

ABSTRACT

The development of the industry every year continues to experience significant changes. One of the sectors experiencing the impact of industrial development is the health sector. However, the level of awareness for healthy living in Indonesian society is still very low. According to the results of the 2018 Basic Health Research by the LITBANGKES agency, only 20% of Indonesians are health conscious and visit hospitals. The rest believe more in a healthy lifestyle, social factors and public trust (Riskesdes kemenkes RI, 2018) plus in 2020, there was an outbreak of the corona virus which had a global pandemic impact. Therefore, the Habit application is here with the hope of increasing the level of awareness of the Indonesian people by changing their lifestyle.

This study uses exploratory narrative as a research method with the aim of knowing new aspects in the research. The Habit application business has the main target of people who are aware of healthy living, especially people in Sulawesi. The results of the feasibility test can be seen that the NPV, IRR, Net B/C Ratio and PBP values are above the standard and are feasible for. Supported by the right mix of industry, market, operational, legality and SWOT aspects, can produce a business plan that is right on target.

Keywords: *Healthy lifestyle, Habit application, business feasibility, business plan*