

Visual Design of Commercial Campaign “Grow With Nature” for Kemaiu Haircare Promotion

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Abstract

This study aims to increase public awareness about the importance of maintaining healthy hair naturally and as a promotional optimization strategy for Kemaiu shampoo products. Data collection was carried out using observation, interviews, and questionnaires. While the method in this design uses design thinking which includes the AISAS (Attention, Interest, Search, Attention, Share) communication technique. The design of the campaign visual design through digital media is expected to be beneficial in terms of functional, emotional and life changing. The results of the study are elements and components of design visualization used in Kemaiu's commercial campaign regarding the importance of maintaining healthy natural hair.

Keywords: Design, Campaign, Commercial, Haircare



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INTRODUCTION

The physical appearance of hair is an important factor in maintaining personal beauty, therefore efforts to maintain hair health are very important. Every individual has a different hair condition, so it is very important to know each hair type when wanting to start hair care. However, hair health is often underestimated by many people in Indonesia. According to survey data conducted by the Opinion Polling Institute (Jakpat) in 2023 with respondents aged 16 to 35 years, it was shown 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% dry, dull hair, 26.1% oily hair, and 18% split ends and damaged hair. Hair damage problems can be caused by various factors, ranging from internal to external factors. According to a quote from an Alodokter article reviewed by Dr. Merry Dame Cristy Pane (2023), conventional shampoo products often contain surfactants, sulfates, and even silicones, which can increase the risk of hair damage and dryness by removing the scalp's natural oils. The first line of treatment for mild hair damage is to restore moisture to the scalp 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).

This phenomenon has led to an increased demand for hair care products that effectively maintain healthy hair. Many brands have emerged offering similar products, including Dove, Pantene, Sunsilk, and others. One local brand in the same market is Kemaiu, which is dedicated to creating top-quality hair care products using natural components as its main ingredients, such as Aloe Vera and Candlenut Oil (sandalwood oil) which function to nourish hair. Quoted from a literature analysis (Roshellia, 2025) mentioned in the journal Exploration of Natural Ingredients as Cosmetics to Prevent Oxidative Stress on Human Skin Literature Review (Hadinata, 2022) that several plants such as ginseng, candlenut, and aloe vera contain bioactive compounds such as flavonoids, terpenoids, and alkaloids that can function as sources of natural antioxidants, so they can provide benefits to protect hair from loss due to their moisturizing and antioxidant properties (Hadinata, 2022).

Despite these advantages, Kemaiu still struggles to move into its growth cycle and faces significant challenges in promoting its products due to the emergence of numerous hair care brands, which intensifies market competition. Therefore, an appropriate strategy is needed to support effective promotion, focusing on consumer behavior, particularly through emotional and rational development, such as educational issues. The end result is a solution aimed at introducing Kemaiu products, indirectly creating a sense of urgency for the audience to choose Kemaiu as their hair care product of choice, potentially changing their perception of the brand. Through strategies to build brand trust, as outlined in the book *Brand Management in the Digital Era* (Wardhana, 2024), consumers will be more likely to trust brands with strong personalities and consistent communication. The relationship between consumer perception and behavior is often influenced by several factors, such as experience, needs, or values (Putri, 2021).

One example of a hair care brand that successfully implemented a commercial campaign is Ellips with the theme "Shine Sisters" in 2024, where Ellips spread an invitation to female students at several campuses, about the importance of maintaining physical appearance, especially hair, to look professional when entering the workforce. The response to the Ellips campaign received a lot of positive responses and increased sales and audience awareness of Ellips products. Therefore, a commercial campaign will be designed for Kemaiu as an effort to increase product marketing and also have a positive behavioral effect on the community regarding how to care for hair properly and healthily.

RESEARCH METHODS

This design was based on the Design Thinking concept of Empathy, Definition, Ideation, Prototype, and Testing. This design utilizes the AISAS method, a communication technique encompassing the elements of Attention, Interest, Search, Action, and Share. This study employed a mix of qualitative and quantitative methods in its overall analysis to uncover in-depth information and insights into the preferences of various parties, particularly the target audience, regarding the design object. According to (Saryono, 2010) and (Moloeng, 2005:6) in (Nasution, 2023), qualitative research methods focus on exploring and explaining an event or the influence of a social phenomenon that cannot be measured solely with numerical data, and conveying this through verbal descriptions within a specific context.

1. Empatize. In the first stage of Empathize, it is carried out to gather information related to the needs of potential consumers and determine initial perceptions of products that have never been known. Researchers first collect qualitative data such as interviews, literature, observations. According to (Saryono, 2010) and (Moloeng, 2005:6) in (Nasution, 2023), qualitative research methods are research that focuses on finding and explaining events or the influence of social phenomena that cannot be measured with numerical data alone, and conveying them through verbal descriptions in certain contexts. The first interview was conducted with the Kemaiu brand owner to gain internal knowledge, brand campaign experts to get the right strategy in designing commercials, consumers to find out how they view Kemaiu while using it, and hair specialists to understand the correct hair care knowledge. Then, a quantitative questionnaire helps provide a clearer picture of the audience's level of awareness of hair problems, what they are looking for from a new brand, and what factors make them interested in buying a product that does not yet have a well-known reputation in the market. After collecting all the data, then observation of the target audience's behavior, as well as identification of comparator and competitor campaign strategies to find out the differentiation gaps that Kemaiu can use to compete.

2. Define. From the collection of all the data, the analysis process continued in the Define stage to formulate the main problems faced by the Kemaiu brand, such as low awareness, audience doubts about the effectiveness of products without social proof, and communication methods in increasing trust, which were then synthesized into conclusions for the commercial campaign to be designed. From the results of the synthesis, the uniqueness of the object to be designed was also analyzed to produce keywords. This synthesis then became the basis for the Ideate stage, where various alternative campaign concepts were developed to connect the Kemaiu brand with the emotional and rational needs of the audience through the AISAS (Attention, Interest, Search, Action, Share) strategy, for example through convincing visual education, storytelling about the benefits of natural ingredients, and a friendly and relatable communication approach to reduce the psychological distance between the brand and the target audience.
3. Ideate. At the ideate stage, various alternative campaign concepts were developed to connect the Kemaiu brand with the emotional and rational needs of the audience through the AISAS (Attention, Interest, Search, Action, Share) strategy, for example through convincing visual education, storytelling about the benefits of natural ingredients, and a friendly and relatable communication approach to reduce the psychological distance between the brand and the target audience.
4. Prototype. Some of these ideas will then be designed in the Prototype stage in the form of visual designs and campaign strategies, such as advertising video concepts, copywriting styles, educational content, and social media designs that highlight Kemaiu in a natural way and can always be remembered by the audience.
5. Test. All the prototype will be tested with potential audiences through a response test to assess whether the commercial campaign sufficiently conveyed its visual and verbal message, building positive trust and increasing product sales. The test results were analyzed during the testing phase and used to refine the campaign to make it more effective in introducing the brand to the public.

RESEARCH RESULTS AND DISCUSSION

Based on brand analysis, interviews with the owner, Mr. Mahendra, it was found that Kemaiu uses a natural atmosphere as the main tagline of the brand. Therefore, the concept of the theme that will be used as the campaign title is formed, namely "Kemaiu: Grow With Nature". The core message of the "Kemaiu: Grow With Nature" campaign is an invitation to restore hair strength naturally through a series of gentle, safe, and effective treatments. This commercial campaign also uses the additional tagline #TumbuhAlamiMulai Sekarang. The message of this campaign is reiterated through several derivatives of information: first, emphasizing that hair care can be started from simple natural ingredients without causing harsh effects or dependency. Second, providing education that hair loss prevention is done by repairing the scalp and hair roots from the beginning. Third, strengthening the emotional side that everyone has the right to be the best version of themselves by improving their appearance that brings self-confidence. The delivery of verbal communication for the "Kemaiu: Grow With Nature" commercial campaign is through an educational approach and emotional touch. An educational approach will function to minimize a person's sense of doubt when wanting to try interacting with a new product being offered (Arslan, 2020), by presenting an interesting and memorable message and adapting it to the characteristics of the target audience's preferences.

Visual Concept

1. Visual Style. The visual style uses natural nuances, in line with the Kemaiu brand's vision and mission of "Back to Nature," with a touch of digital imaging that gives a pleasant, warm, and friendly impression. The visual style also emphasizes a casual, fresh, and friendly look, by presenting models or objects that look natural and have warm expressions. The focus is on the appearance of healthy, light, and natural hair, which is emphasized through digital imaging processing to highlight hair texture and visual details without looking stiff.
2. Color Palette. The colors used will be an earthtone palette, in keeping with Kemaiu's brand visual guidelines, with bright hues that convey a pleasant and welcoming impression. The visualization was developed using a combination of colors such as sage green, beige, and pastel accents. This is combined with visual elements such as soft leaves, water textures, and natural details that are digitally processed to reinforce the back-to-nature identity.



Figure 1. Color Palette Concept

3. Typography. The campaign uses several font combinations that convey an elegant yet engaging character. There are two typographic elements: the first uses Bricolage Grostesque for the headtext. The body text, for the description, uses a simple, legible font, Poppins.



Figure 2. Typography

Discussion

1. Logo Design. The design designed for this campaign identity logo has 3 alternatives



Figure 3. Logo Design

2. Poster. All poster designs are made with the main campaign message around the topic of hair care awareness.



Figure 4. Posters Design

3. Social Media (Instagram feeds). Social media is used as an intermediary for conveying messages to audiences through digital and online platforms.



Figure 5. Social Media Design

CONCLUSION

In conclusion, the visual design of the commercial campaign “Grow With Nature” for Kemaiu Haircare promotion demonstrate how a well-structured visual communication strategy can effectively convey brand values and attract target audiences. Furthermore, the consistent application of visual elements across various promotional media, both digital dan print, helps strengthen brand identity and ensure that the campaign message is communicated clearly. This visual design approach not only enhances the aesthetic appeal of the promotional materials but also supports the development of stronger brand awareness and emotional connection between consumers and Kemaiu Haircare products. Therefore, the “Grow With Nature” campaign is expected to function as an effective promotional medium that highlights the brand’s commitment to natural hair care while positioning Kemaiu as trustworthy and nature inspired haircare brand

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