

RINGKASAN EKSEKUTIF

The Monday Ritual merupakan sebuah perusahaan *startup* yang bergerak di bidang *beauty* dengan produk pertamanya yaitu *multifunctional body shower oil*.

Melihat tingkat stres di Jakarta yang tercatat sebagai kota dengan tingkat stres tertinggi, **The Monday Ritual** tergerak untuk menghadirkan terobosan yang mengusung konsep *healing* melalui aroma dan tekstur sabun yang dapat membantu mengurangi tingkat stres. Dilansir melalui databoks (2022), mayoritas generasi Z dan milenial mudah stres karena masalah prospek kerja atau karier. Tercatat persentase generasi Z yang mengalami stres akibat prospek kerja atau karier sejumlah 50%, dan generasi milenial sebesar 41%.

Didukung dengan literatur, **The Monday Ritual** menawarkan produk sabun mandi dengan aroma merelaksasi dan tekstur yang dapat memberikan pengalaman mandi yang baru, meningkatkan *mood*, serta mengurangi stres para penggunanya. Tak hanya itu, *multifunctional body shower oil* ini juga berperan untuk memperbaiki lapisan pelindung kulit yang kurang sehat yang ditandai dengan munculnya jerawat punggung, *stretch mark*, dan kulit kering melalui bahan pembusa yang lembut, sambil mengurangi rangkaian perawatan tubuh penggunanya dengan produk multifungsi ini.

Dalam hal ini, **The Monday Ritual** melaksanakan riset pasar untuk mengetahui permasalahan, penawaran, dan minat orang-orang akan sabun mandi, serta melaksanakan analisis internal seperti modal kewirausahaan yang dimiliki oleh **The Monday Ritual** untuk dapat menunjang **The Monday Ritual** dalam usahanya.

Kata Kunci	:	Perawatan tubuh, sabun mandi, multifungsi, stres
Bidang Usaha	:	Kecantikan

EXECUTIVE SUMMARY

The Monday Ritual is a startup company engaged in the beauty field with its first product, namely multifunctional body shower oil.

*Seeing the stress level in Jakarta which is recorded as the city with the highest stress level, **The Monday Ritual** was moved to present a breakthrough that carries the concept of healing through the aroma and texture of soap which can help reduce stress levels. As reported by databooks (2022), the majority of Generation Z and millennials are easily stressed due to problems with the job or career prospects. It is recorded that the percentage of generation Z who experience stress due to job or career prospects is 50%, and the millennial generation is 41%.*

*Supported by the literature on the relationship between smell and stress response in the brain, which makes it clear that certain scents are proven to reduce stress levels through neuropharmacological and neurochemical studies, **The Monday Ritual** offers bath soap products with relaxing aromas and textures that can provide a new bathing experience, improve mood, and reduce the stress of its users. Not only that, this multifunctional body shower oil also plays a role in repairing unhealthy skin protective layers which are characterized by the appearance of back acne, stretch marks, and dry skin through gentle cleansing and foaming agent, while reducing the user's body care regimen with the product.*

*In this case, **The Monday Ritual** conducts market research to find out problems, offers, and people's interest in bath soap and also conducts internal analysis such as entrepreneurial capital owned by **The Monday Ritual** to be able to support **The Monday Ritual** in its business.*

Keyword	:	Body care, body shower, multifunctional, stress
Field of Business	:	Beauty