

Analysis of Opportunities and Innovation Strategies for Hampers Products from Herbal Cosmetics Daun Suruhan (*Peperomia pellucida* L. Kunth) in Increasing Interest in

by Ika Pranita Siregar, Nolis Marliati, Christine Ulina Tarigan

ABSTRACT

Abstract. *This study aims to: 1) Know the opportunity analysis of hampers from herbal cosmetics leaves suruhan 2) Know the innovation strategy for hampers products from herbal cosmetics leaves suruhan, and 3) Know the effectiveness of opportunities and innovations in hampers from herbal cosmetics leaves suruhan to increase entrepreneurial interest. The research method used is a mix-method research method, namely qualitative and quantitative descriptive. The opportunity analysis of hampers products from herbal cosmetics leaves suruhan is very promising because the development of hampers products from cosmetic treatments with herbal ingredients will provide a visual identity, uniqueness, creativity, and innovation compared to other hamper competitors. The innovation strategy for hampers products from herbal cosmetic herbal leaves is the selection of herbal ingredients, namely suruhan leaves which are easy to find around the environment, processed in a traditional way so as to maintain the chemical content. Homemade manual equipment can be done by all people. Packaging uses minimalist packaging, easy to store, unique with clear information. Marketing strategies can be done with direct sales, partners, digital marketing and membership.*

The effectiveness of opportunities and innovations in hampers from herbal cosmetics leaves orders to increase entrepreneurial interest comes from knowledge obtained from non-formal education which is equal to 86.6%, which means that students gain more knowledge about entrepreneurship through non-formal education. This is because students interact more with the wider community through social media, through the fields of business they run and others. Entrepreneurship appears to be influenced by the community environment (friends, relatives, social media and others) rather than being influenced by family, namely 53.3%. Students have an interest in entrepreneurship which is indicated by having a motivation for entrepreneurship of 60%.

Kata Kunci: *hampers, leaves, interest, entrepreneurship*