



ONLINE PACKAGING AND MARKETING ASSISTANCE FOR TRADITIONAL HERBAL MEDICINE COMMUNITY PRODUCTS SUMBERWATU HAMLET

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Abstract:

Jamu is a traditional medicine made from natural cultural heritage that has been passed down from generation to generation for health. One of the home industries that currently still produces traditional herbal medicine is Jamu Mbak Intan, which has been established since the 1990s. Ibu Suhai's herbal medicine is still produced traditionally and the packaging is still simple. The purpose of this service activity is to help Mrs. Intan as a business owner in increasing production both in quality and quantity. The methods used in this mentoring activity are qualitative methods, surveys, education and discussion as well as mentoring in achieving these goals. The result of this activity is that Mrs. Suhai's herbal medicine can have an NIB and logo and social media accounts.

Keywords: *Herbal Medicine, Traditional, Marketing*

INTRODUCTION

Sumberwatu Hamlet, Gading District is a trade and shopping area that has a strategic location, this area has a lot of potential, especially in the economic field. Support for this potential is the existence of MSMEs that focus on food processing and biopharmaceutical plants such as traditional herbal medicine. Processed herbal medicine in Sumberwatu Hamlet Kaliacar Village is managed directly by one of the residents of RT 14 RW 005 Sumberwatu Hamlet Kaliacar Village Traditional Herbal Medicine produced initially was in great demand by the community with a system of selling around. The decline in the production of traditional herbal medicine in Sumberwatu Hamlet is due to several factors, including packaging that is still in circulation so that the product loses competitiveness with other MSMEs that are better in packaging, product shelf life for a while, product marketing strategies that are still not good enough because they do not have promotional media with a wider range, and high raw material prices that inhibit production activities.

The problem of decreasing the level of consumption from the community, which as a result is a decrease in production from MSMEs, has finally become a gap to develop businesses to remain in demand by the community. Herbal medicine or herbal drinks are known as traditional medicines obtained from processed biopharmaceutical plants. Herbal medicine has benefits that are for Health and fitness because with the consumption of herbs or herbal drinks can suppress the emergence of chronic diseases and do not have side effects such as drugs with chemicals and can be used for beauty (Prabawani, 2017).

Based on the description above, the main objective of the mentoring activities for biopharmaceutical plant cultivation and traditional herbal packaging in Sumberwatu Hamlet, Kaliacar Village, is to reduce the production cost of MSME traditional herbal medicine by planting their own raw materials and increasing sales of traditional herbal medicine by improving branding and product packaging to make

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it more attractive. Planting toga or biopharmaceutical plants can also be used as a form of awareness for the community for health and opportunities to improve the economy. Knowledge of product packaging, branding and social media marketing can expand the traditional herbal medicine market from Sumberwatu Hamlet SMEs.

RESEARCH METHODS

Assistance activities for biopharmaceutical plant cultivation and traditional herbal medicine packaging in Sumberwatu Hamlet, Kaliacar Village, Gading district were carried out in February 2024. The activities undertaken are as follows:

1. Planting Of Biopharmaceutical Plants

This activity aims to make it easier for RT residents. 14 Kaliacar villages in producing traditional herbal medicine. Medicinal plants of the family are plants that can be cultivated in the yard of each citizen. The cultivation of family medicinal plants can improve the economy of citizens by using them as herbs or herbal drinks that can be sold to the wider community. Hope with the implementation of biopharmaceutical plant planting activities can increase awareness of the importance of planting biopharmaceutical plants in the yard of the Village Community Kaliacar Gading District and with the spirit of the activity can be a pilot of other villages. The types of family medicinal plants cultivated in this activity are ginger, betel, turmeric, and pandan leaves.

2. Product Packaging Training

Product packaging training aims to improve the marketability of traditional herbal medicine, made by UMKM Sumberwatu Hamlet Kaliacar Village. Attractive and good packaging can have a psychological effect on buyers because buyers only see products sold on social media. In addition, good product packaging will affect the durability of the product to be marketed, in order to prevent product damage and maintain the quality of bottled herbal medicine production, training on how to pack a good product is needed. Training on how to pack a good product is done by means of a demo of the packaging process of processed herbal medicine bottles. The way of packaging this product must be in accordance with the ability of human resources in Sumberwatu Hamlet, Kaliacar Village.

3. Branding and Social Media Marketing

Logo making is intended to make the product look more attractive because previously this MSME product did not have a logo. With a more attractive logo really helps attract the attention of consumers to buy products. Another goal is to expand the target market, namely millennials and high-end. The Logo is designed in accordance with the provisions of the label for the product by adding the product name.

Facebook Facebook Facebook management training is also conducted in addition to making a logo as a form of product branding in this activity, including how to make facebook Easy, facebook management, and content creation that will be published through facebook. So far, the marketing carried out by Sumberwatu Hamlet MSMEs by promoting on the WhatsApp application so that the market reach is friends or customers who have remained. To reach a wider customer base, social media marketing such as Facebook is needed. Social media marketing is one type of digital marketing. Digital marketing itself has the meaning of doing the marketing process through the internet. Digital marketing is able to reach a wider range of consumers and is very flexible (Raharja and Natari, 2021). Marketing with social media can expand the reach of the region so that it is not limited to the local market and MSMEs can inform their products with more precise targets (Surenggono et al., 2021).

Figure 1 is one of the social media accounts of herbal medicine products Sumberwatu Hamlet:



Figure 1. The Social Media Accounts of Herbal Medicine Products Sumberwatu Hamlet

RESULTS AND DISCUSSION

Biopharmaceutical plant planting assistance is the first of all series of community service activities carried out in sumber watu Hamlet, while the activities carried out are land preparation for planting which is carried out one week before planting day. Land preparation is done by clearing the land of grass and other weeds. Seedlings and fertilizers are purchased as needed. For biopharmaceutical plants cultivated are ginger, turmeric, pandan leaves and betel. Ginger and turmeric have been used by sumber watu Hamlet MSMEs as the main raw material for making turmeric asam and ginger aren herbs. So far, raw materials for making herbal medicine are purchased on the market. With the planting of biopharmaceutical plants needed for raw materials for making herbal medicine in the yard of the sumber watu Hamlet residents can reduce production costs even though the total number of plants is not sufficient for raw materials. In addition, the planting of biopharmaceutical plants in the yard of people's homes can be used for their own needs such as cooking or making herbal drinks that are consumed by themselves. That way the economy of citizens can be improved and awareness of disease prevention can be increased. Activities are not limited to planting only but also maintenance. Maintenance activities are carried out every 1 Week by the community service team while the residents of Sumber Watu Hamlet do it every day. This maintenance activity is in the form of watering and fertilizing. So the plants can be well controlled.

The second activity in this dedication program is an interesting and good packaging training for traditional herbal medicine products from sumber watu Hamlet the activity starts from making herbal preparations by one of the MSMEs in sumber watu Hamlet as material for a demonstration of herbal processing. Then proceed to demonstrate a good packaging process. A good packaging category here is the packaging used for herbs that are sold not used bottles of mineral water but bottles made specifically for drinks. This bottle is made of plastic that is guaranteed safe for food. The bottles can be easily purchased either in online stores or in food packaging stores. The bottle purchased is certainly in a non-sterile condition so that to increase the safety of processed products, sterilization must be carried out on the container. The effect of unsterilized bottles is that herbs will be contaminated by bad bacteria that will damage the benefits of herbs and can cause diarrhea and nausea in consumers, besides that non-sterile bottles or containers can reduce the shelf life of the product.

So far, the sale of herbal medicine is done by selling around the system. In other words, the buyer orders first to the seller and then the seller makes the product according to the existing order. Actually, this system has a better profit value if there are many incoming orders so that sellers can reduce production prices, but if there are few incoming orders, sellers can lose because of high production prices. This condition is caused by the short shelf life of the product so that the seller is afraid that the product will be stale because it has been stored for too long if no one buys.

In accordance with the procedure for sterilization of packaging, bottles are sterilized by boiling at a temperature of 120° C. Bottles that have finished boiling can be drained until the water in the bottle dries. Furthermore, herbs that have been made before can be inserted into the bottle and then immediately closed and sealed so that no microbes enter. Thus Sumberwatu village MSMEs can produce herbs every day without having to use a pre-order system because the herbs made can last longer.

Branding is a very important activity to increase the attractiveness of buyers to be able to buy our products. In addition, branding can also be done as a promotional activity or campaign excess products that we have. Branding will also determine the market mix of our products. In branding activities, there are several aspects that need to be considered, namely unique, attractive and easy to recognize designs (Saifulloh, 2021).

Market herbs or herbal drinks so far are the elderly with the age of 30 to 60 years. Herbal medicine or herbal drinks have not been able to touch millennials even though herbal medicine or herbal drinks have extraordinary properties for Health and beauty. Herbal medicine is not intended for healing, but herbs can be consumed daily as a form of fitness maintenance. To introduce and get the hearts of millennials, MSMEs who are engaged in herbal drinks such as herbal medicine can do branding that can touch the millennial market. Branding activities can be done by changing the composition of herbal drinks or herbs that can steal millennial interest, for example by adding ingredients that are currently trending for millennials or can also be done by creating promotional taglines and labels that are closer to millennials.

The following (figure 2) is a logo design for herbal medicine UMKM products Sumberwatu Village:



Figure 2. Logo Design for Herbal Medicine UMKM Products Sumberwatu Village

In the label there is the name of the product as well as booking contacts such as social media and cellphone numbers. The product name must be listed to introduce to customers and make it easier for customers to promote to other markets. Social media contacts and contact numbers are used to make it easier for customers to order products. The color of the logo is made to look dynamic and simple so that it can fit in all groups.

After branding is done to increase product sales, marketing can then be increased or expanded. Currently a very powerful method to expand the market is with social media. Social media such as Facebook can reach a very wide market with a relatively varied age and wider location. Previously, MSMEs in Kaliacar village marketed their products using only the WhatsApp application, which in the marketing process was still limited to contacts stored by sellers. So that in this

assistance, MSMEs in Kaliacar Village are directed to create and manage Facebook as a means of promoting and marketing MSME products. Unfortunately Facebook has not been able to maximize this because the ability of MSME Village Kaliacar human resources who are less familiar in Playing Facebook so that until now they still need Management Assistance. Here's a look at the Facebook page of one of Sumberwatu's herbal medicine UMKM products.

CONCLUSION

Based on the results of the implementation of this community service activity and the description of the discussion above, it can be concluded that several things are as follows: Saran menyajikan hal-hal yang terkait PkM ini atau yang akan dilakukan terkait dengan gagasan selanjutnya dari PkM tersebut.

- 1) This training provides several materials related to efforts to increase the value of traditional herbal medicine products in sumber watu Hamlet through the application of appropriate packaging, marketing techniques through online media and also to motivate people, especially the younger generation to want to participate in maintaining Sumber watu Hamlet, kaliacar village, gading district.
- 2) The activity took place smoothly, on time and as expected and the participants were able to communicate with the speakers and other participants well. The activities carried out can be well received by partners and can run smoothly. Nib management assistance activities can be useful for partners, training on the selection of production materials and appropriate tools to function to improve the quantitative and qualitative production of jamu ibu Suhai branding and labeling training and online marketing can increase creativity, the number of customers so that it can affect the increase in revenue.

Traditional herbal medicine is a traditional medicine that has been used by the people of Indonesia for centuries. In recent years, traditional herbal medicine is increasingly popular and widely sold online. Based on online sales, traditional herbal medicine has a huge market potential because many people are looking for natural and safe treatment alternatives.

CONCLUSION

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