

Strategies for the Development of Jamu Events (Modern Jamu Era) in the Gen Z Era in the Old City

Florensia Lavenia
Politeknik Sahid, Indonesia
Email: 2252320001@polteksahid.co.id

ABSTRACT

Jamu is a traditional Indonesian herbal drink made from natural ingredients such as spices and leaves. According to Permenkes No. 003/Menkes/Per/I/2010, herbal medicine consists of plant, animal, or mineral ingredients, or their mixtures, used for treatment based on traditional experience and societal norms. This research aims to preserve Indonesia's cultural heritage, specifically Indonesian herbal medicine, and to develop the introduction of its history and stories. Using a qualitative research method, the data collection techniques employed were interviews, observations, and documentation, while data analysis was conducted through a descriptive qualitative approach. The conclusions of this research highlight the strategies for the development of jamu events (modern jamu era) in the Gen Z era in the old city employed by Acaraki Cafe, namely: maintaining and adding programs to introduce herbal medicine alongside technological advancements; increasing the use of technology to collaborate with modern beverage brands; and maintaining and promoting honey-mixed beverages through social media. The suggestion and recommendation from the researcher is to create workshops that invite school children and students to learn about the history and benefits of herbal medicine and jamu.

KEYWORDS

Strategy, Development, Herbal Medicine, Gen Z Generation



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International

INTRODUCTION

One of the herbal drinks of Indonesian cultural heritage that has existed since ancient times is *Jamu*. Herbal medicine is made from natural ingredients from both spices and leaves. The definition of herbal medicine in Permenkes No. 003/Menkes/Per/I/2010 is an ingredient or herb in the form of plants, animal ingredients, mineral ingredients, serial preparations (generic), or mixtures of these ingredients that have been used for treatment based on experience and can be applied in accordance with the prevailing norms in society (Ministry of Health, 2010). Herbal medicine consumption is believed to help maintain and increase immunity. Herbal drinks have many properties, including being used as medicine or increasing immunity (Ministry of Health, 2015). In the past, herbal medicine was easy to find; many herbal medicine companies carried their herbal medicine on the street. However, the existence of herbal medicine at this time can be said to be rare. There are only roadside herbal medicine stalls that people don't necessarily like to visit. Therefore, the preservation of herbal medicine needs to be carried out so that its existence is not lost to the erosion of modernization. Modernization has made people tend to have behaviors

influenced by cultural factors in choosing food or drinks. For example, nowadays people prefer to hang out, spend their time in a café just to enjoy a cup of coffee or hang out with friends—a lifestyle that looks modern in the sense that it has kept up with the times and does not want to be left behind. In the midst of modernization, herbal medicine as one of the cultural heritages that has various properties must be preserved. To preserve herbal medicine in the midst of today's modern lifestyle, herbal medicine can be made into a more attractive product, namely by packaging it in a modern way that is not outdated. *JAHECCINO* is an abbreviation for Chinese herbal medicine made as one of the efforts to preserve herbal medicine by increasing the image and selling value of herbal medicine to the community. The advantage of this *Jaheccino* product is that it empowers traditional drinks but packages them in a more modern form so that it will look more attractive. *Jaheccino* is served in foamy form like a cappuccino. This is done as one of the traditional beverage preservation media but still keeps up with the times and follows the lifestyle of modern society.

Jamu is a traditional drink derived from natural plants, namely ginger, turmeric, kencur, and so on. Herbal medicine is beneficial for the health of the body to increase immunity and stamina, and also as traditional medicine.

Many people are reluctant to consume herbal medicine because of its old, old-fashioned, bitter taste, and outdated image. Because of this assumption, herbal medicine is no longer a lifestyle of modern society, including the millennial generation. This will have an impact on the extinction of herbal medicine if it is not handled completely, so it is necessary to reposition it to change this view (Tamara, 2017).

Acaraki Café is a place to eat and drink that offers Indonesian food and Indonesian herbal drinks. This café serves a variety of contemporary herbal drinks brewed by the coffee brewing method or made with other modern drinks.

As a traditional spice herb, herbal medicine has been trusted by the Indonesian people for generations as a health herb. The term "*jamu*" comes from the Old Javanese language, namely "*jampi*," which means mantra/prayer, and "*oesodo*," which means health.

The term *Acaraki* comes from the Madhawapura inscription, an inscription that contains professional records. In it is written the title *Abhasana* for a clothes maker, *Angawari* as a pot maker, and *Acaraki* as a herbal concoction.

To preserve Indonesian culture, *Acaraki* is here to reintroduce the value of herbal medicine in people's lives. By adapting coffee, tea, and matcha, *Acaraki* seeks to present herbal medicine from a different perspective.

Previous studies have highlighted the health benefits and cultural significance of *Jamu*, Indonesia's traditional herbal drink. Tamara (2017) found that the declining consumption of *Jamu* among millennials is largely due to perceptions of outdated taste and presentation, while Kurniawan and Saputra (2018) emphasized that modernization and lifestyle changes reduce public interest in traditional beverages despite their recognized health benefits. While these studies provide valuable insights into consumer perceptions and the cultural value of herbal drinks, they have not explored strategies to reposition *Jamu* in modern society by combining traditional health benefits with contemporary lifestyle trends.

This study aims to evaluate the effectiveness of modern packaging and café-based marketing in increasing the appeal and consumption of herbal drinks among modern consumers. By doing so, it contributes to preserving Indonesian cultural heritage, enhancing public health through increased herbal consumption, and providing practical recommendations for promoting traditional drinks in the modern lifestyle.

METHOD

This research employed a qualitative method with SWOT analysis to evaluate strategies for Acaraki Café's development in the Gen Z era in Kota Tua. Data collection involved observation of the café environment and visitor behavior, alongside interviews with the SPV Marketing to gather insights on development strategies. Data analysis followed interactive and sequential qualitative approaches as described by Miles and Huberman and Spradley.

The study used two main data collection techniques. Primary data were obtained directly through interviews and observations, providing firsthand information relevant to the research focus. Secondary data were gathered from literature, reports, and documented interview recordings, offering additional context and support for the study. The research ensured systematic collection and analysis of data with attention to reliability and validity, contributing to a comprehensive understanding of the café's strategic positioning in preserving and modernizing Indonesian herbal drinks.

RESULTS AND DISCUSSION

Acaraki is a café that serves herbal medicine from a different point of view, To preserve Indonesian culture, Acaraki is here to reintroduce the value of herbal medicine in people's lives. By adapting coffee, tea and matcha.



Figure 1. Acaraki Café Kota Tua

The term Acaraki comes from the Madhawapura inscription, an inscription that contains records about the profession. It is about the mention of Abhasana for a cloth maker, Angawari as a cauldron maker, and Acaraki as a herbal medicine mixer.

As a traditional spice herb, herbal medicine has been trusted by the Indonesian people for generations as an ingredient for health. The term jamu comes from the ancient Javanese language, namely "jampi" which means mantra/prayer, and "oesodo" which means health.

The owner Jony Yuwono made the event because of anxiety in the sense that in the current era many young people prefer tea, coffee, matcha, rather than herbal medicine, the stigma of herbal medicine is old-school, bitter compared to tea, coffee, matcha which has evolved while herbal medicine has not been abandoned, he made this event with a vision to be able to bring international standard herbal medicine and his mission to introduce herbal medicine as a delicious drink and can be used as a lifestyle to the wider community.

The difference between the herbal medicine at the event and the mother of the herbal medicine is the presentation process, the process at the open bar event, When ordering sour turmeric herbs, we weigh the ingredients of turmeric and tamarind and then grind after that the brewing process with different methods, so each different method produces a different taste both in terms of taste and aroma.

Currently, Acaraki, there are many customers from Indonesia but those who appreciate foreigners more, so Indonesians just try without asking about Acaraki's story, it's just FOMO (just follow along), foreigners are more curious to know the history of herbal medicine and Acaraki.

The strategy for developing the event in competing with today's drinks is from the brewing technique itself open bar that is sold, the event sells story telling in this way many young people or customers of the event feel that they just know about the history of jamu, the benefits of jamu, about jamu can be processed with technical tools such as coffee, tea, matcha, which produce a taste that is like today's drinks.

Various ways for Acaraki to make young people want to try the food and drinks in Acaraki, namely:

Acaraki packages brewing techniques from the herbal medicine itself, herbal medicine from the past until now the method is still the same, namely digodog, so the term dikopi is still the first wave, this time coffee has entered the third wave Where the open bar with brewing directly in front of the customer, now the event is trying to adapt the brewing technique of coffee, tea, and matcha, with the hope that customers, especially young people, can see the process of brewing herbal medicine directly, They can see the ingredients used, see how to process them, and can immediately try the drinks that have been served by Acaraki. There are also many customers and people interviewed, what is their opinion at the beginning about herbal medicine, their answer is old-school, ancient, bitter and they do not know what the process of brewing and making is like, so usually the mother herbal medicine is carried or packaged in bottles, they do not know whether the herbal medicine is hypotype or not, and what the process is like.



Figure 2. categories of drinks

There are two categories of drinks, namely: New Wave Jamu, Specialty Jamu (Jamu ingredients that are brewed without the addition of other ingredients, such as sour turmeric, kencur rice, ginger, and others).



Figure 3. Acaraki's menus

Some of Acaraki's menus are combined with modern drinks, Acaraki does not eliminate the taste of herbal medicine by using the method of espresso machines so the concept is like coffee, espresso coffee is definitely the most bitter or herbal medicine Where the extract is the strongest

so that the herbal medicine is more pronounced, so the base espresso is combined with other ingredients such as yogurt, fresh milk, honey, and others, So in terms of taste it still feels like the herbal medicine and can be enjoyed with a combination variant with other ingredients, if for the benefit of the event to interpret this herbal medicine in the same as food, many foods are processed with spices, where these ingredients are beneficial for the body

Acaraki in facing the market with Acaraki itself as a pioneer where herbal medicine is brewed by the method of brewing coffee, tea, matcha. But behind that, if you say that the event is different from using the coffee, tea and matcha method, but everything can be imitated, but the event sells the integrity of the ingredients from the acaraki, so the event collaborates with farmers in Sukabumi to process from upstream to downhill. Where the process of planting, seeding, watering to harvest, after harvest we collaborate with the company PT Sinde Budi Sentosa to process the ingredients into dry ingredients, so that the ingredients can be processed by Acaraki, so with these ingredients that the integrity of the ingredients is maintained, so herbal medicine is preventive if customers want to enjoy the taste of herbal medicine or feel the benefits of herbal medicine must be taken regularly not like medicine taken when sick, Many people misunderstand that herbal medicine is equated with medicine, so there are still many insights that are not known by customers, the event is also sold not as a spice but culturally, the event comes from Sanskrit which means a herbal blender, so if coffee there is a barista, if alcohol there is a bartender, in herbal medicine there is an event the blender, if you delve further into it, the herbal medicine is a spell of oesodo which is a prayer for Health, So the herbal complex is everything that prays for health that is put into the body is herbal medicine, so coffee is a plant that contains coffee beans, tea is a plant that contains tea leaves, if herbal medicine is more complex.

History of the Majapahit Kingdom, herbal medicine was served for Great guests, special guests, ordinary people could not enjoy jamu. When the Majapahit Kingdom collapsed, then the Mataram Kingdom of herbs was only disseminated, so out of many thousands of recipes, and only 8 types of herbal medicine were disseminated, so if in the past the mother of herbal medicine only carried 8 types of herbal medicine which symbolized the 8 cardinal directions, this is a symbol of the work of majapahit.

Acaraki maintains a consistent taste by having its own team called 'Rnd', the team is tasked with maintaining the SOP so that the taste of Acaraki remains the same in branches everywhere.

The obstacle faced by Acaraki in the Gen Z era is to make young people dare to try jamu, because the stigma that they first appear is the old school and the bitterness of jamu, therefore Acaraki made a herbal workshop with an open bar and Acaraki told the story of herbal medicine telling the brewing process and history to provide insight to customers turned out to be not as old school and bitter, If it is said that the coffee is bitter is also bitter but the way to enjoy the coffee is the same as to enjoy the herbal medicine, so the herbal medicine is enjoyed when it is cold bottled like a holding herbal medicine that has been carried all day that has been cold so the aroma is no longer there, According to research of all types of drinks in the world the way to taste it is to inhale the light first and the flavor is created, So the aroma in the breath and the tongue to taste the taste is flavor, so it's like enjoying wine, coffee.

Obstacles in promoting Acaraki must exist, and how Acaraki deals with them, in terms of event promotion there are 4 outlets in Jakarta, and 1 in Jogja (UGM), the hope of Acaraki is to provide insights, stories about herbal medicine and Acaraki to customers who follow Acaraki accounts, and hope to open other branches. If you look at the events held by the participants, there are 100 of the 100, there are 50 who do not know Acaraki.

Acaraki has several ways for various generations to preserve jamu, the first millennial generation and previously had a bad experience about jamu, because usually drinking jamu was forced to eat when they were children, they have not been able to enjoy jamu, directly and well, so for acaraki to be able to tell and explain more to millennials and previous generations who have children and grandchildren, We also work together, collaborate with schools or universities, as well as ministries" so that they can go to the event to come to see the workshop or in person. In the event market, for now not a few families bring their children, some of the event drinks can also be accepted by their children.

Based on the results of the research obtained above, it can be concluded that information about the strengths, weaknesses, opportunities and threats owned by the Gen Z Era Jamu (Modern Jamu Development Strategy) in the Old City can be analyzed in the following table:

Table 1. Strength SWOT Matrix

Strengths
1. Herbal medicine has good benefits for the body
2. Utilizing technological developments to market Jamu
3. Have various types of mixed drinks mixed with herbal medicine

Table 2. Weaknesses SWOT Matrix

Weakness
1. Absence of educational comply with the provisions of the table in the journal insight about Jamu
2. Less attractive marketing of Jamu in the Gen Z era
3. Pay more attention to more modern or instant drinks

Table 3. Opportunity SWOT Matrix

Opportunities
1. Very rapid advances in technology
2. Implementation of cooperation with modern beverage brands
3. Further optimize social media to promote the history and benefits of herbal medicine

Table 4. Matrix SWOT Threats

Threats
1. The threat of extinct herbal medicine because many do not preserve it
2. Increasing competitors or more modern beverage competitors
3. Decreased interest in herbal medicine consumption

With the table containing the SWOT above, the author made the SWOT matrix as follows:

Table 5. SWOT Analysis

INTERNAL	Strengths	Weakness
	1. Herbal medicine has good benefits for the body	1. Absence of educational insight about Jamu
EXTERNAL	2. Utilizing technological developments to market Jamu	2. Less attractive marketing of Jamu in the Gen Z era
	3. Have various types of mixed drinks mixed with herbal medicine	3. Pay more attention to more modern or instant drinks
Opportunities	Strategy (S-O)	Strategy (P-O)
1. Very rapid advances in technology	1. Maintain and add to the program to introduce herbal medicine with technological advancements	1. Create a Workshop or educate about Herbal Medicine through technology
2. Implementation of cooperation with modern beverage brands	2. Increase in the use of technology to cooperate with modern beverage brands	2. Increase herbal marketing to attract tourists in the Gen z era
3. Further optimize social media to promote the history and benefits of herbal medicine	3. Maintain and promote through social media honey-mixed beverages	3. Pay attention to and preserve herbal medicine so that herbal medicine is better known to all circles
Threats	Strategy (S-A)	Strategy (P-A)
1. The threat of extinct herbal medicine because many do not preserve it	1. Maintain the development of herbal medicine and preserve it so that it does not become extinct	1. Pay attention to herbal medicine so that preservation is maintained
2. Increasing competitors or more modern beverage competitors	2. Maintain the promotion of herbal medicine so that it can compete with competitors	2. Supervise the marketing of herbal products to improve opinions and be able to compete
3. Decreased interest in herbal medicine consumption	3. Maintaining and improving the quality of herbal medicine so that income increases	3. Increase herbal education to make it more in demand

CONCLUSION

Jamu is a traditional herbal drink made from natural plants such as ginger, turmeric, and kencur, known for its health benefits in boosting immunity and stamina. However, its bitter taste and outdated image have led many, especially younger generations, to avoid it, risking the decline of this cultural heritage. Acaraki Café addresses this challenge by offering contemporary herbal

drinks using modern brewing methods and integrating herbal medicine into a modern lifestyle. Leveraging its strengths and opportunities, Acaraki Café has developed strategies for the Gen Z era that include introducing herbal medicine through technological innovations, collaborating with modern beverage brands, and promoting honey-mixed herbal drinks via social media. Future research could explore the impact of these strategies on consumer perception and long-term sustainability of herbal drink consumption among younger demographics.

REFERENCES

- Alhabib, H. (2020). Appraisal Devices Realizing Attitudes in Barack Obama's First Inaugural Speech.
- Aulya Puspa Rahmaida, Setyo Prasiyanto Cahyono. (2022). The Ideology of Donald Trump and Joe Biden in Their Political Speeches through Appraisal of Attitude.
- Auman, C. (2014). An appraisal analysis of British, French and Belgian online and print press coverage of the rise of the 'Red Devils.'
- Dian Puspita, Budi Eko Pranoto. (2020). The Attitude of Japanese Newspapers in Narrating Disaster Events: Appraisal in Critical Discourse Study.
- Dwi Meisyitah Ananda, M.R. Nababan, Riyadi Santosa. (2018). Authorial And Non Authorial Affect In Speech An Appraisal Theory Approach.
- Geng, Y. (2015). Appraisal in discussion sections of doctoral theses in the discipline of ELT/Applied Linguistics at Warwick University: A corpus-based analysis.
- Gisty Liani. (2019). The Inclusion of Ideology in Jokowi's Speech Viewed from the Perspective of Appraisal Theory.
- Huynh Thi Thu Toan*, Bui Thi Minh Nguyet. (2018). Attitudinal Meaning In Hillary Clinton's Concession Speech: An Appraisal Analysis.
- Jakaza, E. (2013). Appraisal And Evaluation In Zimbabwean Parliamentary Discourse And Its Representation In Newspaper Articles.
- Jing, S., & Lihuan, J. (2021). Attitude Analysis of News Discourse from the Perspective of Appraisal Theory: A Case Study of China Daily's Report on COVID-19.
- Liu, X. (2013). Evaluation in Chinese University EFL Students' English Argumentative Writing: An APPRAISAL Study.
- Mardiana. (2018). The Use of Appraisal and Debate Structure in English Debate Competition of Senior High School Students.
- Min, W. (2017). A Study on College English Majors' Writings from the Perspective of Appraisal Theory.
- Miki Mori. (2017). Using the Appraisal framework to analyze source use in essays: a case study of engagement and dialogism in two undergraduate students' writing.
- Puspita, D., & Pranoto, B. E. (2020). The Attitude of Japanese Newspapers in Narrating Disaster Events: Appraisal in Critical Discourse Study.
- Rahmaida, A. P., & Cahyono, S. P. (2022). The ideology of Donald Trump and Joe Biden in their political speeches through appraisal of attitude. UJARAN (Undergraduate Journal for

Academic Research in Humanities, 1(01), 14–29.
<http://publikasi.dinus.ac.id/index.php/ujaran/index>

- Shang, J., & Jia, L. (2021). Attitude Analysis of News Discourse from the Perspective of Appraisal Theory: A Case Study of China Daily's Report on COVID-19.
- Suhaila, I. (2019). Appraisal analysis on Jokowi's speech. English Education International Conference (EEIC).
- Teo, P., & Zhu, J. (2018). A Multimodal Analysis of Affect and Attitude Education in China's English Textbooks.
- Wang, M. (2017). A Study on College English Majors' Writings from the Perspective of Appraisal Theory.