

"Jandasare" Traditional Herbal Product Branding Training for Marketing Expansion in the Digital Market

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Abstract

This activity was born from awareness of the great potential of traditional herbal medicine which has long been an important part of Indonesian culture. In this case, Sukun District apparently has hidden potential in the form of traditional herbal medicine products "Jandasare". However, due to limited knowledge regarding digital marketing and branding, coupled with the increasingly limited market for traditional herbal medicine, especially among the younger generation, products from Sukun District are less popular for consumption. This community activity in Sukun District includes a series of steps ranging from market and competitor analysis, product packaging redesign, to producer training in digital marketing. We also implemented digital marketing by selling products online via Instagram Live to increase public understanding of the benefits of traditional herbal medicine. The results of this activity show a significant increase in community knowledge about the benefits of traditional herbal medicine and its uses. More modern and informative packaging designs also increase consumer interest, especially among the younger generation. In addition, herbal medicine manufacturers have succeeded in improving product quality and using online platforms to market products more effectively. The importance of adapting traditional herbal medicines to the modern market is highlighted. Through rebranding and digital marketing changes, Jandasare jamu is able to bridge the gap between tradition and contemporary developments, proving that cultural heritage can remain relevant in the digital era. This community service activity succeeded in mobilizing economic potential in Sukun District through empowering traditional herbal medicine producers and increasing consumer interest. This shows that branding and marketing digitalization strategies are the key to maintaining and advancing traditional products in the modern era.

Keywords: Herbal Medicine; brand; Digital Marketing; Community empowerment; Modern Market

Abstract

This activity arises from awareness of the great potential of traditional herbal medicine which has long been an important part of the culture of Indonesian society. In this case, the Sukun sub-district turns out to have hidden potential in the form of Jandasare Traditional Herbal Medicine products. However, due to limited knowledge regarding digital marketing and branding, this is compounded by the condition where the market for traditional herbal medicine is increasingly limited, especially among the younger generation, makes traditional herbal medicine products

from the Sukun sub-district less attractive for consumption. The community activity method in the Sukun sub-district includes a series of steps, starting from market and competitor analysis, redesigning product packaging, to training producers in digital marketing. The implementation of digital marketing is carried out by boldly selling via the Instagram Live channel to increase public understanding of the benefits of traditional herbal medicine. The results of this activity show a significant increase in community knowledge about the benefits of traditional herbal medicine and its uses. More modern and informative packaging designs also increase consumer interest, especially among the younger generation. Apart from that, herbal medicine manufacturers have succeeded in improving product quality and using the dare platform to market products more effectively. The importance of adapting traditional herbal medicine to the modern market. Through changes in branding and digital marketing, Jandasare herbal medicine is able to bridge the gap between tradition and developments, proving that cultural heritage can remain relevant in the digital era. This community service activity succeeded in mobilizing economic potential in the Sukun sub-district through empowering traditional herbal medicine producers and increasing consumer interest. This shows that branding and marketing digitalization strategies are key in maintaining and advancing traditional products in the modern era.

Keywords: Herbal medicine; Digital Marketing; brand; Community empowerment; Modern Market

INTRODUCTION

Micro, small and medium enterprise (MSME) activities are one way for regional creative products to be known and provide business opportunities for business actors in the region. Apart from that, the role of micro, small and medium enterprises (MSMEs) is considered very important in order to increase per capita income and improve the economy of a region, so that micro, small and medium enterprises (MSMEs) are required to be able to achieve economic growth. to participate in developing the country's economy, especially in developing economic growth.

Based on statistical data, MSMEs spread across Malang City are around 113,000 units, of which around 87 percent still have a turnover of less than IDR 300 million a year (Suryamalang.com, 2018). This number can still be said to be unable to meet the needs of the people of Malang, which reaches 800 thousand people.

The Sukun sub-district area which is located in the middle of Malang city is one of the Janda Sare Traditional Herbal Medicine MSMEs. Jamu is an important part of Indonesia's cultural heritage. especially among the younger generation.

Even though during the COVID-19 pandemic in 2020, Jamu Widowsare products became one of the mainstay products to help people recover, especially in the RT 9 area of Sukun Village, after the pandemic ended, sales of Jandasare products experienced a decline. To be able to excel in the competition, MSMEs need to improve. in managing the packaging of the products produced to make them more attractive to consumers. The need to develop new markets that are not only limited to the Sukun District or Malang City area can be achieved by using digital marketing, either through marketplaces or social media.

Considering that currently consumers not only consider taste but also the aesthetics of the product they want to buy, as well as ease of access to obtain the product, expanding the market, especially in the digital realm and increasing the branding of Jandasare herbal products, could be an alternative solution. to boost product sales after the Covid 19 pandemic is over.

Branding is a name, term, symbol, or design to identify a product. Placing products in accordance with market or consumer desires will provide a special attraction for consumers in using or consuming the product (Afandi, 2013).

This is in accordance with research conducted (putra, 2016) which examined the influence of product quality and brand image on purchasing decisions, showing the results that product quality and brand image influence purchasing decisions. The choice of branding combined with digital marketing methods will trigger consumer interest and also expand the market share of Jandasare herbal products. The problem formulation of this community service program is how branding plays a role in expanding the digital market for traditional herbal medicine products "Jandasare"

METHOD

This community service activity in the field of branding and digital marketing was carried out from July 26 to August 25 2023 at RT 9 RW 5, Sukun Village, Malang City. The participants in this training consisted of 4 people, where 1 person acted as the owner and 3 other people as employees of MSMEs who own the Jamu product brand "Jandasare". Problem solving in this service is carried out by means of lectures, discussions and demonstrations. A lecture is a speech delivered by a speaker in front of a group of listeners, this method is good for both highly educated and low educated targets (Saputra, 2011).

Discussion is an activity to solve a problem together in a group to draw conclusions from the problem (Chotimah, 2018). Demonstration is a learning method that is presented by demonstrating and demonstrating (Darmastuti, 2013).

To better understand the needs of service objects, the department conducted a survey first to understand field conditions. The survey involved both parties, both tourists and residents who host tourist destinations. From the results of the service survey, make temporary conclusions regarding the condition of the service object and disseminate the results of these initial observations to get residents' responses (Cahyaningsih., et al. 2021)

RESULTS AND DISCUSSION

With training in making brand logos, existing brands are modified to make them more attractive to existing and potential customers, especially to be introduced through social media and the marketplace that has been created, apart from that training is also carried out on production scheduling and planning estimates. The raw materials that will be used are expected to reduce and avoid the accumulation of unsold stocks of Jamu Jandasare products.

Jamu Jandasare's participation in the MSME Bazaar program held at Merdeka University Malang is also one of the benchmarks for the effectiveness of the branding of the new Jamu Jandasare brand logo, apart from being carried out using offline sales methods, it is also supported by direct sales on the Jamu Jandasare website. The Instagram account is used for this community service activity



Number . 1 Old Logo of Jamu Jandasare
Source: documentation of the PKM 22 – 2023 community service team



Figure 2. Sales of Jandasare products

CONCLUSIONS AND RECOMMENDATIONS

The community service activity branding the Jandasare herbal product logo in RT 9 rw 5, Sukun District, Malang City, illustrates a significant effort in advancing local products. By designing an attractive logo that represents the values of Jandasare's herbal products, this service provides an opportunity to improve the product's image and expand market reach. A strong logo can strengthen product identity, facilitate recognition by consumers, and increase competitiveness in an increasingly competitive market. (Firmansyah, 2023) Thus, the Jandasare herbal product logo branding activity is a positive step in supporting local economic development and promotion of products that have high cultural and health value.

Apart from that, this activity also provides an opportunity for local business actors to improve their skills in designing and managing brands. This not only helps Jandasare herbal products, but also provides long-term benefits in developing branding skills and understanding for the local community. Over time, these branding efforts can strengthen the position of Jandasare herbal medicine products in the market, help the community's economy, and support the preservation of traditional herbal medicine culture as part of Indonesia's cultural heritage. Thus, the dedication of the Jandasare herbal product logo branding in the Sukun Village, Malang City has the potential to have a sustainable positive impact on the community and its products. In the future, the use of TikTok social media can be tried and developed to achieve this goal. expand different target markets

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