

Marketing Assistance and Herbal Products Market Expansion of Paguyuban Jamu Gendong Desa Ngablak

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ABSTRACT

The Corona pandemic has occurred globally by closing access to residential areas by residents from immigrants and foreign traders. The protection of the area has caused almost all business activities of members of Paguyuban Jamu Gendong Desa Ngablak to stop because they cannot sell directly to consumers. The MSME empowerment program for Herbal Medicine in Ngablak Village aims to provide sales solutions for business actors without direct contact with consumers. Social media and e-commerce-based marketing assistance aim to increase the sales turnover of herbal medicine through direct orders for herbal products from Ngablak Village herbal producers by consumers. Meanwhile, the development of ready-to-brewed herbal products is expected to provide a more comprehensive market share with herbal products with a longer shelf life.

Keywords: Paguyuban Jamu Gendong, Instant Ready-to-Drink Herbs, Herbal Product Marketing Assistance, Increasing Sales of Herbal Products



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INTRODUCTION

The herbal or herbal drink industry has outstanding potential to be developed because it has a significant market share with the mindset of the people (Sulistyan & Paramita, 2021). Especially in Indonesia, herbal medicine is an alternative to chemical drugs either as treatment or to maintain stamina and health (Purnaningsih et al., 2017), with a lower risk of chemical toxins than pharmaceutical drugs (Lingga et al., 2018).

Since 2018 Ngablak Village has become a priority for developing rural areas in Bojonegoro Regency as the "Desa Sentra Jamu Gendong" (Peraturan Bupati Bojonegoro No.33 2018 Tentang Kawasan Perdesaan). The determination of Ngablak Village as the Center for Carrying Herbal Medicine is based on the fact that Ngablak Village is unique, where the majority of the population runs a home-based business producing herbal drinks. The herbal medicine seller in Ngablak village sells herbs in his arms and travels from village to village.

Ngablak Village has also become a supplier of raw materials for herbal medicine because the village area is fertile with irrigation assistance, which is always fulfilled from Bengawan Solo irrigation.

Plants such as red ginger, tamarind, turmeric, temulawak, katuk leaves, uyup-uyup, and various other spices are the raw materials for making herbal medicine into toga plants for the residents of Ngablak Village, both as raw materials for the production of processed herbal medicines in the local village or supply to several herbs industries (Setyaningrum & Maghfiroh, 2020).

The Covid 19 pandemic that has occurred globally has impacted almost all levels (Paramita et al., 2021) of society and provided crucial problems for the herbal medicine industry players in Ngablak Village. One of the impacts for carrying herbal medicine businesses is that with the protocol for preventing the coronavirus transmission in almost all regions and villages, it has closed access to travelling merchants to enter, including for carrying herbal medicine traders (Kusumo et al., 2020).

The herbal medicine business operators in Ngablak Village, who still rely on direct sales of herbal medicine to consumers by selling them around, have felt a significant impact from the Covid-19 infectious virus pandemic, even almost all business actors have temporarily stopped the production and sale of herbal medicine.

Herbal medicine manufacturers should get a good opportunity from the Coronavirus pandemic because, based on the facts, most people believe herbal medicine can increase the body's immune system, which is an essential factor in inhibiting the transmission of the virus (Hartanti et al., 2020). However, the herbal medicine industry at Ngablak Village, which is still produced with low technology, makes business actors unable to maximize the herbal medicine market opportunities related to the pandemic. The low technology in herbal medicine production is related to the fact that the herbal medicine produced is not durable and can only last less than 24 hours.

Based on information from the Chair of the Paguyuban Jamu Gendong Desa Ngablak Mrs Umi Hanik, it can be concluded that the Covid-19 pandemic has stopped 96% of the herbal medicine business in Ngablak Village. Implementing the Health Protocol in various villages prohibits travelling sellers from entering the village, making herbal medicine sellers unable to sell by going around directly like in the pre-pandemic period.

The limited ability and technology of herbal medicine processing is also a priority problem for herbal medicine entrepreneurs. Technology to produce herbal medicine with a more extended storage period can provide a solution so that the sale of herbal medicine does not have to be done directly with consumers. The variety of herbal medicine choices apart from ready-to-drink drinks can also provide choices for consumers to increase the market share for herbal medicine sales in Ngablak Village. Table 1 presents a summary of the main problems to be solved through the implementation of this partnership program.

Table 1. Partner Priority Issues That Are Focused To Be Solved In The Community Partnership Program.

No	Problem Area	Main Problem
1	Marketing	a. Herbal products are only marketed through direct sales to consumers. b. The existence of a pandemic causes herbal sellers to be unable to sell herbs around. c. Ngablak Village Herbal Products don't have their own brand yet.
2	Aspects of Production Technology	a. Traditionally produced herbal products only have a shelf life of no more than 24 hours, so the sales range is very narrow. b. The absence of cooperation between herbal medicine business actors, where producers also play a role as well as

herbal medicine sellers causes a lack of innovation in production and marketing.

METHODS

The implementation of community service is expected to solve the problems faced by the Herbal Medicine Society in Ngablak Village. Based on the explanation from the previous chapter, it has been stated that the priority problems faced by program partners are marketing and production technology issues. For this reason, the implementation of the program to the community offers several activities to solve these problems, including: 1) Powdered Herbal Medicine Training, 2) Modern Packaging Innovation Training for Herbal Products, 3) Assistance in Marketing of Herbal Products.

RESULTS AND DISCUSSION

1. Socialization of Community Service to Program Partners

The socialization of the Community Program to the residents of Ngablak Village was carried out at the same time as the opening of the Community Partnership Program on June 2, 2021. By inviting the Village Head and the ranks of the Ngablak Village apparatus, the Village Consultative Body (BPD), members of the Paguyuban Jamu Gendong of Ngablak Village as Program partners, as well as members of the Ngablak PKK group who also participated in the development of the Ngablak Village herbal village through the production of food and beverages processed by herbal plants.

At the socialization event, the community service implementing team submitted a plan of activities to be carried out during the service period, the target or expected impact after each activity program was implemented.



Figure 1. Community Services Program Sozialitation at Paguyuban Jamu Gendong Desa Ngablak

2. Powdered Herbal Medicine Training

One of the main problems the herbal medicine community partners face in Ngablak Village is that traditionally produced herbs have a relatively short shelf life of fewer than 24 hours. Herb Medicine products with a longer shelf life can be mass-produced and marketed to a broader area of consumers. Herbal drink products such as beras kencur, sinom, cabe puyang, kunyit asam, sari daun katuk, and various other health drinks are presented in ready-to-brewed natural powder extracts as a technology-based product diversification with the primary objective of increasing

sales. Implementing the training on making herbal powder on June 15, 2021, aims to diversify herbal products into herbal drinks with a relatively long shelf life.



Figure 2. Training on Making Ready-to-eat Powdered Herbs

3. Modern Packaging Innovation Training for Herbal Products

The development of herbal innovations in modern packaging originated from the idea of developing and using non-chemical products, which are currently more in demand by the public because of their common side effects. People living a "back to nature" life is to create a strategic market share in marketing herbal products in quality packaging. The training was carried out by bringing in trainers from the Gading Training Institute to explain methods of packaging herbal products by paying attention to product strength, product content, and aesthetic appeal of packaging.



Figure 3. Modern Herbal Medicine Packaging Innovation Training

4. Assistance in Marketing of Herbal Products from Paguyuban Jamu Gendong Desa Ngablak

Marketing assistance is carried out to ensure that all partner members are skilled in making various types of quality traditional herbs accepted by consumers and can implement sound marketing strategies to increase sales turnover. The activities carried out are still assisting the marketing process and marketing consulting by utilizing various media, such as social media or e-commerce.



Figure 4. Social Media-based Marketing Assistance for Herbal Products

CONCLUSION

Based on the implementation and observations of the community services program at the Paguyuban Jamu Gendong Desa Ngablak, it can be concluded, 1) The development of powdered herbal products increases the market share of the herbal medicine products of Paguyuban Jamu Gendong Desa Ngablak by increasing the durability of the product compared to herbal medicine in liquid form. Herbs Powder can be widely marketed, primarily through social media or sales at various e-commerce. 2) Innovation of herbal product packaging and marketing assistance for traditional herbal medicinal products in Ngablak Village can solve the obstacles faced by industry players who have been affected by restrictions on community activities related to the handling of the Covid 19 pandemic.

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