

ABSTRACT

In an era of increasing environmental awareness, there are products that combine care with environmental awareness. Deodorant is one of the personal care products most widely used by many people. Coffee waste management is an important part of efforts to reduce the impact coffee has on the environment. One of the components of coffee brewing is coffee grounds, which are usually considered useless waste and are often thrown away. The aim of this research is to understand Roast Relief digital marketing, to understand Roast Relief design using the design thinking method, and whether natural deodorant spray is a start-up that will make it easier for Roast Relief to market its products widely via the internet.

This type of research uses descriptive and qualitative research. Descriptive research is a type of research methodology that aims to specifically describe the process of helping the Roast Relief company.

The results of the research are that Roast Relief is a brand of natural deodorant spray product made from coffee grounds and other natural ingredients.

The conclusion of this research is that the product from Roast Relief offers an environmentally friendly and effective solution to overcome the problem of body odor. The solution design used using the design thinking method produces a final solution to make marketing easier.

Keywords: *Roast Relief, Digital marketing, coffee grounds.*