

# JAMU BERAS KENCUR AS A BUSSINESS OPPORTUNITIES IN SOUTH EAST ASIA

Nikita Mauza Aleta Nugraha<sup>1</sup>, Asep Dedy Sutrisno<sup>2</sup>, Erna Nurmalinda<sup>3</sup>

<sup>1,2</sup>Food Technology Faculty of Technic Pasundan University Bandung

<sup>2</sup>Pasundan University, Bandung

<sup>1</sup>nmauza@gmail.com

<sup>3</sup>erna.nurmalinda@gmail.com

**Abstract.** Indonesia is one of the largest countries in Asia producing spices, with Indonesia's abundant wealth, spices being one of the highlight commodities in the world. Spices become one of the ingredients that have many properties as well as benefits for health. Turmeric, temulawak, rice kencur, ginger are a type of spice used in the manufacture of herbs. Jamu is one of the local drinks from Indonesia that has been a cultural heritage since centuries ago. Herbal medicine is one of the drinks that acts as a traditional medicine that provides many properties for people. Long before the discovery of medicines, Indonesians made various herbs from various spices for the maintenance of health, prevention and treatment of various types of diseases. Looking at the current modernization era the use of herbal medicine as a drug has been ruled out by the absence of drugs made from chemicals. Therefore, herbal herbs that are the cultural heritage of Indonesia need to be introduced to the main world of the Asian continent as a nutritious herb one of them is kencur rice herbal milk with the addition of this article will be discussed about herbal, the origin of herbal herbs, the making of kencur rice herbs and how to develop a business strategy for kencur rice products.

**Keywords:** jamu, beras kencur, business strategy

## I. INTRODUCTION

Medicinal plants are plants that contain ingredients that can be used as a treatment and the active ingredient can be used as synthetic medicinal ingredients, in Indonesia itself medicinal plants are made for herbal medicines, cosmetics, and also herbal medicines. The term jamu began from the 15th-16th century AD which is expressed in primbon in Kartasuro. The complete description of jamu is found in centini fibers written by Kanjeng Gusti Adipati Anom Mangkunegoro III in 1810-1823. In 1850 R. Atmasupana II wrote about 1734 herbal potions. Herbal medicine comes from two ancient Javanese words namely djampi which means healing and oesodo which means health in other words, herbal medicine means prayer or medicine to improve health. Indonesian society since mataram kingdom until now still uses herbal medicine as a traditional medicine, at that time who played a role in the manufacture of herbs is female while, men looking for natural herbs, this fact is reinforced by the discovery of artifacts-artefak *Cobek and Ulekan* -mashed tools to make herbs. The artifact can be seen at liyangan archaeological site located on the slopes of Mount Sindoro, Central Java. In addition to *cobek and ulekan* artifacts, other evidences such as jamu making tools are found in Yogyakarta and Surakarta, precisely at Borobudur Temple in karmawipangga relief, Prambanan Temple, Brambang Temple, and several other locations. It is said that in ancient times, the health secrets and power of the swords men and royal officials came from the training and assistance of herbal herbs.

The use of jamu has lasted hundreds or even thousands of years since the Hindu-Javanese period. The relief of Borobudur temple made in the Hindu-Buddhist Kingdom in 772 AD describes the habit of brewing and drinking jamu to maintain health. Another historical evidence is the discovery of madhawapura inscriptions from hindu-Majapahit kingdom relics that call the

profession of "artisan jamu" called Acaraki. After getting to know the writing culture, the historical evidence about the use of jamu is stronger with the discovery of USADA lontar in Bali written in ancient Javanese. However, during this time, jamu was still used by limited people. Until the end, many botanists published writings on the variety and benefits of plants for treatment. Thus, the jamu, which used to belong only to the limited community, can be enjoyed by all walks of life. Later, household-made jamu began to develop into the jamu industry in early 1900. Thus jamu became very popular in Indonesia, such as milk for western society.

One type of jamu whose existence still exists today is jamu beras kencur, jamu beras kencur is a jamu made from a mixture of rice and kencur plants. Kencur plant itself has a wide range of health benefits namely treatment for throat medicine, itching medicine, flatulence, as well as appetite enhancer, kencur is not only used as traditional medicine, but also used for various industries such as cosmetic industry and food or beverage industry.

Beras Kencur is one of the good drinks for health that is favored from various circles, ranging from children to the elderly because of its sweet and warm taste. In addition to its good taste, this kencur rice herbal medicine has a variety of properties ranging from painkillers, nausea relief and cough relief, with the good efficacy of this kencur rice can be a substitute for chemical drugs.

Indonesia has become one in Southeast Asia that already uses Jamu for treatment because it has been proven by its efficacy, research shows that 49.53% of Indonesians use jamu both for health and for treatment (Jurnal Unair) sees the figure that almost half of the Indonesian population enjoys jamu in the absence of this medicine can be a business opportunity that can be developed not only in Indonesia but in Southeast Asia. Kencur rice which is one of the types of banquets that are so enjoyed by Indonesians can be developed into industrial-scale beverage products

that can be marketed widely to neighboring Indonesia. This article will discuss how jamu beras kencur is made, packaged, and marketed in order to be a great business opportunity for the jamu industry.

## II. DISCUSS

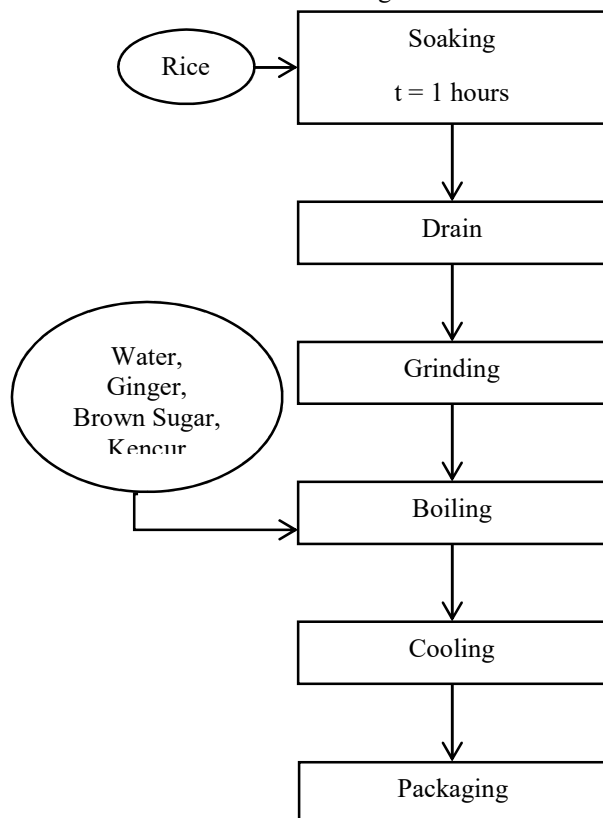
### A. Kencur Rice Jamu Making Method

Jamu rice kencur is one of the traditional drinks that uses the main ingredients of rice and kencur (*Kaempferia galanga*). The characteristic feature of this jamu is that it has a strong aroma as well as a slightly spicy flavor. Here is a method in the manufacture of rice jamu kencur.

Tools : - Plastic Containers  
- Stove  
- Spatula  
- Pan

Ingredients : - Rice  
- Kencur  
- Ginger  
- Brown Sugar  
- Water

Process Flow Diagram



### B. Business Strategy and Marketing of Kencur Rice Jamu Products

A business strategy is an entrepreneur or company's efforts to take policies and guidelines that are committed and actions that are integrated and designed to build excellence in business competition to meet and achieve business goals.

Business strategy is one of the most important things in running a business, with increasing strategic competition in the business being critical to sustainable business planning and development. There are 5 important reasons

why a business strategy is needed to grow the business as a platform to achieve business goals, see the strengths and weaknesses of a businessman so that businesspeople can take advantage of what he or she controls and eliminate or find ways to cover shortcomings, streamline and streamline existing resources, harness the power of the business and use it as a competitive advantage to position the brand properly, and control business activities.

In running a food products business, a marketing strategy is needed so that the product can be widely marketed not only in one area but, can spread globally. According to William J. Stanton, marketing is the overall system of various business or business activities aimed at planning, determining the price of goods or services, promoting them, distributing them, and being able to satisfy consumers.

Jamu beras kencur is one of the functional food products that is a traditional drink that has health value and has many benefits, along with the development of today herbal medicine has been sidelined with modern medicines. To increase the use of rice jamu kencur can be made into a health drink that can be directly drunk by consumers.

There are several important points in marketing a product, namely product strategy, pricing strategy, distribution strategy, and promotional strategy. The product strategy that can be done is to know and identify how the product is made judging by the use and selection of tools, raw materials, and flow charts of the product manufacturing process, after identifying the product continued with pricing, the price is determined by looking at the capital issued and adjusted to the market, then when the price has been set continues by choosing how to distribute the product to get to the hands of the consumer and finally set a promotional strategy to offer to consumers to be interested in buying the product.

Instant kencur rice jamu products can be quite a business opportunity because it becomes a product that is easy for consumers to obtain to meet the needs in health, this product can be sold widely from regions to outside Indonesia. There are several things that can attract consumers to buy kencur rice jamu products, namely in the manufacture of this product needs to be produced products that have a long shelf capacity to increase it can be modified in the manufacturing process by taking into account hygiene so as not to be physically polluted, chemically, or biologically, then carried out packaging with packaging that can keep the product safe and packaging attractive. The most important thing is how we promote our products to the market, promotions can be done directly or indirectly, in a direct way that we as a seller communicate directly and persuasively with consumers and indirect ways that is promotion through social media.

In the current condition, product marketing can quickly be done in an indirect way that is through social media by posting a photo of our product and inviting an influencer to review our product so that the target is precisely jamu rice kencur which is a health drink can be promoted with someone who has a focus on the field of health in order to provide a review according to the keadaan of the product. In addition, with the social media products that we market can be widespread globally so that

it can be known not only in Indonesia but can reach Southeast Asia.

### III. CONCLUSION

Jamu beras kencur is one of the traditional health drinks made from rice and kencur, this jamu has a variety of properties such as overcoming nausea, dizziness and appetite enhancers. Various circles like one of these types of jamu so that it can be an opportunity to create an instant kencur rice jamu business. In making this business not only needed a business strategy but needed to be created a marketing strategy so that the product can be widely known not only in Indonesia but can reach Southeast Asia.

This instant jamu beras kencur product can be produced by modifying so that the product can have more value such as longer shelf life and is packed attractively but still ensures the product is safe until it reaches the hands of consumers. In the business of this product is also necessary marketing properly taking into account the selling price that corresponds to the market keadaan, practiced distribution widely, and most importantly is the right promotional strategy done as informative and seomonunikatif in order to attract ask consumers to try and give a review of the product.

The author hopes that this article can provide benefits and knowledge for readers as well as the author hopes that there are suggestions and criticism for this article

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