

## ABSTRAK

Angka penyebaran pandemi Covid-19 yang semakin menurun pada April 2022 memungkinkan perayaan Lebaran Idul Fitri 2022 menjadi yang pertama setelah pandemi. Masyarakat Indonesia bergembira untuk kembali menyambut mudik *offline*, namun pemerintah merasa gelisah akan hal ini karena takut jika angka Covid-19 kembali meningkat. Disinilah Lifebuoy masuk untuk memainkan perannya, untuk menjaga angka Covid-19 tetap rendah Lifebuoy membuat kampanye untuk mengajak masyarakat Indonesia agar rutin mencuci tangan menggunakan sabun sesuai protokol kesehatan selama Ramadhan. Lifebuoy berfokus pada 10 momen kebersihan yang ada pada bulan Ramadhan, diantaranya adalah 5x sholat, 3x makan (sahur, buka puasa, makan malam), dan 2x mandi. Dikerjakan secara individu namun dibantu oleh tim marketing Lifebuoy, laporan skripsi karya ini disusun untuk memaparkan proses *brand activation* pembuatan kampanye Lifebuoy #WaktunyaRamadhan10x10 sebagai kampanye *festive* 2022.

Kata kunci: kampanye, #WaktunyaRamadhan10x10, *brand activation*

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*The number of the spread of the Covid-19 pandemic which has decreased in April 2022 has made it possible for the Eid Al-Fitr 2022 celebration to be the first after the pandemic. Indonesian people are happy to welcoming offline homecoming, but the government is nervous about this because fear that the Covid-19 numbers will increase again. This is where Lifebuoy steps in to play a role, to keep the Covid-19 numbers low. Lifebuoy is creating a campaign to invite the Indonesian people to wash their hands regularly with soap according to the health protocol during Ramadan. Lifebuoy focuses on 10 moments of cleanliness in the month of Ramadan, including 5x praying, 3x eating (suhoor, breaking the fast, dinner), and 2x bathing. Done individually but assisted by the Lifebuoy marketing team, this thesis report is structured to describe the brand activation process for creating the Lifebuoy #WaktunyaRamadhan10x10 campaign as a festive 2022 campaign.*

**Keywords:** campaign, #WaktunyaRamadhan10x10, brand activation