

Picking Up Village Community Herbal Business Opportunities In Pandemic Time Covid-19

Bagus Qomaruzzaman Ratu Edi

STIE Mandala Jember
Jl. Argopuo II/A-13 Jember
Jl. Sumatra 118-120 Jember
+62812257030496
bagus@stie-mandala.ac.id

Aang Kunaifi

IAI Al Khoirat Pamekasan
Pamekasan
Jl. Raya Palengaan 2 Pamekasan
+6281231053090
humas.alkhairat@gmail.com

ABSTRACT

The Village Community Herbal Business as a point of interest in the title of the article above is part of the economic aspect that is usually carried out by economic actors in rural areas far from the hustle and bustle of the city. The Covid-19 pandemic since March 2020 until it is uncertain when it will end, of course in general it will affect production and marketing patterns with a multiplier effect, the quantity of income is decreasing as well as leading to a decrease in the quality of life. Currently, health education has been included in its learning curriculum with Herbal Courses. Herbal's business opportunities become more challenging to cultivate. How do villagers opportunities through the herbal business space? Practical strategies: a) Preparing land and yards for the cultivation of herbal medicinal plants; b) Provide practical training in synergy with related agencies and universities, from the cultivation of herbal medicinal plants to their production and marketing; c) Provide assistance and product marketing assistance both offline and online methods; d) Preparing follow-up programs in tune with changing economic and social situations and conditions. With this practical training pattern, all parties can work together to help the herbal business of the village community last a long time.

Keyword : *herbal, strategic business, village community*

1. INTRODUCTION

The Village Community Herbal Business as a point of interest in the title of the article above is part of the economic aspect that is usually carried out by economic actors in rural areas far from the hustle and bustle of the city. Along with the Covid-19 pandemic since March 2020 until it is uncertain when it will end, of course in general it will affect production and marketing patterns with a multiplier effect, the quantity of income is decreasing as well as leading to a decrease in the quality of life.

This last problem needs to get a stimulus through incentive regulations from the government so that in the long term rural economic actors can survive. According to some experts, rural communities have special characteristics or characteristics that are generally present and the same in every village in Indonesia. To provide further understanding, the following characteristics of rural communities have been compiled from various sources:

1. Kinship is still strong

One of the characteristics of a village community is that its residents still have strong kinship relations, so it is not surprising that villagers know each other very well.

2. Almost the same livelihood

The characteristics of the village community are the jobs or livelihoods that are still the same or have the majority in common.

3. Society with nature

The livelihoods of village communities also have characteristics that affect the characteristics of rural communities, namely their work is still strongly influenced by nature, namely weather and climate.

4. The number of people is small

The number of village people is little or far less than the city population, they only use the rice fields for their livelihoods

5. Homogeneous society

What is meant by homogeneous is that the village community has similarities in terms of livelihood, religion, customs and also other similarities that make a village unique.

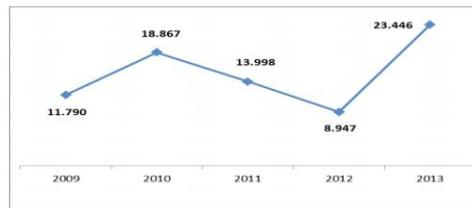
2. LITERATURE REVIEW AND CHANGE PARADIGM

Before the term Herbal was known, *wikipedia.org* began with the word Jamu, which is the term for traditional medicine from Indonesia. The word Herbal has become more familiar since the growing public understanding of the importance of maintaining (read preventive) health by always consuming natural medicine, although in certain

conditions chemical drugs are still needed. Currently, health education has been included in its learning curriculum with Herbal Courses.

With this understanding, Hebal's business opportunities become more challenging to cultivate. The village community is deemed necessary to get more portion to capture this herbal business, considering that the village environment still allows for a place for growing herbs. And this needs to get assistance from related parties, both the Agriculture Service and the Trade Office, including the Food and Drug Supervisory Agency (BPOM), so that it is hoped that the village community will get additional income from regular agricultural activities or for beginners can take advantage of the limited yard for the cultivation of herbal plants. Herbal businesses that have been widely recognized in the health business environment include: Habatussaudah, Honey, Olive Oil, Propolis, and others are currently growing. Statistics show the development of exports and export destination countries for Indonesian herbal medicines in 2009-2013, as shown in the following table:

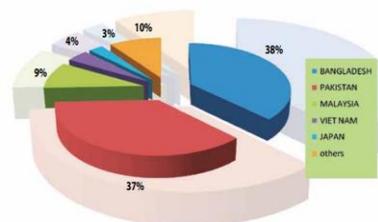
Figure 1. Export Value of Indonesian Herbal Medicines 2009-2013 (US\$ Thousand)



Source: http://djpen.kemendag.go.id/app_frontend/admin/docs/publication/4651421058307.pdf

If you look closely, the table above shows the development of the past seven years, the export value of Indonesian herbal medicines is quite promising, namely in 2013 it has reached USD 23.44 million. Every year is predicted to increase. Export data for the period January-June 2014, was able to penetrate USD 29.13 million. This means, an increase of 600% from the export value in the period January-June 2013. The latest data from bps.go.id (BPS 2020 report) shows the development of exports of medicinal plants, aromatk, and spices by main destination countries in 2012-2019 as follows :

Figure 2. Export Destinations of Indonesian Herbal Medicines January-June 2014 (US\$ Thousand)



Source : http://djpen.kemendag.go.id/app_frontend/admin/docs/publication/4651421058307.pdf

If we look closely at the table above, it shows that seven years ago, the export value of Indonesian herbal medicines was quite promising, namely in 2013 it had reached USD 23.44 million. Each year is predicted to increase. Export data for the January-June 2014 period was able to penetrate USD 29.13 million.

This means, an increase of 600% of the export value in the period January-June 2013. The latest data from bps.go.id (BPS 2020 report) shows the development of exports of medicinal plants, aromatics and spices according to the main destination countries in 2012-2019. as follows :

Table 1 : Export of Indonesian Medicinal Plants in 2012-2019

Negara tujuan	2012	2013	2014	2015	2016	2017	2018	2019
	Berat bersih/Net weight : Ton							
Pakistan	79 860,9	91 948,0	121 912,1	104 871,0	114 499,8	90 975,6	2 379,1	1 653,0
Thailand	1 710,3	2 706,8	6 510,4	66 390,3	60 117,4	68 299,9	101 664,0	162 812,3
Amerika Serikat	5 844,7	6 043,1	5 763,9	5 046,6	10 531,4	13 347,7	12 619,8	7 182,0
India	15 417,0	38 288,8	35 504,1	38 944,7	22 589,3	24 169,8	33 572,0	31 939,9
Vietnam	14 280,1	14 620,9	18 641,2	23 101,2	20 640,6	29 159,6	29 977,8	11 480,8
Singapura	34 087,6	22 176,2	20 011,9	18 171,1	11 218,0	11 179,9	10 170,5	5 007,0
Belanda	2 406,8	2 473,8	3 803,2	3 051,9	2 336,5	3 799,9	2 672,2	2 235,9
Tiongkok	23 917,3	18 464,6	17 857,2	6 252,9	15 900,4	5 496,1	4 413,2	10 297,8
Bangladesh	39 525,2	64 049,2	78 300,5	35 779,6	16 309,1	23 004,4	6 278,0	10 899,1
Jerman	1 301,7	1 452,1	1 349,4	1 520,0	897,8	1 305,9	1 357,1	1 341,3
Lainnya	31 997,2	47 120,8	77 289,9	73 391,6	41 123,6	55 053,4	130 989,5	73 291,2
Jumlah	250 348,8	309 344,3	386 943,8	376 520,9	316 163,9	325 792,2	336 093,2	318 140,3

3. ANALYSIS

Through the description of the data and quantitative information, it shows that the herbal business is quite promising, so a further question arises, how do villagers seize opportunities through the herbal business space? Or in other words, how to take the opportunities that exist, so that the role of herbal origin, namely traditional herbal medicine in Indonesia, remains as the primadonna for export destination countries.

Things that may need to be considered to provide enthusiasm and motivation for the herbal business people in the village community are that:

- (1) Jamu and herbal medicine no longer belong to the middle to lower segment, but are already needed by advanced segments of society, including employees, academics, professionals and so on;
- (2) The government through related institutions has prepared a stimulus for UMKM amounting to Rp. 123.46 trillion so that UMKM can survive and rise;
- (3) Communication and information facilities became easier in the era of the Industrial Revolution 4.0, especially at the marketing level with digital marketing

To pick up the herbal business of the village community, of course, an effective strategy is needed, especially for business people to survive. Practical strategies that can be done are: (1) Preparing land and yards for the cultivation of herbal medicinal plants; (2) Provide practical training in synergy with related agencies and universities, from the cultivation of herbal medicinal plants to their production and marketing; (3) Provide assistance and product marketing assistance both offline and online methods; (4) Preparing follow-up programs in tune with changing economic and social situations and conditions.

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Table 1. Table captions should be placed above the table

Graphics	Top	In-between	Bottom
Tables	End	Last	First
Figures	Good	Similar	Very well

Source: Book, 20xx

4. OUTPUT AND STRATEGY

For example, on the occasion of Community Service, the writer and students conducted a Training on the Production Process of Herbal Medicine in the form of Instant Jamu from the main ingredients of ginger, turmeric, and similar ingredient. The training participants feel they have practical knowledge / processing methods including how to market through online media. With this practical training pattern, all parties can work together to help the herbal business of the village community last a long time. In this time of the COVID-19 pandemic, all parties should take steps to help each other and work together as Allah SWT says in Surah Al Maidah (2) :

5. CONCLUSION

In closing, the author invites all parties during the Covid-19 pandemic to comply with health protocols, such as before and after carrying out activities, always washing hands with soap, always using a mask, keeping a physical distance (physical distancing). The author hopes that readers can provide suggestions, input and constructive criticism for the perfection of the article.

وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ ۖ وَلَا تَعَاوَنُوا عَلَى الْإِثْمِ وَالْعُدْوَانِ ۗ وَاتَّقُوا اللَّهَ ۖ إِنَّ اللَّهَ شَدِيدُ الْعِقَابِ

"..... And please help you in goodness and taqwa, and do not help in bad, and taqwa Allah, really Allah is very in punishment"

6. REFERENCES

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