



## **TRANSFORMATION OF HOME-BASED TRADITIONAL JAMU MARKETING FROM CONVENTIONAL TO ONLINE SYSTEMS WITHIN THE MSME MARKET**

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### ABSTRACT

This study aims to explain the process of transforming the business of selling processed herbal medicine from a conventional system to an online system and to explain the opportunities and challenges of this business going forward. The research method in writing this thesis is descriptive and uses 5 key informants as traditional herbal medicine business actors, herbs and pharmacies. The increasing consumption of herbal medicine by the community is influenced by various factors, such as personal factors, marketing factors, socio-cultural factors, psychological factors and price factors. These various factors have an impact on the level of consumer/customer acceptance of herbal medicine from conventional trading businesses to online trading businesses. The determining factor in the process of converting a conventional herbal medicine business into an online herbal medicine trading business is the legality factor in the circulation and use of herbal medicine. It is necessary to conduct further investigations regarding alternative traditional herbal medicine, the availability of herbal basic ingredients / herbal raw materials so that the herbal medicine manufacturing process can continue.

*Keywords: Jamu, Marketing Transformation, Traditional Medicine Business.*

### INTRODUCTION

Jamu is a health drink which is a legacy of Indonesian ancestors. Jamu is also categorized as a drug in the form of a liquid. The categorization of herbal medicine as traditional medicine is also explained in RI Law Number 36 of 2009 concerning Health. This law explains that traditional medicines are ingredients or ingredients in the form of plant ingredients, animal ingredients, mineral ingredients, galenic preparations *or* mixtures of these ingredients which have been used for generations for treatment and can be applied in accordance with established norms. applies in society. Because jamu is a processed product of plant extraction, it can be categorized into a type of traditional medicine.

In Indonesia, herbal medicine is actually not only processed from plant ingredients, there is also a mixture of animal and mineral ingredients, but most of it is

processed using plant ingredients. Indonesia, which has great biodiversity, is an asset for us to be able to use it to make healthy medicinal ingredients. This household processed herbal medicine is usually made by boiling it.

As a health drink, herbal medicine is often sold around by carrying it and is usually sold in the morning. In the morning in the era of the 80s, it was common to see herbal carrying sellers selling around from house to house. However, with the development of the herbal medicine era, which was originally a household preparation, it began to be processed industrially.

Herbal medicine produced by this industry is generally in the form of powder and is sold in special packaging. This industrial herbal medicine selling system is usually sold in stalls, shops, or drug stalls and is also sometimes sold together with mobile herbal medicine sellers. The advantage of industrial

herbal medicine is that it can be drunk anytime and anywhere, while household processed herbal medicine would be better to drink on the spot.

In the early 2000s, herbal medicines began to become a trend in Indonesia as drugs that were believed to be better than industrially produced chemical drugs. Herbal medicines are believed to have no side effects compared to the use of chemical drugs which often get complaints from users about negative side effects on the body if consumed continuously or long term.

If a price comparison is made for processed household herbs, they are sold at the cheapest price, followed by the price for industrially processed herbs, then chemically processed industrial medicines and the most expensive are herbal medicines. Herbal medicines that are produced industrially and are sold at high prices because apart from having no side effects are also packaged in capsules if in powder form or bottles if in liquid form, so they are considered more hygienic.

However, if we take a closer look at the household processed herbs sold, industrially processed herbs and herbal medicines basically have the same basic ingredients, that is, some come from processed plants, but because of the mindset towards new products, herbal medicines become more expensive. Even though herbal medicine, which has become the cultural heritage of Indonesia's ancestors, if the processed products were carried out in a more hygienic and well-packaged manner, the properties would not be much different. The selling price of the medicine can be ascertained to be cheaper compared to herbal medicines which are currently a trend in marketing.

During the Covid-19 Pandemic, the trend for the use of herbal medicine by the community has increased again, because herbal medicine derived from processed plants such as ginger, turmeric, kencur and several other plants is believed to be effective in boosting the body's immunity. This condition can be an opportunity for those who sell household processed herbal medicine. But unfortunately, with the existence of government policies with

various restrictions on social interaction, even though many people need it, they are constrained by the sales system.

One of the solutions to overcome the problems that occur and be able to take advantage of existing business opportunities is to sell these household processed herbs online. This change in the method of selling is also in accordance with current developments, where in the industrial era 4.0, which is all digital, the conventional sales system has moved a lot to the online system.

The formulation of the problem in this paper is how do these home-made herbal medicine businesses transform their sales from a conventional sales system to an online sales system and analyze the opportunities and challenges going forward? The purpose of this research is to explain the process of transforming the business of selling processed herbal medicine from a conventional system to an online system and to explain the opportunities and challenges of this business going forward.

## LITERATURE REVIEW

### a. Jamu

The existence of herbal medicine cannot be separated from the history of Indonesian civilization. The use of herbs for treatment is also listed in the reliefs at Borobudur Temple, Prambanan Temple, Penataran Temple and Usada Bali where a description of the use of herbal medicine is written in ancient Javanese letters. A complete description of herbal medicine can be found in Serat Centini which was written by Kanjeng Gusti Adipati Anom Mangkunegoro III in 1810-1823, and in 1850 Raden Atma Soepana II wrote about 1,734 herbal concoctions.

Pringgoutomo, (2007) writes that jamu comes from "Djamoe" (old spelling) where "djam" stands for "djampi" which means prayer or medicine, and "oe" is "oesada" which means health, in other words jamu means prayer or medicine. to improve health, and if it is interpreted as healing using medicinal herbs and prayer (Andriati et al 2016: 134-135). Jamu

is made from medicinal ingredients or herbal plants consisting of roots, rhizomes, tubers, bark, stems, leaves, flowers, fruits and seeds (Hesti et al 2010:76). Home-based Jamu is commonly known as Jamu Gendong. Jamu gendong is one of the local wisdoms that is full of values and of course has health benefits.

According to Mulyani et al, (2016) as quoted by Christy et al (2019) stated that traditional medicine with herbal plants is often called phytotherapy or treatment with herbs, with the basic ingredients of making herbal concoctions accompanied by other supporting materials found in nature.

Parts of plants that can be used as basic ingredients for herbal medicine vary according to needs, such as roots (radix), rhizomes or rhizome, tubers (tubers), flowers (flos), fruit (fructus), seeds (cemen), wood or lignum, skin, wood (cortex), stems (cauli), leaves (folia) and even all parts of plants or herbs (Christy et al 2019: 2).

There are seven basic ingredients for making herbal medicine, especially herbal carrying that must be available, namely turmeric, kencur, kedawung, cloves, cinnamon, ginger and cardamom. These basic ingredients are useful to give flavor and do not interfere with digestion. Apart from these ingredients, there are many different ingredients used to make herbal medicine such as papaya leaves and temulawak. Papaya leaves have the benefit of protecting the liver from damage and chemical induction, reducing inflammation, lowering high blood pressure, nourishing the digestive tract and protecting the kidneys .

#### b. Marketing

Marketing management is a process of anticipating, creating and fulfilling consumer needs and desires for a product or service, and consists of seven marketing management functions which include (1). Consumer analysis, (2). Sales of products or services, (3). Product or service planning, (4). Pricing, (5). Distribution, (6). Observation/marketing research and (7). Opportunity analysis. (Rico S, 2013: 2).

In line with the rapid development of information technology, online herbal medicine

marketing can open up many opportunities to offer and sell herbal medicine without depending on the location and large area of land for business. (Ricky et al 2018: 126).

## METHOD

The research method in writing this thesis is descriptive. Noor (2011) as quoted again by Rico S (2013), where descriptive research is research that seeks to describe a symptom, event, incident that is happening now, with the intention of discussing the variables that exist up to the community's decision to always consume herbal medicine. The author realizes that this research is full of limitations both in terms of concept, methodology, research techniques by not being able to dig deeper and deeper information for each variable as a whole and thoroughly.

*online* herbal medicine business actors , where data from respondents were collected through a direct interview mechanism. Thus the data analysis used in this study is a descriptive analysis, guided by data obtained from the field in the form of interviews and observations.

## RESULTS AND DISCUSSION

### Processing of Traditional Herbal Medicine and Conventional Marketing

Key informants Bude Jamu, Mama Dafa and Mba Jamu received knowledge about making jamu from their grandmother, then passed on to their parents since they were in their hometown in the Solo area. According to him, various types of ingredients for making and selling herbal medicine are known to be turmeric, ginger, kencur, betel nut plus supporting ingredients for herbal concoctions such as brown sugar, water, salt, sometimes pandan leaves. Medicinal ingredients are purchased in good condition, fresh, clean, no visible mold or wilting. The same goes for the place where medicinal ingredients are stored, separate conditions for turmeric, ginger, kencur, betel nut, brown sugar and salt, and are hung in transparent plastic before being processed.

At the processing stage, after washing the herbal ingredients clean, sometimes they are

dried in the hot sun and sometimes they are not dried before being processed, grated, crushed or chopped, and together with supporting ingredients for herbal concoctions, then cooked in a separate container. There are four containers for cooking herbal ingredients, one each for turmeric, ginger, kencur and betel leaf, as well as another container for cooking herbal concoction supporting ingredients such as brown sugar and pandan leaves and ginger. From one kilogram of each herbal medicine, approximately three liters of ready-to-drink liquid herbal medicine is produced. After the filtering process, sometimes up to three times, the herbs are stored in one-liter bottles and two-liter jerrycans. Storage is good, clean and tidy.

Bude Jamu peddles and sells the herbal medicine he produces in the morning at seven to nine o'clock, the herbs are sold out. Meanwhile, Mama Dafa peddles and sells herbal medicine in the evening between 15.00 WIB until just before the evening prayer time at 17.00 WIB, carrying herbal medicine around the research area by bicycle. Meanwhile Mba Jamu peddles and sells herbal medicine during the day after 11.00 WIB until just before the evening prayer at 17.00 WIB, carrying herbal medicine around by bicycle. Mama Dafa and Mba Jamu use their bicycles to sell and sell herbal medicine .

Herbal ingredients that will be peddled and sold are carried in their arms and on bicycles. There are eight bottles of herbal medicine and 3 jerry cans plus one bottle of one liter volume of sweetener as an antidote to the bitterness after consuming the herbal medicine.

For Bude Jamu, they still typically use the means of transportation to the place where they can hang/sell/sell herbal medicine, namely carrying baskets along with small buckets of water for washing glass used for drinking herbs, thermos of hot water, umbrellas, small cups, plastic containers for herbs for consumers. Jamu gendong is sold / sold in front of the roadside mosque placed on a small table. Consumers usually buy herbs and bring them home and consume them on the spot, and

sometimes they even bring half-liter plastic bottles to buy betel nut and ginger turmeric.

Apart from liquid herbal medicine, the three key informants also sold chopped herbal medicine depending on consumer orders. Made from sappan wood, temulawak, ginger, turmeric, cardamom, bitter and betel leaves as well as other ingredients to order. The chopped ingredients only need to be boiled, cooled, then consumed. The price for chopped herbal medicine ranges from 25-30 thousand rupiah per pack, while liquid herbal medicine for one drink costs between 3-4 thousand rupiah per drink. Apart from that, they also sell herbal sachets such as wind repellent herbs, rheumatic pain and strong ginseng herbs.

The way of serving herbal medicine is good, not excessive, measurable and good for Jamu, Mama Dafa and Mba Jamu always advise consumers to drink herbal medicine only once a day, so they can feel the benefits. Consumers who buy herbal medicine vary, usually housewives, young women, the elderly, office workers, religious teachers and other customers who are familiar with herbal medicine.

Bude Jamu buys herbal ingredients every day after selling between 15.00 – 17.00 WIB, while Mama Dafa and Mba Jamu buy in the morning between 06.00 WIB. Bude Jamu, Mama Dafa and Mba Jamu each buy herbal ingredients by kilo, shopping at the Central Tanah Tinggi Market and sometimes at Pasar Anyar. The three key informants were reluctant to discuss further the difference between the purchase of herbal ingredients and the sale of herbal medicine. However, there appears to be a significant difference. This can be seen from the many years of trying and selling herbal medicine and with her husband who sells meatballs and chicken noodles, Bude Jamu has his own place to live, permanent, clean, tiled floors, two of his sons have completed their bachelor's level education and are currently working in factories. chocolate and manufacturing. Meanwhile, Mama Dafa and Mba Jamu are still living under contracts with monthly payments ranging from 600-700 thousand rupiah per month.

## Traditional Herbal Medicine Processing and Online Marketing

*online* home-processed herbal medicine business, the herbal ingredients sold are home-processed products purchased from herbal medicine vendors or bought themselves at the market, repackaged both in bottles and plastic wrap, stickers attached, and sold on networks such as whatsapp and Facebook. Delivery of orders using *online transportation networks*. This was also done with the calculation that liquid herbal medicine could last less than two days, while chopped herbal medicine could last no more than two days. Thus, these online herbal medicine entrepreneurs basically do not process and produce their own herbal medicine, but do repacking.

As for marketing, packaged jamu will be promoted via social media, such as WhatsApp, Facebook and Instagram. In addition, informants have also worked with several e-commerce companies such as Lazada and Shopee. According to the informant, the advantage of the online herbal medicine marketing system is that it has a wider market reach, large profits and does not bear the risk of production failure.

## Herbal Medicine Processing and Marketing

For key informants as herbal business actors, they receive entrusted herbal ingredients for resale, sometimes in the form of pills, capsules, chopped and oil where the herbal ingredients are deposited from colleagues. The original profession is a hairdresser. Sales can be directly to consumers who happen to be getting their hair cut, and sometimes through WA or telephone orders, with orders delivered using *online transportation*.

When viewed from the basic sources of production raw materials, herbal medicines are almost the same as herbal medicines, only the packaging is done in a more modern way, such as in capsules or in pill form. This means that raw materials are not only produced by boiling but undergo further industrial processes and become medicinal powders. In addition to modern packaging, this herbal medicine has

BPOM guarantees, halal certification, and laboratory results to ensure product safety when consumers drink it.

## Chemical Drug Processing and Marketing

Key informants as chemical drug business actors are entrepreneurs who sell chemical drugs in pharmacies. The basic ingredients for chemical drug processing are ingredients for pharmaceutical drugs and herbal medicine produced by the herbal medicine industry which are sold in pharmacies, usually bought sometimes from markets in Central Jakarta, East Jakarta and occasionally from Pharmaceutical Wholesalers who visit pharmacies.

Sometimes you find types of drugs and vitamins that are inappropriate/fake, you can also receive doctor's prescriptions through social media, pharmacies can sell drugs directly to buyers without a prescription, and sometimes fulfill orders via WA conversations. Delivery of orders using *online transportation services*.

As is the case with herbal medicines, these chemical medicines will also have product guarantees in the form of BPOM guarantees, halal certification, and laboratory results to ensure product safety when consumers drink them.

## Marketing Comparison

*Online* marketing management cannot be fully applied to the activities of the three key informants who make, sell/sell herbal medicine, even though the development of information technology has progressed so far, and one thing the three of them are new to the term online recently, and as *they* remember at the start of the COVID-19 pandemic These 10, know from family and friends, from the mass media television. Understanding of *online marketing* is still far from expectations. However, all of the 10 respondent informants were able to accept that Jamu Gendong had started to switch their herbal medicine marketing to an *online marketing system*.

The reason for the wide and well-known market coverage for herbal medicine is

that it is enough to order herbal medicine through a device, even if you are assisted by children, neighbors or friends who understand how to order *online*. However, 10 respondent informants questioned the readiness of key informants who make, sell/sell herbal medicine to be able to learn *online marketing knowledge*, and when compared to other key informants such as online home herbal processing businesses , pharmacy businesses, herbal business actors seem different.

One party still does not understand *online marketing*, the other party has carried out *online marketing* to the implementation of transfer applications and shipping costs through banking services. For key informants who make, sell/sell herbal medicine, there are many things that must be done and prepared when it comes to online marketing . . Of course, you have to have an Android-based device, be able to operate it, internet network infrastructure is available, there is a special fee to buy credit.

*online-* based marketing system by making pictures of herbal medicine and other products. Likewise, of course, the fulfillment of the hygienic principles of managing herbal ingredients until they are ready for consumption, the principles of personal hygiene, the principles of Fifo and Fefo, distribution permits, results of laboratory examinations of chemistry, bacteriology, minerals and other plant substance content, need to have a halal certificate from the Indonesian Ulema Council (MUI), attractive packaging/container/wrapping, list of plant materials used, information on net content, name and address of manufacturer of jamu gendong, method of storage/use, month and year expiration date, production code, distribution permit code for home industry products household (P-IRT), side effects, benefits for health and price.

It's true, for now the key informants who make, sell/sell herbal medicine have not been able to enter the *online marketing network*, moreover the herbal medicine products produced are mostly in the form of liquids, one drink, expire quickly and are prone to spoilage

even though they contain a lot of plant substances. such as turmeric with curcumin, anti-inflammatories, antioxidants, essential oils and others.

On the other hand, the jamu gendong that was made, sold/sold by 3 key informants, only had 4 types of raw materials, namely turmeric, ginger, kencur and betel leaf. In fact, according to the standard of herbal medicine, the basic ingredients for making herbal medicine that must be available are 7 types, namely turmeric, kencur, kedawung, cloves, cinnamon, ginger and cardamom, so it appears that there are gaps and shortages of the basic ingredients for herbal medicine that only 4 types are provided compared to the supposed 7 types. , and of course this will affect the quality of the herbal medicine produced. However, this situation was resolved by selling chopped herbs and sachets provided by key informants.

The advice given by key informants who make, sell/sell herbal medicine to consumers is that the limit for drinking herbal medicine is good enough once a day to feel the benefits. This is based on herbal medicine which is a local wisdom of the people of the archipelago which is always filled with symbols, philosophies and philosophies of life for each type of herbal medicine that will be consumed. Apart from all that, online home-processed herbal medicine businesses , pharmacy business people, herbal business people, all of them don't see and don't even question how many types of herbal ingredients are there or what herbal ingredients are there. For them, it's just how the product sales process that is received or entrusted is sold and gets more difference from the sales proceeds.

Consuming herbal medicine is a culture. Culture develops and changes affect a person's psychological factors towards herbal products. The occurrence of changes in one's psychological factors in perception, attitude towards herbal medicine, motivation to drink herbal medicine, knowledge and beliefs about herbal medicine and lifestyle related to living healthy with nature is very decisive for someone in consuming herbal medicine. All key informants and respondent informants knew

and understood about herbal medicine, but when the authors further developed the interview, information was obtained that what would be done first when they were sick/unwell was to go to the doctor, only if they wanted to complete the treatment process, buy herbal medicine. or to a herbal shop. This is a fact that cannot be denied, a person consumes herbal medicine to accompany pharmaceutical drugs given by a doctor.

Someone consumes jamu gendong because of personal factors, socio-cultural factors and psychological factors, in addition to marketing mix factors in the form of advertising and price. From this point of view, the price of herbal carrying medicine is cheap, while chopped herbal medicine and sachets can be 2-3 times the price of herbal carrying medicine. In fact, if key informants who make, sell/sell herbal medicine can provide more information to consumers who consume herbal medicine, especially about the composition of herbal medicine, drinking rules, health benefits and the exact product price of herbal medicine, consumers will certainly like it very much. Nevertheless, the advice given by key informants who make, sell/sell herbal medicine when consumers buy herbal medicine products, namely drinking herbal medicine once a day to feel the benefits, is already a small piece of information that can leverage a person's desire to consume herbal medicine.

The marketing factor for herbal medicine products is still using conventional methods, namely by waiting for consumers to come or visit consumers. This situation makes the number of consumers limited. Jamu gendong products, which expire quickly and are prone to spoilage, require a separate marketing method. The marketing of herbal medicine products is heavily influenced by the dissemination of information from person to person or from one consumer to another about herbal medicine, and is also influenced by the availability of herbal medicine products in the community. Continuous repetition of information about herbal medicine from person to person or from consumer to consumer, will gradually play a role in instilling

consumer knowledge about herbal medicine products. In this situation, consumers will have a memory to buy herbal medicine products. This relates to consumer knowledge (know and know) of herbal medicine products.

One form of marketing is offering jamu carrying products to distribute and sell them without depending on the location and place of business. The role of information technology can be used for marketing activities of this herbal medicine product. An *online* herbal medicine store, for example, can expand its marketing reach and possibly increase the number of consumers of herbal medicine products. The use of the internet as a way of trading and transactions that is easy and fast will mutually benefit the herbal carrying producers, herbal carrying sellers and herbal carrying consumers.

However, before entering into marketing herbal medicine online, there are things that must be considered, especially in the process of buying herbal medicine products through this *online system, it must be easy, cheap, reliable, affordable*. On the one hand, herbal medicine is a health product made from natural raw materials, on the other hand, the high competition in businesses that produce similar natural products with the same or cheaper quality and price will be a challenge for those who make, sell/sell herbal medicine. certainly not easy.

Changing the way of selling jamu carrying to an *online system* is very possible and can be suggested. There just has to be a change in the type of jamu gendong from liquid to chopped jamu. As previously written, liquid herbal medicine expires quickly and is prone to stale. Meanwhile, chopped herbs can last more than two days. The right strategy set in marketing jamu carrying *online* is very necessary in maintaining product and product quality.

The increasing consumption of herbal medicine by the community is influenced by various factors, such as personal factors, marketing factors, socio-cultural factors, psychological factors and price factors. These various factors have an impact on the level of consumer/customer acceptance of herbal

medicine from conventional trading businesses to *online trading businesses*. The determining factor of the conventional herbal medicine business process is turning into an online herbal medicine trading *business* namely the legality factor in the distribution and use of herbal medicine, the factor of the strategic role of the Health Service and local government policies as well as the herbal medicine management model to improve public health status.

The legality factor is the recognition and acceptance of herbal medicine by health institutions/sectors/personnel, be it hospitals, health centers, research fields on the use of herbal medicine through health service-based research, medical staff doctors and paramedics accept the use of herbal medicine in efforts to improve health, disease prevention and treatment.

## CONCLUSIONS

The production of home-based herbal medicine is carried out according to the principles of hygiene and sanitation in the management of food and beverages, while from an individual hygiene perspective it has not been implemented adequately. There are four basic types of herbal ingredients for liquid carrying herbs, whereas actually there are seven types of basic ingredients. This shortage is covered by selling chopped herbal medicine or there is a transition form from liquid herbal medicine to chopped herbal medicine.

Consumer acceptance of the shift in trading methods to *online* was welcomed on the grounds that now it has been processed and a marketing method in the network (*online*) *has been formed*. Personal factors, marketing factors, socio-cultural factors, psychological factors, price factors influence the level of customer/consumer acceptance of Jamu Gendong from a conventional trading business to an online trading business. The use of herbal medicine as an alternative treatment (traditional medicine) in addition to modern medicine (pharmaceutical medicine) has been the original knowledge of the people for generations.

*Online* marketing can be carried out both personally as the person who makes,

sells/sells herbal medicine or entrusted it to an *online shop*, of course by mutual agreement.

It is necessary to conduct further research on alternative traditional herbal remedies, the availability of herbal basic ingredients/jamu raw materials so that the herbal medicine manufacturing process can continue/sustainably.

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