

ABSTRACT

Ethyl *p*-methoxycinnamic (EPMS) was isolated from dried Rhizome of *Kaempferia galanga* L in 2.2 % by percolation using ethanol 96 % as solvent, followed by recrystallization in methanol. EPMS structure was identified by TLC and UV-Vis, Infra Red, proton NMR, Mass Spectroscopic analysis.

Hydrolysis of EPMS was done using alcoholic KOH to give *p*-methoxycinnamic acid (APMS) in 90,26 % yield APMS structure was identified by TLC and UV-Vis, Infra Red, Proton NMR, Mass Spectroscopic analysis.

Reduction reaction EPMS was done using lithium aluminium hydride in dry ether to give *p*-methoxycinnamoyl alcohol (PMS-OH) in 41,98 % yield.