

ABSTRACT

This research aims to develop a natural air freshener gel made from telang flower extract (*Clitoria ternatea*) and cinnamon (*True cinnamon*). This gel is designed as an environmentally friendly alternative that is free from synthetic chemicals often found in commercial air fresheners. Telang flower extract was chosen because it contains active compounds which have a distinctive aroma as well as antioxidant and anti-inflammatory properties. Meanwhile, cinnamon is known for its distinctive warm aroma as well as antimicrobial and antifungal properties which can help keep indoor air clean. This research includes making gels with varying concentrations of butterfly pea and cinnamon flower extracts to determine the best formulation. Gel stability testing was carried out by measuring the level of syneresis, while sensory tests were carried out to assess consumer preferences for aroma, texture and fragrance durability. The research results showed that the gel with a combination of butterfly pea flower extract and cinnamon had good stability with low syneresis. Apart from that, this gel was also liked by panelists because of its calming aroma and texture which is suitable for long-term use. The advantage of this gel lies not only in its effectiveness as an air freshener, but also in its sustainability aspect. This product is safer for health than chemical-based fragrances, and has the potential to be further developed as an innovative alternative that supports an environmentally friendly lifestyle.

Keywords: Air freshener gel, telang flower extract, cinnamon extract