



Digital Marketing Education of Jamu (Indonesian Traditional Herbal Medicine) for Students of State Junior High School 3 Tawang Sari, Sukoharjo Regency as an Effort to Support Jamu Regency

Kuswaji Dwi Priyono^{1*}, Danardono², Hamim Zaky Hadibasyir³, Ambarwati⁴, Kun Harismah⁵

Geografi Study Program, Muhammadiyah University of Surakarta^{1,2,3}; Biology Education, Muhammadiyah University of Surakarta⁴; Chemical Engineering Muhammadiyah University of Surakarta⁵

*Corresponding author: kdp130@ums.ac.id

Article Info:

Submitted: 6 April 2022
Revised: 8 July 2022
Accepted: 17 July 2022
Published: 30 August 2022

Keywords: herbal medicine, Jamu, online marketing, immune-enhancing, covid-19.

Abstract

Sukoharjo Regency is known as the City of Herbal Medicine in Indonesia, since some of its residents work as sellers of traditional herbal medicine for generations in big cities. During the Covid-19 pandemic they had to return home, because of large scale social restriction that prohibits interaction between residents. While the Covid-19 pandemic outbreak demands a strong self-immunity, various types of traditional medicinal plants have increased in price, such as ginger from IDR 30,000/kg to IDR 50,000/kg, kencur previously from IDR 35,000/kg to IDR 42,000/kg, temulawak from IDR 4,000/kg to IDR 12,000/kg. The increasing need for medicinal plants has attracted the students of State Junior High School 3 Tawang Sari to control the way to market these immune-enhancing medicinal plants and instant herbs digitally (online). The online herbal medicine marketing training is carried out in stages consisting of 1) pre-test related to students' understanding of herbal medicine and online marketing media, 2) digital marketing-based herbal marketing training, and post-test to measure the impact of implementing a successful service program. The results of the training showed that there was an increase in students' understanding regarding the marketing of herbal medicine online as evidenced by the higher post-test scores than the pre-test. This training has given students a new understanding of the intricacies of digital herbal marketing that can support the Sukoharjo program as the City of Herbal Medicine in Indonesia.

1. Introduction

Indonesia is home to around thirty thousand of the world's forty thousand species of plants used for medicinal purposes. Regrettably, only 9,600 species have the potential to be developed, and only 1,000 of those species can be employed in any capacity other than as health compounds (Dewoto, 2007; Harefa, 2020). Jamu is known as the traditional herbal medicine in Indonesia. The name "City of Jamu" has been given to the Sukoharjo Regency. On April 1, 2015, the Coordinating Minister for Human Development and Culture (PMK) Puan Maharani made the announcement at Sukoharjo Square that Sukoharjo would be elevated to

the status of a City of Jamu (Ermawati, Wicaksono, & Wardani, 2022). One of the herbal medicine centers in Sukoharjo Regency may be found in the Tawang Sari District of the regency. Residents of Sukoharjo Regency, Indonesia, who are also parents of kids attending Tawang Sari Junior High School are known to make their living in major Indonesian cities selling herbal gendhong. The Covid-19 pandemic has resulted in the introduction of large-scale social restrictions (PSBB), which have caused many people who work in these large cities to return home. These limits were put into place to prevent the spread of the Covid-19 epidemic. During the epidemic, many herbal product sellers have found that their items are not selling (Hamdani, 2020).

On the other hand, the public's understanding regarding the significance of beverages that can strengthen immunity and sustain health, such as herbal medicine, has expanded as a direct result of the Covid-19 pandemic. The Regent of Sukoharjo, Hj Etik Suryani SE, MM, has mandated that all Regional Apparatus Organizations (OPD) adhere to a weekly schedule in which they consume herbal medication on Fridays. The program is an effort to empower micro, small, and medium-sized enterprises (UMKM) in herbal medicine. In addition to OPD, both BUMD and the private sector have adopted the culture of ingesting herbal medication as part of their medical practices (Bagian Protokol dan Komunikasi Pimpinan Sukoharjo, 2021). In the midst of a pandemic, a discussion on the potential and challenges facing the growth of the herbal medicine industry. Business actors in the herbal and traditional medicine sector have a responsibility to make effective use of this significant potential, particularly now, in the midst of the corona pandemic, when a large number of people have begun consuming herbs and traditional medicines in an effort to strengthen their immune systems.

On the other hand, in the Tawang Sari District, the purchase and sale of herbal medicines are almost always conducted in person and face-to-face between the seller and the purchaser. The traditional method of selling, which involves traveling to identify potential customers, has a restricted customer reach. In addition, making sales using these traditional methods requires a significant investment of time, energy, and resources. In addition, the presence of makes it harder for individuals to leave their homes and participate in activities outside of their immediate vicinity. In point of fact, the development of information technology during the period of time referred to as Industry 4.0 made it feasible to sell things online by utilizing a variety of platforms such as Shopee, Whatsapp for Business, and Instagram for Business (Aira, 2021; Catur, 2021; Genio, 2019).

Because of the widespread Covid-19 outbreak, many of the parents of students attending State Junior High School 3 of Tawang Sari are herbal medicine vendors who were exiled from a major city and forced to return home. As a result, the pupils of State Junior High School 3 of Tawang Sari are candidates for the role of cadres in the preservation of herbal medicine in Sukoharjo. These students in junior high require guidance in conducting business online so that they can broaden their customer base and improve the effectiveness of their use of resources like time, energy, and money while making sales. It is hoped that the younger generation of State Junior High School 3 of Tawang Sari will, with the assistance of the herbal medicine business with digital marketing, continue the sale of herbs that have been pioneered by the generation before them to promote a healthy lifestyle and introduce Sukoharjo as a city of herbal medicine.

On the basis of this background description, the community service implementation team, which is comprised of members of the UMS academic community, has taken the initiative to carry out community service in order to introduce a digital-based herbal medicine business. This will be accomplished through the utilization of online stores such as Shopee and special business social media platforms such as Whatsapp Business and Instagram for Business. In addition, participants in the activity are provided with fundamental ethical guidelines for conducting company using digital marketing..

2. Methods of Implementation

Community service activities were carried out offline at State Junior High School 3 of Tawang Sari, Tawang Sari District, Sukoharjo Regency, Central Java Province (Figure 1). The material presented in the service activity was in the form of socializing digital herbal marketing techniques. Broadly speaking, there were stages of implementing community service activities which consist of pre-activity, implementation of activities, and post-activity.



Figure 1. Location of State Junior High School 3 of Tawang Sari, Sukoharjo

The pre-activity stage consists of planning activities, coordinating with partners, and managing activity permits. Activity planning was carried out with an internal meeting of the activity implementing team regarding the activities that will be offered to partners. In addition, the implementation team also conducted a preliminary analysis of the materials needed by partners. After the implementation team formulated what things were offered to the partners, the implementing team then visited the activity partners to conduct socialization and coordinate activities.

The socialization activity aims to harmonize the substance of the material offered by the implementing team and the actual needs of the activity partners. If this stage was not carried out, it can result in the incompatibility of the material to be delivered by the implementation team with the actual needs of the activity partners. At the coordination stage, partners selected student representatives who will take part in digital marketing-based herbal marketing training activities. After there having an agreement regarding the substance of the

material to be presented and the number of participants involved, the implementing team takes care of formal licensing for the implementation of community service activities.

The next stage was the core community service event which consists of a pre-test related to students' understanding of general insights related to the business world and digital-based marketing media. The pre-test was conducted to measure the student's competence prior to the implementation of community service activities. Next, the presentation of material by the activity implementation team consisting of 1) introduction to the business model canvas (BMC), 2) the role of geographic information in business, 3) variations of Digital Marketing in the Industry 4.0, and 5) introduction to Shopee, Whatsapp Business, & Instagram for Business.

The post-activity stage was in the form of post-test implementation. The implementation of the post-test aimed to evaluate the impact of the implementation of community service activities that have been carried out. In addition, the existence of a post test can also be a means to improve further community service activities.

3. Results and Discussion

The pre-activity stage consisting of planning and coordinating partner community service activities went smoothly. The implementing team and partners for community service activities (State Junior High School 3 of Tawang Sari) succeeded in obtaining a mechanism for implementing activities that were agreed upon by both parties. The activity begins with a pre-test to measure the students' initial understanding of digital marketing and general insight into the business world. The results of the pretest show that 64% of the participants understand the concept of a good business, in which an entrepreneur needs to distinguish between a cell phone number and a wallet between personal and business interests.

The students had a fairly good initial understanding of the role of geographic information in supporting business activities as evidenced by the percentage of students who answered correctly for the question of 72%. However, there are still many students who do not know the role of social media specifically for business purposes, for example Whatsapp for Business, with social media for personal interests. The result of obtaining the correct pre-test score for this question is only 18%. Based on this data, there are still many participants who do not understand the advantages of social media designed specifically for business purposes. Documentation of the implementation of activities is presented in Figure 2.



Figure 2. Implementation of community service activity

After the pre-test was carried out, the implementing team became more aware of the concrete problems faced by partners so that they could emphasize the delivery of material on aspects that still needed to be improved. Before starting the core material, the implementation team provided an initial understanding of the motivation for doing business. Participants get exposure to material about what things can be traded. With this material exposure, participants came to understand that many things can be traded in the Industry 4.0 era. In addition, the existence of an online shop also facilitates meetings between sellers and buyers. An example of a slide for presentation material on the material is presented in Figure 3.

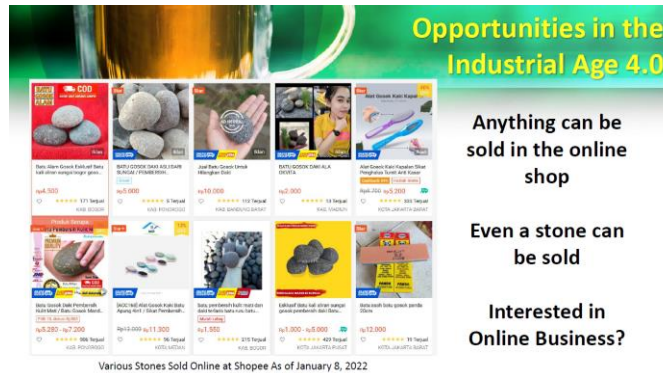


Figure 3. Exposure to material on things that can be traded through the online shop

After the participants were given motivation about business opportunities, then the first material presentation was held regarding the introduction of the business model canvas (BMC). BMC (Business Model Canvas) was introduced by Alexander Osterwalder with the aim of shortening the writing of business plans and minimizing errors/risks when doing business (Kemkominfo, 2020). Participants were given an explanation about the importance of business planning and the use of BMC to formulate a business plan more concretely and systematically. The training participants got an overview of the importance of value propositions, customer segmentation, customer relationships, cost structures, and revenue streams in doing business. The slide illustration for this material is presented in Figure 4.



Figure 4. Presentation of material regarding the main components of BMC for business planning

The next material is digital marketing in the Industry 4.0 era. Participants received material on the role of information technology in transforming the technique of selling certain commodities, including herbal medicine. Participants were given an understanding of the periodization of the technique of selling herbal medicine, which was initially carried, then pushed by a cart, then sold around by motorbike, and the opportunity to sell herbal medicine online based on digital. Participants also get an overview of the goods traded in the online shop. Participants became aware that herbal medicine was also sold in the online shop. However, herbs sold in online shops must be in a dried condition so that they have a long durability. The material slide regarding the transformation of the selling technique of goods is presented in Figure 7.

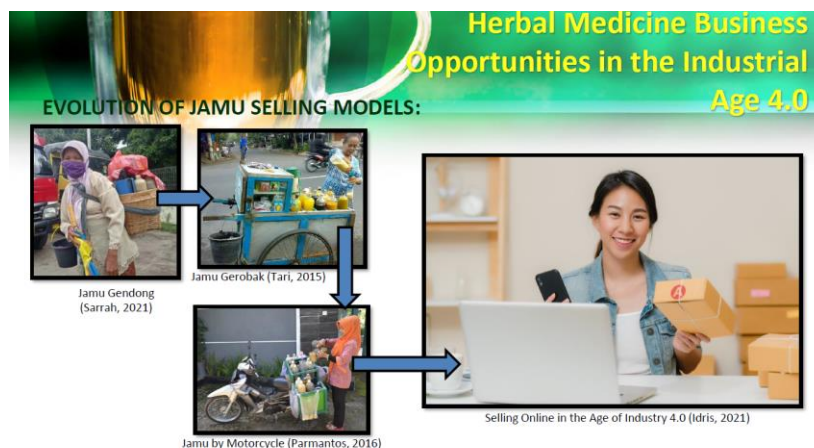


Figure 7. Presentation of material regarding the periodization of herbal medicine selling methods

The next presentation of material on the use of email and social media in business. Participants were briefed on the importance of separating email and social media accounts for personal and business purposes. An understanding of this is very important so that students can be professional in running their business. In addition, the participants also gained insight into the importance of using a formal identity. For example, participants are advised not to use informal social media usernames or emails such as “bisnis_ingin_dimengerti”, instead, participants can use formal usernames such as “jamu_sehat_tawang Sari”. The use of formal social media names can increase self-esteem in the eyes of consumers.

The last material is an introduction to social media designed specifically for businesses, such as Whatsapp Business, Instagram, and Shopee. This material was given in the last session with the consideration that the participants had obtained the basics of business from the previous materials, so that the participants could be ready to be equipped with things that were more applicable. At this stage, participants are equipped with online shop features, especially on the Shopee platform. Armed with insight into the features of an online store, participants begin to imagine things that can be done for business development.

After the participants received insight into online store platforms such as Shopee, the participants were then provided with insight into the advantages of Whatsapp Business compared to Whatsapp Personal. These advantages consist of 1) a complex and informative

business profile, 2) a business catalog, 3) a message feature outside of working hours, 4) a greeting message feature, 5) a quick reply feature, 6) a label feature to customers, and 7) a customer service feature. short link to invite chat via link (Aira, 2021).

In addition to Whatsapp Business, participants were also provided with material regarding the use of Instagram for Business. Participants gained a new understanding of the advantages of Instagram for Business compared to ordinary Instagram. The advantage of Instagram for Business is that it provides interesting features such as 1) business profile page, 2) pages about items being sold, 3) hashtags to boost business popularity, 4) stories for keeping in touch with customers, 5) creating advertisements according to the target market desired (Figure 8), and 6) evaluating the success of advertising in attracting customers (Genio, 2019).

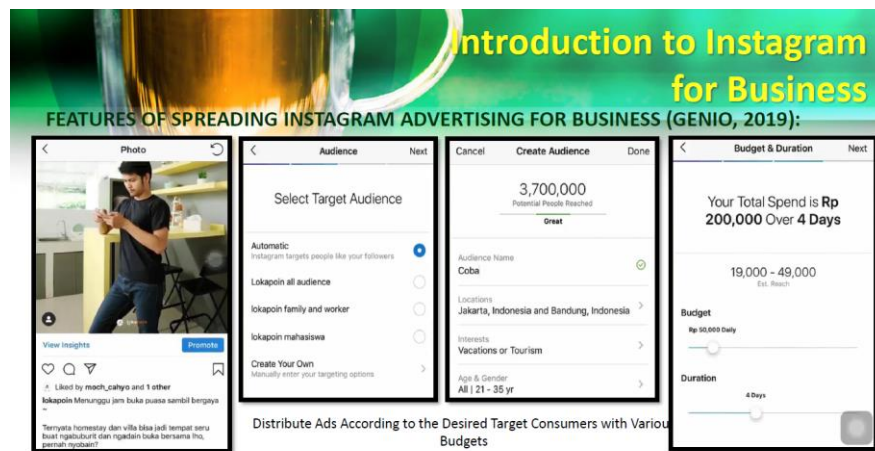


Figure 8. Presentation of material regarding advertising features on Instagram for Business

The final stage of the service activity is the implementation of a post test to determine the impact of service activities on students' understanding of digital business. Based on the post-test results, the students experienced an increase in the aspect of understanding good business practices, the role of geographic information in business, and the advantages of business-specific social media, as evidenced by an increase in pre-test scores for each question by 17.3%, 11.3% , and 7%, respectively. At the end of the session, there was one participant who turned out to already have a business. However, so far his business has been carried out using Whatsapp Personal, not Whatsapp Business.

With this training, participants will be able to broaden their horizons about the opportunities to sell online, including the opportunity to sell herbal medicine based on digital marketing. This activity is expected to encourage the preservation of herbal medicine sales by residents of Tawang Sari District with digital marketing media platforms such as Shopee, Whatsapp Business, and Instagram for Business. Preservation of herbal medicine sales in Tawang Sari can increase the popularity of Tawang Sari District as the center of the herbal market in Sukoharjo Regency. The sustainability of this service program is the follow-up of participants who are interested in developing a digital herbal medicine business in subsequent service activities.

4. Conclusion

Tawang Sari District, which is the center of herbal medicine in Sukoharjo Regency, needs attention in preserving herbal medicine sales. The herbal medicine sales technique that used to be done by traveling around to find buyers face-to-face, can be increased its sales reach with digital marketing by utilizing online stores such as Shopee and business-specific social media consisting of Whatsapp Business and Instagram for Business. In addition, activity participants are equipped with basic ethics in doing business based on digital marketing. This service activity has had an impact on increasing the understanding of activity participants about digital business based on information technology and digital business ethics. The sustainability of this service program is the follow-up of participants who are interested in developing a digital herbal medicine business in subsequent service activities.

5. Acknowledgements

The authors would like to thank to Universitas Muhammadiyah Surakarta for providing financial support. Also we would extend our gratitude to State Junior High School 3 of Tawang Sari, Sukoharjo Regency which has provided the opportunity to collaborate in community service activities.

6. References

- Aira, L. (2021). 8 Fitur Whatsapp Business Untuk Onlineshop. Retrieved from <https://www.youtube.com/watch?v=APZgEb5uIOM&t=305s>
- Bagian Protokol dan Komunikasi Pimpinan Sukoharjo. (2021). Luncurkan Gerakan Minum Jamu, Bupati Wajibkan OPD Minum Jamu Tiap Hari Jumat. Retrieved from <https://portal.sukoharjokab.go.id/2021/04/12/luncurkan-gerakan-minum-jamu-bupati-wajibkan-opd-minum-jamu-tiap-hari-jumat/>
- Catur, A. (2021). Cara Jualan Di Shopee Terlengkap 2021 Cara Membuat Toko Di Shopee Pakai Hp Paling Lengkap Termudah. Retrieved from <https://www.youtube.com/watch?v=8HMKQYXc4BE&t=4s>
- Dewoto, H. R. (2007). Pengembangan obat tradisional Indonesia menjadi fitofarmaka. *Majalah kedokteran indonesia*, 57(7), 205-211.
- Ermawati, R., Wicaksono, R. B. E., & Wardani, I. S. (2022). Ternyata Ini Alasan Sukoharjo Dijuluki Kota Jamu. Retrieved from <https://www.solopos.com/ternyata-ini-alasan-sukoharjo-dijuluki-kota-jamu-1260414#:~:text=Sukoharjo%20yang%20punya%20julukan%20Kota,bungkus%20sachet%20yang%20lebih%20praktis.>
- Flisek, P., & Lewandowicz, E. (2019). A Methodology for Generating Service Areas That Accounts for Linear Barriers. *ISPRS International Journal of Geo-Information*, 8(9). doi:10.3390/ijgi8090423

- Genio, K. (2019). Cara Jualan Di Instagram - Bisnis Bareng Keke #6. Retrieved from https://www.youtube.com/watch?v=_VXgxlmpK4&t=9s
- Hamdani, T. (2020). Dagangan Tak Laku, Penjual Jamu Sulit Penuhi Kebutuhan Hidup. Retrieved from <https://finance.detik.com/berita-ekonomi-bisnis/d-5038534/dagangan-tak-laku-penjual-jamu-sulit-penuhi-kebutuhan-hidup>
- Harefa, D. (2020). Pemanfaatan Hasil Tanaman Sebagai Tanaman Obat Keluarga (TOGA). *Madani: Indonesian Journal of Civil Society*, 2(2), 28-36.
- Kemkominfo. (2020). Rintisan. Retrieved from https://1000startupdigital.id/wp-content/uploads/2020/09/rintisan_sept_2020.pdf