

Developing an Effective Marketing Strategy for Traditional Herbal Medicine: A Strategic Approach Based on Qualitative Insights

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Abstract: Traditional herbal medicine businesses often face significant challenges in effectively reaching their target markets, particularly due to limitations in marketing capabilities. This study investigates the marketing strategies employed by a traditional herbal medicine enterprise that has operated for seven years but continues to experience limited market penetration and promotional effectiveness. The research aims to identify the current marketing practices and explore strategic approaches to enhance product appeal and expand consumer reach across diverse demographic groups. Employing a qualitative descriptive method, data were collected through in-depth interviews and field observations involving nine informants, including the business owner, employees, and consumers. Data analysis was conducted through the stages of data condensation, data display, and conclusion drawing/verification. The findings reveal that the enterprise's marketing strategy comprises consumer segmentation, product development, pricing, distribution, and promotional activities. The primary customer segment ranges from 25 to 50 years of age, typically with a habitual consumption of herbal medicine. The business emphasizes product variety, practical and hygienic packaging, and quality assurance. Pricing strategies are aligned with perceived value and product benefits. Effective distributor and supplier communication supports consistent promotional efforts. Offline promotional methods such as bazaars and exhibitions were found to be more successful in engaging customers compared to social media outreach. This study highlights the need for tailored marketing strategies that leverage both traditional and digital channels to optimize market reach for traditional herbal medicine products.

Keywords: marketing strategy, traditional medicine, herbal business

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INTRODUCTION

Marketing strategy is the main key in determining the success of a product in the market. Without a good marketing strategy, the product will be more easily eliminated in the tight market competition. A good marketing strategy can be assessed by making adjustments to improve results, by determining market selection, product planning, pricing, distribution systems, and good marketing or promotional communications (Elliyana et al., 2022:16). A good marketing

strategy will be able to increase product sales, expand market share, and be competitive with other products.

Marketing strategies, especially in herbal medicine businesses, must also be able to design effective and efficient marketing strategies so that products can be known by the wider community so that they can be highly competitive. Yomija traditional herbal medicine business is one of the traditional herbal medicine businesses that needs to design and expand the reach of the market share, this needs to be done considering that traditional herbal medicine has begun to be forgotten. Yomija traditional herbal medicine product business needs to be developed and expanded so that various groups of people, especially the younger generation, can also consume traditional herbal medicine.

Yomija traditional herbal medicine products have several advantages, one of which is increasing endurance and can also strengthen immunity in the long term, has a composition of ingredients that are easy to obtain, and has fewer side effects than synthetic drugs. Yomija traditional herbal medicine product business is a business place located on Jalan M Hatta RT 23, Muara Jawa Pesisir Village, Muara Jawa District, Kutai Kartanegara Regency. Yomija traditional herbal medicine business has been established since 2017 by Mrs. Laeli Fajarwati as the owner of Yomija traditional herbal medicine business.

Yomija traditional herbal medicine business already has its own plantation land and has employees who can simplify and speed up the production process and manage Yomija traditional herbal medicine. Some Yomija herbal medicines that have been marketed include: red ginger, turmeric, tamarind turmeric, sirih turmeric, temulawak, empon-empon, beras kencur, temu mangga. Some herbal medicines that have been distributed have small packaging, large packaging or in the form of bottled herbal medicine. Yomija traditional herbal medicine products are herbal products that are free from preservatives in them so that they are more natural and safe herbal products for regular consumption.

Based on the results of initial data collection through interviews on Friday, July 12, 2024, it was found that there were shortcomings in the Yomija traditional herbal medicine business in Muara Jawa District which had been operating for 7 years, which still faced various challenges in marketing strategies, namely the lack of expertise in promoting product sales so that its marketing reach was still less effective. Therefore, an effective marketing strategy is needed to increase sales of the Yomija traditional herbal medicine business and expand market reach.

This research phenomenon is also supported by the source rri.co.id, (2024) which reported that herbal medicine UMKM actors experienced market limitations, lack of promotion was a factor causing herbal medicine to be less noticed. The public considers herbal medicine to only be used as traditional medicine during the Covid-19 pandemic, even though herbal medicine can be consumed continuously to maintain body immunity. In line with the news from the source www.tempo.co, (2012) the Minister of Agriculture Suswono said that the herbal medicine industry is difficult to develop because the existence of herbal medicine in Indonesia is threatened by foreign herbal products due to the lack of promotion and information regarding the benefits of traditional Indonesian herbal medicine products.

Lack of promotion of Yomija traditional herbal medicine products has decreased public interest, especially among the younger generation. Mrs. Laeli, the owner of Yomija traditional products stated that it is true that customers of Yomija traditional herbal medicine are currently dominated by the older generation with an age range of 28 to 43 years, who understand the benefits of Yomija traditional herbal medicine products better, while the younger generation tends to understand the benefits of Yomija traditional herbal medicine less. Therefore, efforts are

needed from a more incentive marketing strategy so that the younger generation understands and is interested in the health benefits of Yomija traditional herbal medicine products. Based on these issues, an in-depth study is needed to formulate a more effective and relevant marketing strategy tailored to the preferences of the younger generation, in order to enhance their understanding and interest in traditional herbal medicine products such as Yomija.

METHOD

The researcher used a descriptive research type with a qualitative approach. Qualitative descriptive research is a type of research used to answer research questions and focuses on experiences that occur through interviews so that direct data can be obtained from informants regarding the phenomena being studied (Kim et al., 2017:24). This qualitative descriptive research tends to use inductive analysis or is based on the truth found in the field regarding the marketing strategy of the Yomija traditional herbal medicine business in Muara Jawa District. The informant selection technique used in this study was Nonprobability Sampling, which is a sampling technique that does not give each member of the population the same opportunity to be selected as a sample member (Saleh, 2017:45).

The type of sampling technique used is purposive sampling. Sugiyono, (2020:95) stated that purposive sampling is a sampling carried out according to sample requirements. This purposive sampling is based on the researcher's assessment of who meets the requirements or criteria to be used as an informant. The researcher took informants 1 business owner, 2 production employees, 1 marketing employee, 2 consignment partners who partnered with the business. The criteria for consignment or those who partnered with the business have the following criteria: partnering with the Yomija traditional herbal medicine business for 1 year. and the community as consumers also have the following criteria: Consumers who have purchased Yomija traditional herbal medicine products in Muara Jawa District 3 times.

RESULTS AND DISCUSSION

Based on the research conducted in the field, the researcher presents the research results in the form of a table according to the data obtained during the interview. The presentation of the research results is based on marketing strategy indicators, namely market selection, product planning, pricing, distribution systems, and marketing communications (promotion). The results of this study are described as follows:

Table 1. Research Findings

No	Labeling of Phenomena	Category Naming	Category Arrangement
1.	Has a main market segmentation of mothers and office workers	Market segmentation	Market Selection
2.	Has a target market age of 30-50 years	Age of consumers	
3.	Have a strategic sales location	Market location and accessibility	
4.	Have quite a diverse range of products	Product diversity	Product Planning
5.	Have an attractive product packaging design	Packaging innovation and product design	
6.	Have guaranteed product quality	Product quality	Pricing
7.	Have a price that matches the quality	Pricing based on quality	

8.	Discounts increase consumer purchasing interest	Discount and price promotion strategies	
9.	Have a price that is comparable to the benefits obtained from the product	Balance of Prices and Benefits	
10.	Availability of stock of favorite products that often run out in distribution	Level of product availability in distribution	
11.	Provision of alternative products when stock is not available in distribution		Distribution System
12.	Marketing reaches other areas	Marketing reach	
13.	Have a delivery partnership with a trusted courier	Distribution of products to consumers	
14.	The advertisements provided are not enough to attract consumers to buy the product	Advertising	
15.	Have a sales promotion program through social media and direct notifications in stores	Sales promotion	
16.	High consumer interest in the promotions provided		Marketing Communication (Promotion)
17.	Have a direct marketing approach through shops, bazaars and regional exhibitions		
18.	Have a direct marketing strategy that increases consumer convenience and trust	Direct marketing	

Source: processed by researchers (2025)

Based on table 1 above, it explains the results of interviews conducted by researchers with 6 informants, including 1 informant who is the owner of the Yomija traditional herbal medicine product business in Muara Jawa District, 3 informants who are employees of the Yomija traditional herbal medicine product business in Muara Jawa District, and the consignment party who partners with the business. As well as 3 consumers who have bought Yomija traditional herbal medicine products in Muara Jawa District who discussed the marketing strategies implemented by the Yomija traditional herbal medicine product business in Muara Jawa District and researchers formed marketing strategy indicators based on the arrangement of categories.

Research Results

Market Selection

Yomija traditional herbal medicine business in Muara Jawa District applies a market selection strategy as an initial step in determining the most potential consumer segment to serve. This strategy is based on several main aspects, namely market segmentation, consumer age, and location and market accessibility. Yomija traditional herbal medicine market segmentation refers to the division of consumers based on certain characteristics to ensure the effectiveness of the marketing strategy. Office workers and housewives become customers of Yomija traditional herbal medicine because they already have a habit of consuming herbal medicine. Meanwhile, housewives are more oriented towards the health benefits of herbal medicine to maintain family health (Ratnasari et al., 2023:244). Thus, based on the results of the market segmentation of the Yomija traditional herbal medicine product business, namely office workers and housewives, so

that they can determine and produce herbal medicine according to the most potential consumers to be served.

The naming of the second category, namely consumer age, plays a role in determining the age group that has the potential to become loyal customers. Yomija traditional herbal medicine products are more in demand by consumers in the 25-50 year age range. The age group over 25 years generally has the habit of consuming herbal medicine to maintain health and more stable purchasing power than younger age groups (Ibrohim & Nugroho, 2024:21). Consumer age influences determining loyal customers of Yomija herbal medicine. Consumers around the age of 25-50 years become loyal customers of Yomija traditional herbal medicine products because consumers over 25 years of age are more health conscious and have more stable purchasing power than younger age groups.

The naming of the third category is location and market accessibility which are the main factors in product distribution in order to reach consumers optimally. Yomija distributes its products through pharmacies and supermarkets as strategic sales points. Pharmacies are chosen because they have an image as a trusted provider of health products, so they can increase consumer confidence in quality and safety (Fathnin et al., 2023:13). Meanwhile, supermarkets are effective distribution locations because they provide people's daily needs, allowing consumers to find products more easily when shopping (Saragih et al., 2022:23). Thus, the distribution of Yomija's traditional herbal medicine products is the main factor in building consumer trust by realizing easy access to these products so that they are easier to reach when shopping.

This accessibility includes the availability of products in various distribution channels and ease of consumption. Considering that office workers and housewives have busy activities, Yomija presents products in more practical packaging to better suit consumers' busy activities. So that products that are easy to find and can be consumed without a complicated mixing process, Yomija traditional herbal medicine can increase consumer appeal in the market.

Based on the discussion above, it can be concluded that the marketing strategy implemented by the Yomija traditional herbal medicine product business can market a product using a plan pattern, especially in market selection, this business has done this by considering the right consumer segmentation, potential consumer age, strategic distribution location, and adequate accessibility. Thus, the marketing strategy in selecting the Yomija traditional herbal medicine market not only increases consumer confidence, but also expands market reach, ensures product availability is easily accessible to consumers, and strengthens its position as one of the competitive traditional herbal medicine brands in the market.

Product Planning

Yomija traditional herbal medicine business in Muara Jawa District applies a product planning strategy to create products that suit consumer needs and preferences. Product planning carried out by Yomija traditional herbal medicine business considers several things, namely product diversity, packaging innovation and product design, and product quality. This is due to the relevance in ensuring that the products offered not only meet consumer needs but also have increasingly developing competitiveness (Randra & Hasin, 2023:238). So with a product planning that is designed well enough, Yomija traditional herbal medicine business will be able to adapt to market trends and increase competitiveness in the traditional herbal medicine industry.

The naming of the first category, namely product diversity, is an important factor in product planning that allows the Yomija traditional herbal medicine business to reach various market segments according to needs. The diversity of various flavors and benefits, Yomija traditional herbal medicine can attract consumers with different needs. Some consumers prefer a strong herbal taste, while others want a variant that has a lighter taste and a taste that is easier to accept. In addition, herbal medicine has various health benefits, such as herbal medicine to increase endurance, maintain digestive health, or reduce fatigue, providing more choices for consumers according to their needs (Nurbaidah, 2022:464). The diversity of herbal products and

the benefits offered not only increase the attractiveness of the product but also expand the reach of the Yomija traditional herbal medicine market in various circles of society.

In addition to product diversity, the second category of naming, namely packaging innovation and product design, is also an important element in product planning. Practical packaging and attractive designs can increase sales and make it easier for consumers to consume herbal medicine. The Yomija traditional herbal medicine business continues to innovate by presenting more practical packaging, such as single-drink bottles or sachet packaging that is easier to carry, making it easier for consumers to carry anywhere, especially office workers who need practical products. Attractive packaging design also plays a role in building brand image to reach more consumers (Maturbongs et al., 2024:168). In addition, clear and complete information on the packaging regarding the benefits, composition and consumption instructions can increase consumer confidence in the products purchased.

Product quality is also one of the factors that is considered in the planning of Yomija traditional herbal medicine business products. In addition, by ensuring the quality of each herbal medicine variant through a strict trial process before being marketed, which includes taste testing, checking raw materials, and product safety to meet consumer expectations. This is in line with Naning & Rinda, (2021:332) the use of quality natural ingredients and hygienic production processes are the main priorities in maintaining product quality. Strict quality control of Yomija traditional herbal medicine business can guarantee that every product marketed has standards that are in accordance with the business consistently, so that it can increase customer loyalty.

Based on the discussion above, it can be concluded that the marketing strategy implemented by the Yomija traditional herbal medicine business uses a planning pattern in product planning to increase the attractiveness of the product. Thus, the diversity of product variants, packaging innovation and attractive designs, and guaranteed quality. The Yomija traditional herbal medicine business is able to present herbal products that not only meet market needs but can also be in demand by various groups of people.

Pricing

Yomija traditional herbal medicine business in Muara Jawa District applies a pricing strategy that functions to reflect the value of the product and maintain consumer loyalty. Yomija traditional herbal medicine business sets prices not only based on production costs but also considering quality. Discount strategies, price promotions, and price adjustments to the benefits felt by consumers are used to attract consumers, thus setting the right price. Yomija traditional herbal medicine business can ensure that its products remain competitive in the traditional herbal medicine market without reducing quality and consumer trust.

Consideration of product quality in Yomija traditional herbal medicine by ensuring that the price set is comparable to the quality of the raw materials, production process, and benefits offered. Yomija traditional herbal medicine products are made with natural ingredients and go through a strict production process to maintain their safety and effectiveness. Therefore, although the price of Yomija traditional herbal medicine is affordable, it still guarantees that each product produced has the appropriate quality standards. Consideration of product quality in pricing is important to build consumer trust (Zenada et al., 2023:82). Especially for consumers who prioritize the health benefits of the herbal medicine consumed. Prices that are in accordance with good quality, traditional herbal medicine businesses are able to create value that can be accepted by consumers.

In addition, discount and price promotion strategies are also used as part of pricing. Yomija traditional herbal medicine business periodically provides discounts or bundling packages to attract more customers. This discount strategy is often given at certain moments, such as big days, monthly promotions, or large purchases. Thus, the promotion strategy not only encourages increased sales but also provides an opportunity for new consumers to try its products at more affordable prices (Rofiah et al., 2023:58). So that by implementing this strategy, it can play a role in increasing consumer loyalty who feel they get more value from the products they buy.

The balance between price and benefits obtained by consumers can make Yomija traditional herbal medicine businesses not only determine prices based on production costs but also according to the benefits felt by taking into account the benefits felt by consumers after consuming herbal medicine. Consumers who feel they get real benefits from Yomija herbal medicine, such as increased endurance, will be more accepting of the price set. Therefore, with a pricing strategy that is commensurate with the benefits provided, it can build consumer trust and loyalty.

Based on the discussion above, it can be concluded that the marketing strategy implemented by the Yomija traditional herbal medicine product business in pricing by combining pricing based on quality, discount strategies and price promotions, and a balance between price and benefits, Yomija is able to maintain its position as a quality and affordable traditional herbal medicine product. This strategy also allows Yomija to maintain customer loyalty while attracting new market segments looking for herbal products at prices that match their benefits.

Distribution System

Yomija traditional herbal medicine business in Muara Jawa District implements a distribution strategy designed to ensure product availability at various points of sale, expand marketing reach, and distribute products efficiently so that they can be received by consumers in good condition. With the right distribution system, Yomija traditional herbal medicine business can maintain its competitiveness in the traditional herbal medicine market and ensure customer satisfaction with the availability and quality of its products.

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The stable level of product availability at distributors is an important factor in maintaining customer satisfaction and preventing stock shortages that can hamper sales. However, the challenge faced by the Yomija traditional herbal medicine business is the scarcity of raw materials which can impact stock availability at distributors. To overcome this, good communication with raw material suppliers and distributors is the main solution. By maintaining close relationships with suppliers, Yomija can ensure that the supply of raw materials is maintained so that production is not disrupted. In addition, cooperation with distributors in managing inventory and anticipating market demand is also a strategic step that is implemented (Shobur et al., 2024:78). The results of the interview showed that although Yomija is generally available on the market, certain variants such as turmeric and tamarind, red ginger, and temulawak sometimes experience shortages. Therefore, better stock management and more mature distribution planning are important aspects in Yomija's distribution system.

In addition, marketing reach is also important for the distribution system of Yomija traditional herbal medicine through various channels, including pharmacies and supermarkets. Pharmacies are chosen because they have an image as a trusted place to sell health products, so they can increase consumer trust in Yomija herbal medicine. Supermarkets are strategic distribution channels because they provide daily needs, so Yomija products are more easily accessible to consumers who are shopping. By expanding marketing reach, Yomija not only increases sales but also strengthens its position as a traditional herbal medicine brand.

Product distribution to consumers is also one of the things that needs to be considered in terms of efficiency and product distribution so that the product can reach consumers in good condition. Yomija traditional herbal medicine works with trusted delivery services to ensure that products are delivered safely and on time, especially for sales through online platforms and large orders. Timely delivery is very important to maintain customer satisfaction, especially for consumers who rely on herbal medicine as part of their health routine (Muslimin et al., 2023:38). In addition, product packaging is also designed to withstand conditions during the distribution

process, so that the quality and benefits of herbal medicine are maintained until it reaches consumers.

Based on the discussion above, it can be concluded that the marketing strategy implemented by the Yomija traditional herbal medicine business in the distribution system by considering the level of product availability, marketing reach, and product distribution to consumers, the Yomija traditional herbal medicine business can ensure that its products remain available and easily accessible. This marketing strategy not only increases competitiveness in the traditional herbal medicine market but also strengthens consumer confidence in the Yomija traditional herbal medicine brand. Thus, it can continue to develop and improve its distribution system, the Yomija traditional herbal medicine business has the potential to expand market reach and increase consumer loyalty in the long term.

Marketing Communication (Promotion)

Yomija traditional herbal medicine business in Muara Jawa District implements a marketing communication strategy that aims to increase consumer awareness, attract purchasing interest, and build loyalty to a product. The marketing communications implemented include advertising, sales promotion, and direct marketing. By optimizing the combination of these three aspects, Yomija can reach various market segments, from housewives and office workers to the younger generation who are increasingly interested in a healthy lifestyle.

Advertising plays a role in building product image and increasing consumer awareness of the benefits of traditional herbal medicine. Yomija traditional herbal medicine business utilizes various online and offline advertising media to attract consumer attention. Social media is the main tool in Yomija's advertising strategy because it has a wide reach and can reach various age groups. In the interview, the core informant stated that the promotional display on social media is quite effective in increasing purchasing interest, especially when accompanied by educational information about the benefits of herbal medicine. However, there was input from additional informant KN.03 who stated that Yomija's advertisements were still not attractive enough and could be made more creative to be more effective in attracting consumer attention. This shows that although the advertising strategy implemented has given positive results, there is still room for innovation in advertising design and concepts that need to be improved to be more attractive and interactive.

In addition to advertising, sales promotion is also a marketing communication strategy applied to the Yomija traditional herbal medicine business. This is in line with Haque-fawzi et al., (2022:241) sales promotion includes various tactics such as discounts, bundling packages, and providing free samples that aim to encourage consumers to try and buy products. In interviews, key informants emphasized that attractive promotions held through social media, such as special discounts or buy one get one free programs, are quite effective in increasing product appeal. In addition, Yomija also participates in health events and herbal product bazaars, where employees can interact directly with potential consumers and offer promotions. This not only increases sales in the short term but also helps build long-term relationships with consumers through positive experiences with the product.

Direct marketing allows for more personal interaction between employees and consumers regarding the Yomija traditional herbal medicine business. Direct marketing is carried out through bazaars and exhibitions that discuss the benefits of herbal medicine. This is in line with (Pamungkas et al., 2024:89) who said that the direct marketing strategy aims to create two-way communication that is closer to consumers, so that consumers feel more connected to the Yomija traditional herbal medicine brand. In addition, direct marketing can also increase effectiveness in conveying educational information about the benefits of herbal medicine, the right way to consume it, and the latest innovations in the product. Thus, a more personal approach, the Yomija traditional herbal medicine business can build customer loyalty and encourage consumers to make repeat purchases.

Based on the discussion above, it can be concluded that the marketing strategy implemented by the Yomija traditional herbal medicine business in marketing communications

(promotion) to increase consumer appeal is able to reach various market segments. However, there are still consumers who say that the promotion of the Yomija traditional herbal medicine business needs to be further improved in terms of creativity from digital content. Thus, the Yomija traditional herbal medicine business in promotion needs to innovate in marketing communications so that it can be of interest to various age groups in society.

Discussion

The marketing strategy implemented by the Yomija traditional herbal medicine business in Muara Jawa District includes several main aspects to increase the appeal and interest of the product. Age 25 years and above is the market segmentation of the Yomija traditional herbal medicine business who have a habit of consuming Yomija traditional herbal medicine, namely office workers and housewives, so that Yomija traditional herbal medicine can produce herbal medicine according to the needs of consumers who are customers, namely housewives and office workers. In addition, the sales location is also strategic and easy for consumers to reach. In terms of product planning strategy, Yomija offers various product flavors with attractive packaging designs and has guaranteed product quality.

Pricing strategy, Yomija sets prices that maintain a balance between price and quality and benefits obtained from Yomija's traditional herbal products. This ensures that the product remains affordable without reducing its quality. As for the distribution system, this business uses a consignment system at several points of sale so that the product is always available to consumers. Although sometimes facing constraints on raw material shortages, Yomija maintains good communication with suppliers to ensure product availability.

Marketing communication strategy (promotion) has online and offline advertising through exhibitions and bazaars using discounts and bundling to increase consumer appeal. However, online promotion has not been enough to attract consumer interest. Therefore, to increase the appeal of Yomija traditional herbal medicine products in Muara Jawa District so that consumers can be interested by increasing digital promotion through social media with more interesting and educational content about the benefits of herbal medicine.

CONCLUSIONS

Based on the conclusions described above, the researcher suggests that the Yomija traditional herbal medicine business should enhance consumer appeal and interest, particularly through digital promotion. This can be achieved by maximizing online marketing efforts and creating more engaging and educational content about the benefits of herbal medicine. Additionally, future researchers are encouraged to conduct more in-depth studies on promotional strategies within the Yomija traditional herbal medicine business to further improve consumer interest and purchasing behavior.

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