

Serene Basil Aromatheraphy

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Abstract. Kemangi (*Ocimum basilicum* var *anisatum* Benth.), commonly used in Indonesian cuisine, contains bioactive compounds such as citral and antioxidants that have potential benefits for stress relief, mood improvement, and headache reduction. Despite its culinary popularity, kemangi has rarely been utilized for non-culinary products, particularly in the wellness sector. This study aims to develop an innovative aromatherapy product, SereneBasil, which harnesses kemangi extract as the primary ingredient to provide natural relaxation and support mental well-being. The product development followed an experimental approach involving extraction of kemangi essential oil and formulation with complementary ingredients such as menthol and olive oil, packaged in a roll-on format for practical daily use. Market analysis and promotional strategies were designed through e-commerce platforms (Tokopedia, Shopee, and TikTok Shop) and social media marketing to increase product visibility and consumer awareness. Preliminary outcomes indicate that SereneBasil offers a distinctive aromatic profile that combines freshness and calming effects, aligning with consumer needs for stress management solutions. Target markets are young professionals with long hours and final-year university students under academic stress. In conclusion, SereneBasil demonstrates the potential of transforming kemangi from a traditional culinary herb into a value-added wellness product, thereby promoting local biodiversity, opening new market opportunities, and contributing to the enhancement of local economic value through natural-based innovation.

Keywords: Aromatherapy, Kemangi Extract, Innovation