

## Optimalisasi Pemasaran Dan Penjualan Jamu Karya Jaya Melalui Pemanfaatan Website Di Kelurahan Karya Jaya Kota Tebing Tinggi

Citra Dewi Hasibuan<sup>1</sup>, Yan Batara Putra Siringoringo<sup>2</sup>, Enita Dewi Br Tarigan<sup>3</sup>, Muthia Ferliani Balqis<sup>4</sup>

<sup>1</sup> Universitas Sumatera Utara, Medan, 20155, Indonesia

<sup>2</sup> Universitas Sumatera Utara, Medan, 20155, Indonesia

<sup>3</sup> Universitas Sumatera Utara, Medan, 20155, Indonesia

<sup>4</sup> Universitas Sumatera Utara, Medan, 20155, Indonesia

### ARTICLE INFORMATION

Received: February 00, 00

Revised: March 00, 00

Available online: April 00, 00

### KEYWORDS

micro, small and medium enterprises, herbal medicine, training, website

### CORRESPONDENCE

Phone: 082272012117

E-mail: citra@usu.ac.id

### ABSTRACT

Karya Jaya Village is a village located in Rambutan District, Tebing Tinggi City, North Sumatra Province, Indonesia, which is famous for its herbal medicine (jamu). The Jamu Karya Micro, Small, and Medium Enterprise (MSME) is processed from traditional ingredients, a cultural heritage of Indonesia that has been used for generations as a herbal drink to maintain health and treat various diseases. In recent years, it has experienced obstacles in marketing and selling its products. One of the main factors is the lack of quality human resources in the marketing and sales fields, resulting in a lack of effective marketing strategies. The solution to this problem is training to improve the quality of human resources and product marketing to consumers, as well as the use of technology in product marketing using a website.

### INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in the Indonesian economy, particularly in the traditional health sector. One growing business sector among MSMEs is the production and sale of herbal medicine (jamu). Jamu is a traditional herbal drink long recognized in Indonesia as a cultural heritage with numerous health benefits. With increasing public awareness of a healthy lifestyle, demand for herbal medicine continues to grow.

The herbal medicine industry (MSMEs) has significant potential in both local and national markets. The primary raw materials for herbal medicine, derived from local spices and herbs, make it a readily accessible product for small businesses to develop. Furthermore, the diverse range of herbal medicine products, such as turmeric and tamarind jamu, rice ginger, and curcuma, provides opportunities for MSMEs to innovate and create more appealing product variants for modern consumers.

However, despite their significant potential, herbal medicine MSMEs still face various challenges, such as limited marketing, lack of access to more efficient production technology, and competition from products from the modern pharmaceutical industry. Furthermore, the low quality of human resources (HR) in business management, digital marketing, and product innovation is also a major obstacle to business development.

Therefore, an appropriate strategy is needed to increase the competitiveness of herbal medicine MSMEs, both in terms of product innovation, digital-based marketing, and improving human resource quality. With the right support from various

parties, herbal medicine MSMEs can grow more rapidly and contribute more to the economy and the preservation of Indonesia's cultural heritage.

Karya Jaya herbal medicine has become an icon in Tebing Tinggi City. Its herbal medicine products have reached outside the region. Preserving this cultural heritage is crucial to ensure its sustainability and the economic benefits to the Karya Jaya community, ultimately improving their quality of life. Technology utilization is crucial in sales and marketing. An interview with Fauziah Nur, Chairperson of Karya Jaya's MSMEs, revealed that the marketing and sales of Karya Jaya herbal medicine are not yet optimal due to a lack of human resources in terms of expertise and skills in marketing communications and technology utilization. This has resulted in suboptimal sales and community expectations.



Figure 1. Jamu Karya Jaya

According to Kotler, marketing strategies must focus on meeting customer needs. He introduced the 4Ps concept (Product, Price, Place, Promotion), which is the foundation of modern marketing. He believes a product must have a competitive

advantage, a price that reflects the value it provides, effective distribution, and appropriate promotion to reach the target market.



Figure 2. Types of Jamu Karya Jaya

Karya Jaya's Micro, Small, and Medium Enterprise partners have been experiencing challenges in marketing and selling their products in recent years. One of the main factors is the lack of qualified Human Resources (HR) in the marketing and sales sector, resulting in a lack of effective marketing strategies. The marketing team lacks understanding of modern marketing techniques, such as digital marketing, social media promotion, and market analysis. Furthermore, communication and negotiation skills are lacking in marketing their products. The salespeople of Karya Jaya's MSMEs lack good communication and negotiation skills with customers and business partners. The final problem is the lack of technology utilization in marketing. Many competitors have utilized e-commerce to sell their products, while the MSMEs of Karya Jaya still rely on conventional methods.

In this Community Service activity, there are certainly goals that must be targeted. These sustainable goals are generally called SDGs. The Sustainable Development Goals (TPB/SDGs) are the 2030 Agenda which is an agreement on sustainable development based on human rights and equality. The 2023 University of North Sumatra Community Service Program was implemented to fulfill 1 of the 8 USU SDGs goals. For this program, the Implementer can fulfill SDGs 8, namely Goal 8 which strives to increase inclusive and sustainable economic growth, productive and comprehensive employment opportunities and decent work for all. The targets include maintaining per capita economic growth; achieving higher levels of economic productivity; promoting development policies that support productive activities; creating decent jobs; encouraging the formalization and growth of small and medium enterprises (SMEs); reducing the proportion of unemployed youth; not in education or training (NEET); promoting sustainable tourism; strengthening financial institutions.

## METHOD

This activity will be carried out from March to August 2025 by providing training for Micro, Small, and Medium Enterprises (MSMEs) of Jamu Karya Jaya in the Karya Jaya Village, Rambutan District, Tebing Tinggi City, with the aim of increasing sales and marketing of herbal medicine products. The community service implementers will provide training related to modern marketing techniques, communication, and the use of technology to increase product sales using a website. The implementation of this Community Service will be carried out in several major stages, namely:

1. Conducted a visit to Karya Jaya Village, Rambutan District, Tebing Tinggi City, North Sumatra Province, and conducted an interview with the Chairperson of Karya Jaya UMKM, Mrs. Fauziah Nur
2. Conducting a field review of the Micro, Small and Medium Enterprises of Jamu Karya Jaya in Karya Jaya Subdistrict, conducting a dialogue with the local community regarding the management mechanisms and marketing methods of the product and the obstacles faced
3. Conduct training activities for the Karya Jaya Herbal Medicine seller community, Karya Jaya Subdistrict regarding modern marketing techniques, communication, and the use of technology to increase product sales.

The methods that will be used in implementing this community service are:

1. The approach used in this research is qualitative research using primary data and secondary data
2. The primary data in this study is information obtained from in-depth interviews with the local government, namely the Chairperson of the Karya Jaya MSMEs, Mrs. Fauziah Nur, informal interviews with local community members of the Jamu MSMEs in Karya Jaya Village, and notes during observations in Karya Jaya Village. Furthermore, secondary data was obtained from the local government and information from publications related to the management of the Jamu MSMEs
3. Then the qualitative data obtained is analyzed by applying the principles of qualitative data analysis, one of which is through a data reduction process in the form of data theme analysis (thematic)

The community service team created a website that could potentially solve the marketing challenges of Jamu Karya Jaya. While traditional herbal medicine sales are usually door-to-door, our solution can increase sales and make it accessible and accessible to people outside of Tebing Tinggi. The website is designed to be simple for local residents to understand. Several slides or sections introduce the herbal medicine products, including descriptions, and instructions for checking out or purchasing.

The final stage of this community service was a face-to-face presentation to the Karya Jaya herbal medicine (Jamu Karya Jaya) sellers to clarify and strengthen their understanding of the website's use and functionality. This presentation took place in person at the Karya Jaya Village Office in Tebing Tinggi City.

## RESULTS AND DISCUSSION

To identify the marketing challenges of Jamu Karya Jaya, the Community Service Team took initial steps by conducting field visits, reviewing the site, and conducting marketing training. By conducting questionnaires and processing data, the marketing challenges were identified. The Community Service Team provided a solution in the form of a website to market Jamu Karya Jaya products, thus expanding their reach. The website was designed to be simple so that Jamu Karya Jaya sellers could easily understand and use the website. The website was created

like an e-commerce application, as shopping behavior has shifted to digital and is certainly easy to use for all consumer groups.



Figure 3. Community Service Team Discussion

Based on data from the Indonesian Internet Service Providers Association (APJII), the internet penetration rate in Indonesia will increase to 78.19% in 2023, 79.5% in 2024, and 80.66% in 2025.

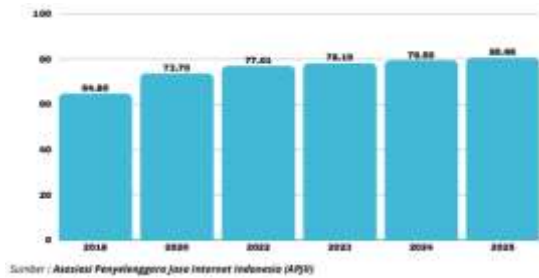


Figure 4. Internet Penetration Rate in Indonesia

Also, according to the Statista Data and Information System Center (processed by PDSI, Ministry of Trade), the e-commerce penetration rate in Indonesia continued to increase from 21.56% to 2023 and is expected to reach 34.84% by 2029. Meanwhile, the number of e-commerce users in Indonesia increased from 58.63 million to 2023 and is expected to continue to rise to 99.1 million by 2029.

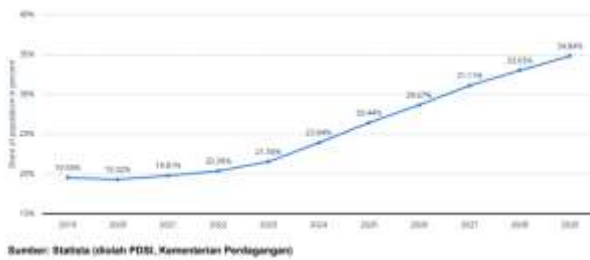


Figure 5. E-commerce Penetration Rate in Indonesia

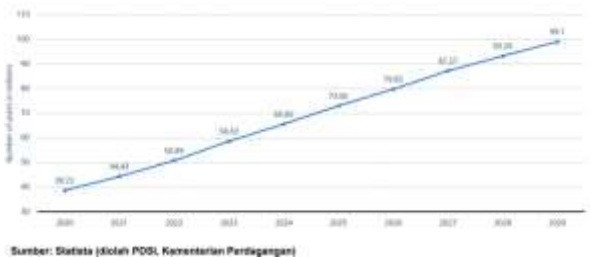


Figure 6. Level of e-commerce users in Indonesia

Based on the data above, this convinced the Community Service Team to create an e-commerce website to improve the brand image of Jamu Karya Jaya, provide a comfortable experience for users and herbal medicine sellers, and facilitate interaction and ordering between buyers and sellers of Jamu Karya Jaya. The website created has an impact on Jamu Karya Jaya's business,

including: increasing customer trust, expanding the digital market, simplifying transactions and supporting the "healthy, traditional and modern" branding.

The website is made with a visual design concept of natural and distinctive brown and cream colors with herbal colors, modern and easy-to-read text and typography, visuals are made with photos of herbal medicine and its spices and the layout is arranged neatly and focuses on the information provided.



Figure 7. Visual Design of Karya Jaya Herbal Medicine Sales Website

This website has a six-page structure. First, the main page is designed with an initial display consisting of a main image, several navigation bars, including home, about, products, and locations, as well as "View Products" and "Contact Us" buttons, which serve to attract attention and immediately direct users to view the various products for sale.



Figure 8. Home Page of Karya Jaya Herbal Medicine Sales Website

Second, there is an "About Us" section which contains a brief profile of the business and the values of the brand, in order to build consumer trust.



Figure 9. "About Us" section of the Karya Jaya Herbal Medicine Sales Website

Third, the slide about "Benefits of Herbal Medicine and How to Order" which consists of various information about the properties of herbal medicine and the procedure for ordering herbal medicine, which serves to educate customers about the properties of Jamu Karya Jaya and make it easier for prospective buyers to order this herbal medicine.



Figure 10. The "Benefits of Herbal Medicine and How to Order" section of the Karya Jaya Herbal Medicine Sales Website

Fourth, in the "Our Products" section there is a catalog of several products complete with prices, ratings or assessments and also an order button, this slide can be moved to the right and left to make it easier to choose products and buy Jamu Karya Jaya.

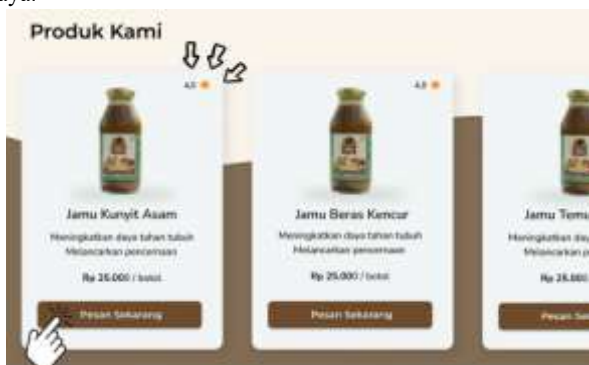


Figure 11. "Our Products" section of the Karya Jaya Herbal Medicine Sales Website

Fifth, the "Contact Us" section is a simple contact form for sending messages, to make it easier for prospective buyers to interact with sellers, buy products and ask about herbal products sold in order to improve communication and service to prospective buyers.



Figure 12. "Contact Us" section of the Karya Jaya Herbal Medicine Sales Website

Sixth, the "Find Us" section contains a location map and the complete address where Jamu Karya Jaya is produced and operates, so that consumers can directly see the production process and buy herbal medicine offline by visiting the location or can also buy through this website.

After the website was created, the Community Service Team returned to Karya Jaya Village, specifically to the Karya Jaya Village Office in Tebing Tinggi City, to provide training, introducing and educating Karya Jaya herbal medicine sellers on how to use the website effectively. The Community Service Team received an excellent response, with high levels of interaction between the Community Service Team and the Karya Jaya herbal medicine sellers.



Figure 14. Training for Karya Jaya Herbal Medicine Sellers

This Community Service initiative from the Faculty of Vocational Studies, University of North Sumatra, is expected to significantly impact the marketing process and daily production levels of Jamu Karya Jaya. This website has significant marketing potential, as Jamu Karya Jaya sellers no longer need to tire themselves out selling herbal medicine door-to-door; they simply produce the herbal medicine and wait for order notifications. It is also hoped that through this website and training, herbal medicine sellers can streamline their marketing process nationwide, or even internationally, and boost the economy of Karya Jaya Village.

## CONCLUSIONS

This community service activity is the first step in progress and development, providing training that benefits not only students but also the herbal medicine (jamu) sellers in Karya Jaya Village. By optimizing herbal medicine marketing using the website created by the community service team, it is hoped that it can be utilized to expand marketing reach and increase daily herbal medicine production.

## ACKNOWLEDGMENT

Thank you to the Community Service Institute of the University of North Sumatra for providing support, both material and time, to the Community Service team for the smooth running of this community service activity.

Thank you also to all parties in Karya Jaya Subdistrict and the herbal medicine seller community in Karya Jaya Village, Tebing Tinggi City for their good cooperation in this community service activity. Lastly, to all students of the Faculty of

Vocational Studies who have participated in supporting, helping and facilitating this community service activity

## REFERENCES

- [1] Aaker, D. A. (1996). *Building strong brands*. The Free Press.
- [2] Asosiasi Penyelenggara Jasa Internet Indonesia. (2024). *Laporan survei internet Indonesia tahun 2024*. APJII. <https://apjii.or.id/>
- [3] Badan Pusat Statistik. (2023). *Statistik e-commerce Indonesia tahun 2023*. Badan Pusat Statistik.
- [4] Godin, S. (1999). *Permission marketing: Turning strangers into friends and friends into customers*. Simon & Schuster.
- [5] Hapsari, N., & Puspitasari, D. (2022). Penerapan digital marketing dalam meningkatkan penjualan UMKM di era revolusi industri 4.0. *Jurnal Abdimas Indonesia*, 4(2), 145–152. <https://doi.org/10.xxxx/jai.v4i2.145152>
- [6] Kementerian Perdagangan Republik Indonesia. (2024). *Data dan statistik e-commerce Indonesia 2024*. Pusat Data dan Sistem Informasi (PDSI), Kemendag RI.
- [7] Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education Limited.
- [8] Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- [9] Kurniawan, A. (2021). Strategi pemasaran digital untuk UMKM di era pandemi. *Jurnal Manajemen dan Bisnis*, 10(1), 22–33. <https://doi.org/10.xxxx/jmb.v10i1.2233>
- [10] Lubis, R., & Siregar, H. (2023). Pemberdayaan UMKM berbasis teknologi digital dalam meningkatkan daya saing. *Jurnal Pengabdian Masyarakat Talenta*, 8(1), 56–65. <https://doi.org/10.xxxx/jpmt.v8i1.5665>
- [11] Statista. (2024). *E-commerce users and market penetration in Indonesia 2020–2029 (Forecast)*. <https://www.statista.com/>
- [12] Sugiyono. (2019). *Metode penelitian kualitatif, kuantitatif, dan R&D*. Alfabeta.
- [13] United Nations. (2015). *Transforming our world: The 2030 agenda for sustainable development*. United Nations. <https://sdgs.un.org/2030agenda>
- [14] Universitas Sumatera Utara. (2023). *Panduan program pengabdian kepada masyarakat (PKM) Fakultas Vokasi USU tahun 2023*. Lembaga Pengabdian Kepada Masyarakat USU.
- [15] Wijayanti, A. (2022). Pelatihan pemasaran online untuk meningkatkan penjualan produk UMKM. *Jurnal Pengabdian Masyarakat Kreatif*, 6(2), 90–98. <https://doi.org/10.xxxx/jpmk.v6i2.9098>