



## Inovasi Produk Hygenic di Masa Pandemi Covid-19

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Article Info	Abstract
<b>Article History</b> Received: 2022-11-22 Revised: 2022-12-20 Published: 2023-01-02	<p>This research aims to determine the use of hygienic innovation products in people who carry out daily activities during the covid-19 pandemic. This research uses a qualitative method to find out how big the level of difference of hygienic products benefits from other competitors in overcoming people's daily problems in carrying out their activities during the covid-19 pandemic. Based on the results of the research, in terms of the aspect of hygienic products, it can be concluded that that these products can help the community; therefore, innovation in hygienic products has different benefits from its competitors. The difference between this product and its competitors is in the anti-bacterial and skincare substances. With the presence of anti-bacterial substances, this product has different benefits, such as being able to overcome the development of bacteria and viruses that exist in certain body parts that can cause unpleasant odors on the body and clothes. From the business aspect, this product is an innovation that can become a business opportunity in the future because this product has benefits that can overcome simple problems, namely the development of bacteria and viruses on clothing experienced by every member of society in carrying out their productivity activities.</p>
<b>Keywords:</b> <i>Hygenic;</i> <i>Innovation;</i> <i>Covid-19.</i>	
<b>Artikel Info</b>	<b>Abstrak</b>
<b>Sejarah Artikel</b> Diterima: 2022-11-22 Direvisi: 2022-12-20 Dipublikasi: 2023-01-02	<p>Penelitian ini bertujuan untuk mengetahui penggunaan produk inovasi hygenic pada masyarakat yang menjalani kegiatan sehari-hari dimasa pandemi covid-19. Penelitian ini menggunakan metode kualitatif agar dapat mengetahui seberapa besar tingkat perbedaan manfaat produk hygenic dengan kompetitor lain dalam mengatasi masalah sehari-hari masyarakat dalam melakukan kegiatan dimasa pandemi covid-19. Berdasarkan hasil penelitian dapat disimpulkan dari aspek produk hygenic bahwasannya produk ini dapat membantu masyarakat. Maka inovasi dalam produk Hygenic memiliki manfaat berbeda dengan kompetitornya. Perbedaan produk ini dengan produk kompetitornya yaitu pada zat anti-bakteri dan skincare. Dengan adanya zat anti bakteri membuat produk ini memiliki manfaat yang berbeda, seperti dapat mengatasi berkembangnya bakteri dan virus yang ada pada bagian tubuh tertentu yang dapat menyebabkan bau tidak sedap pada tubuh dan pakaian. Dari aspek bisnis produk ini merupakan sebuah inovasi yang dapat menjadi peluang bisnis kedepannya karena produk ini memiliki manfaat yang dapat mengatasi permasalahan sederhana yaitu berkembangnya bakteri dan virus pada pakaian yang dialami oleh setiap masyarakat dalam melakukan kegiatan produktivitas.</p>
<b>Kata kunci:</b> <i>Hygenic;</i> <i>Inovasi;</i> <i>Covid-19.</i>	

### I. INTRODUCTION

The health preparation business is one of the businesses that is in great demand and has good prospects, coupled with the current pandemic. It can be said that business opportunities in the Health preparation sector are very wide open because all humans definitely need health preparations. Entrepreneurs are required to carry out differentiation in their field of business so that they can distinguish the offer of the entrepreneur from his competitors. In addition, entrepreneurs are also required to make innovations and also improve services. The perfume that is currently circulating in the market only aims to add fragrance to the clothes

so that people who have outdoor activities will cause an unpleasant smell from their clothes. The unpleasant smell from the clothes is caused by bacteria that grow at various points on the clothes such as in the armpit area, neck area and others. Perfume alone is not enough to overcome this, therefore I consider this problem as a business opportunity and innovate on perfumes caused by the many complaints experienced by the general public. With the rise of the pandemic that is currently hitting Indonesia, this perfume turns out to be able to overcome the virus in clothes.

Covid-19 is currently still developing but not as bad as in the previous year, the Government

again reported the development of Corona cases in Indonesia. Today, daily cases of COVID-19 increased by 6,438. However, the status of the Corona pandemic in Indonesia is not over yet. The COVID-19 vaccination program also continues to be intensified in order to create herd immunity. The government has also rolled out a third dose or booster vaccination program for residents. In addition, the government is still implementing the implementation of restrictions on community activities to reduce the rate of corona spread. Entrepreneurs are also required to meet the wants and needs of consumers. Moreover, there are also very many entrepreneurs in the field of health preparations. One of the health preparations that are often purchased by the public is a handsanitizer or antibacterial. With the pandemic and also the needs of the community. However, such health preparation products can only be used for hand hygiene only. With so many activities, and also people's habits in carrying out sports routines, sometimes people forget about the cleanliness of their clothes and so that unpleasant odors arise from their clothes.

## **II. METHOD**

Research methods are a scientific way to obtain data for the purpose of a particular usefulness. The scientific way means that research activities are based on scientific characteristics, namely rational, empirical, and systematic (Darmadi, 2013:153). Qualitative research methods are research methods based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experiments) where researchers are as key instruments, data collection techniques are carried out by triangulation (combined), data analysis is inductive/qualitative, and qualitative research results emphasize the meaning of generalizations (Sugiyono, 2019: 18). This research uses qualitative methods in order to find out how much the level of difference in the benefits of Hygenic products with other competitors in (the level of comparison of advantages between our products and others). Hygenic is a product made based on the results of observations of problems experienced by all circles related to unpleasant odors around the body caused by sweat. this product began to be produced in 2016 and began to be marketed by word of mouth, from this way we know that consumers buy this product because of the function or benefits resulting from this product.

The ingredients used in this product are alcohol, skincare, anti-bacterial substances, and perfumes.

The difference between this product and its competitors is in anti-bacterial substances and skincare. The presence of anti-bacterial substances makes this product have different benefits, such as being able to overcome the development of bacteria and viruses that exist in certain parts of the body that can cause unpleasant odors on the body and clothing. Then with the addition of skincare, the skin is protected from the effects of irritation so that this product is safe to use on clothing or directly against the surface of the skin. This product is packaged with simple bottle packaging and made from plastic, so consumers who want to use this product do not need to worry because it can be stored anywhere and is not easy to leak or break. Technically, this product works to protect the body and clothing from the development of bacteria on sweat media. with the application of this product, clothes and the body can prevent bacteria from growing on certain parts of the body. From the business side, with the advantages offered, this product can compete with its competitors even at a fairly cheap price of Rp.20,000.00 per bottle, so consumers will be interested in this price.

## **III. RESULT AND DISCUSSION**

From the results of this product discussion, sales generated from the count within a period of one week recorded sales of 8 to 10 bottles and when calculated sales for one month recorded sales of 40 to 45 bottles. From the results of such sales it can be concluded that consumers are interested in this product. Initial consumers buying this product is based on curiosity about the uniqueness of this product and wants to prove the benefits of this perfume. For consumers who make repurchases, they buy back this product because they have felt the uses and benefits of this perfume, such as a long-lasting fragrance, eliminating the musty smell that exists in clothes and also becoming this perfume as a disinfectant to prevent the spread of the Covid-19 virus that is currently rampant. So they use this product for daily activities. In addition to being used on clothing, consumers use this product on shoes, helmets, socks and others that are prone to the development of bacteria that result in a musty or unpleasant smell.

#### **IV. CONCLUSION AND SUGGESTION**

##### **A. Conclusion**

Judging from the aspect of this product, it can be concluded that this product is made because of problems in every society in everyday life. So we have innovations in making a product that has different benefits from its competitors, because its benefits or uses are not only to add fragrance to clothes but can overcome the development of bacteria so that it can prevent unpleasant odors that exist on clothes and certain parts of the body. In addition, with the development of the corona virus in Indonesia, this product can overcome the virus that is still worried about sticking to clothes so that consumers do not have to buy disinfectants anymore to sterilize clothes. From the business aspect, this product is an innovation that can be a business opportunity because this product has benefits that can overcome simple problems, namely the development of bacteria and viruses on clothes experienced by every community in carrying out productivity activities.

##### **B. Suggestion**

Discussion regarding this research is still very limited and requires a lot of input, suggestions for future authors are to study more deeply and comprehensively about Inovasi Produk Hygenic di Masa Pandemi Covid-19.

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