

ABSTRACT

Soap is one of the basic necessities for people's lives, but many do not realize that soap that is often found contains SLS and SLES chemicals, which can cause a negative impact on the skin and the environment in the long run. One of the solution to maintain healthy skin while preserving the environment is to use natural soap. Natural soap contains ingredients that are good for the skin and does not contain chemicals so it does less damage to the water environment. Barraka Worksoap is a small business that has been running for 3 years, selling various kinds of natural soap as well as producing beautiful soap from recycled used cooking oil. Natural soap that is sold by Barraka Worksoap has many uses and benefits for the skin. Barraka Worksoap's mission is to introduce natural soap and used cooking oil soap along with a less waste lifestyle for all people without damaging the skin and the environment. At this time, natural soap is still unable to compete with soap that is often found in the market. The purpose of this research and design is to introduce natural soap and used cooking oil soap to the wider community by collecting data through observations, interviews, questionnaires, and literature studies so it can easily accepted by society.

Keywords: Barraka Worksoap, visual identity, natural soap