

ABSTRAK

Kebersihan tangan merupakan langkah penting dalam mencegah penularan penyakit, namun penggunaan pembersih berbahan alkohol secara terus-menerus dapat menyebabkan iritasi kulit. Penelitian ini bertujuan untuk merancang dan menganalisis kelayakan produk hand soap berbahan dasar minyak biji jinten hitam (*Nigella sativa*) yang memiliki aktivitas antibakteri dan aman digunakan pada kulit. Penelitian ini dilakukan melalui pendekatan kewirausahaan farmasi (*pharmapreneurship*), mencakup formulasi, produksi, perizinan, pemasaran, serta analisis kelayakan usaha menggunakan perhitungan BEP dan ROI. Data dianalisis secara deskriptif kuantitatif berdasarkan biaya produksi dan hasil penjualan. ThymoCare berhasil memperoleh izin edar BPOM, sertifikat merek, dan desain industri. Selama empat bulan, produk terjual 591 pcs dengan keuntungan bersih Rp832.023 dan ROI bulanan sebesar 2,35%. BEP tercapai pada bulan pertama dengan penjualan minimal 109 pcs. Hasil ini menunjukkan bahwa ThymoCare layak dikembangkan dan berpotensi bersaing sebagai produk kebersihan tangan berbahan alami

Kata kunci : ThymoCare, *Hand soap*, *Nigella sativa*, bahan alami, kewirausahaan farmasi

ABSTRACT

*Hand hygiene is an important step in preventing the spread of disease, but frequent use of alcohol-based cleansers can cause skin irritation. This study aims to develop and assess the feasibility of a hand soap made from black cumin seed oil (*Nigella sativa*), which has antibacterial properties and is safe for the skin. The study used a pharmaceutical entrepreneurship (pharmapreneurship) approach, including formulation, production, licensing, marketing, and business feasibility analysis using Break-Even Point (BEP) and Return on Investment (ROI) calculations. Data were analyzed using descriptive quantitative methods based on production costs and sales results. ThymoCare has received BPOM marketing approval, trademark registration, and industrial design certification. Over four months, the product sold 591 units with a net profit of Rp832,023 and a monthly ROI of 2.35%. The BEP was reached in the first month with a minimum sale of 109 units. These results show that ThymoCare is feasible to develop and has good potential to compete as a natural hand hygiene product.*

Keywords : *ThymoCare, hand soap, Nigella sativa, natural ingredients, pharmaceutical entrepreneurship*