

## **Abstract**

During the pandemic to date has brought quite a lot of changes that have made people get used to being more concerned with health problems and the environment around them. Various choices to start a healthy lifestyle, make people confused to start a healthier lifestyle. Rahsa Nusantara is here to combine the goodness of nature and spices for a healthy and conscious way of life for present and future generations. Not only limited to products that are consumed to maintain a healthy lifestyle, but through awareness habits that support changes in healthy lifestyle patterns that are better mentally and physically, both for oneself, others, and nature (Mindfulness). This study uses qualitative methods with interviews, observations, questionnaires. Processed using AOI and SWOT with this research can help Rahsa Nusantara create a branding strategy to increase the understanding and interest of potential consumers about Rahsa Nusantara.

Keywords: Mindfulness, Healthy Lifestyle, Creative Strategy

## **DAFTAR ISI**