

ABSTRAK

Indonesia sebagai negara tropis memiliki suhu tinggi yang menyebabkan produksi keringat berlebih, yang memicu bau badan akibat pertumbuhan bakteri seperti *Staphylococcus Epidermidis*. Salah satu solusi yang dikembangkan adalah penggunaan deodorant berbasis bahan alami seperti minyak Habbatussauda (*Nigella sativa* L.) yang memiliki aktivitas antibakteri. Tujuan dari penelitian ini untuk merancang, memproduksi, dan memasarkan produk deodorant spray berbahan aktif Habbatussauda dengan pendekatan kewirausahaan (*Pharmapreneurship*). Metode yang digunakan meliputi perumusan produk berdasarkan jurnal ilmiah, proses produksi skala kecil, serta strategi pemasaran secara *Online* dan *Offline*. Produk "*NigellaCare* Deodorant Spray" berhasil memperoleh legalitas berupa notifikasi BPOM, merek dagang, dan desain industri. Hasil penjualan selama 4 bulan mencapai 794 unit dengan profit sebesar Rp 4.049.155 dan *Return on Investment* (ROI) sebesar 47,03%, serta titik impas (*Break Even Point*) pada 57 unit produk. Kesimpulannya, produk ini layak dipasarkan dan memiliki potensi sebagai solusi herbal yang aman dan efektif dalam mengatasi bau badan, sekaligus mendukung inovasi produk kosmetik berbasis bahan alam.

Kata Kunci: Bau Badan, Habbatussauda, Antibakteri, Deodorant Spray, Pharmapreneurship.

ABSTRACT

Indonesia as a tropical country has high temperatures that cause excessive sweat production, which triggers body odor due to the growth of bacteria such as Staphylococcus Epidermidis. One of the solutions developed is the use of deodorant based on natural ingredients such as Habbatussauda oil (Nigella sativa L.) which has antibacterial activity. The purpose of this research is to design, produce, and market deodorant spray products made from active ingredients of Habbatussauda with an entrepreneurial approach (Pharmapreneurship). The methods used include product formulation based on scientific journals, small-scale production processes, and online and offline marketing strategies. The product “NigellaCare Deodorant Spray” successfully obtained legality in the form of BPOM notification, trademark, and industrial design. Sales results for 4 months reached 794 units with a profit of Rp 4.049.155 and a Return on Investment (ROI) of 47,03%, as well as a break-even point at 57 product units. In conclusion, this product is marketable and has potential as a safe and effective herbal solution in overcoming body odor, as well as supporting innovation in natural ingredient-based cosmetic products.

Keywords: *Body Odor, Habbatussauda, Antibacterial, Deodorant Spray, Pharmapreneurship.*



KARAWANG