed campaign emphasizes emotional and relatable messages reflecting real-life challenges faced by young women, such as mood swings and hormonal imbalance. The integrated promotional strategy combines digital media to effectively reach the target audience and build a positive brand perception. Through a creative and insight-driven approach, Feminax Lancar Haid is expected to establish an emotional connection with the audience and strengthen its positioning as a practical and modern solution for menstrual regulation.

Keywords: *Feminax Lancar Haid, promotion, brand awareness, AISAS, advertising campaign.*