

## THE EXISTENCE OF JAMU AS A TRADITIONAL DRINK IN THE PRESERVATION OF INDONESIAN CULINARY (CASE STUDY: GENERATION Z AGE 18 -23 YEARS AT TOURISM SCHOOL IN SOUTH JAKARTA)

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**Abstract:** Jamu is a traditional Indonesian drink inherited from our ancestors. The existence of herbal medicine, which has been a culture passed down from generation to generation for a long time, is not only used as a means of treatment but can be used for other benefits such as body care or related to matters of a metaphysical nature. Little cultural information about herbal medicine has been found or conveyed. Herbal medicine is holistic, safe to consume, and has many benefits for those who regularly consume it. Two hundred respondents were involved in this research's data collection process. The family's most important role is the main factor in preserving herbal medicine. Introducing herbal medicine early will foster a concern for cultural heritage later. Apart from family, the social environment is also essential in its implementation. This research aims to determine the existence of herbal medicine among Generation Z regarding elements related to ensuring that herbal medicine remains sustainable and maintained. This research uses qualitative methods using data sources, journals, and reference documents. The data collection techniques are interviews, observation, and question and answer. The results of the research show that (1) family social culture and social environment are still relatively low, (2) sensory factors are still a feature of herbal medicine, and (3) lack of information and basic knowledge about the history of herbal medicine. jamu. (4) There are no additional subjects about herbal medicine in schools, (5) Lack of introduction of herbal medicine at the upper-class level as a treat in star hotels. (6) The current Café Jamu business model lacks a clean, hygienic, modern presentation.

**Keywords:** Jamu, Existence, Jamu Development, Jamu Innovation.

## INTRODUCTION

Biodiversity in Indonesia is very complete. This causes Indonesia to become a country with great potential for finding the best herbal medicine in the world, where various types of herbal plants can grow abundantly in Indonesia. Herbal plants are the main ingredients in making herbal medicine (Permata, R. W, 2017, Tilaar, D. M, 2017). All Indonesians must be familiar with herbal medicine. Jamu is the term for traditional medicine from Indonesia, especially Javanese people (Widharto, W, 2011). Jamu is a concoction derived from natural plants prepared without using chemicals as additives (Fau, A, 2020). Jamu is often referred to as traditional medicine because herbal medicine has been known since the time of our ancestors before science related to modern medicine entered Indonesia. Many herbal medicine recipes are tens or even hundreds of years old and continue to be used from generation to generation until now (Savitri, A, 2016).

According to ancient Javanese linguists, the term "jam" comes from the abbreviation of two Old Javanese words, namely "Djampi" and "Oesodo." "Djampi" means healing using medicinal ingredients or prayers and spells, while "Oesodo" means health (Gardjito et al., 2018). In the mid-15-16th century AD, the term "Oesodo" was rarely used; on the other hand, the term "Djampi" became increasingly popular among the palace circles.

Then, herbal medicine began to be introduced to the public by "shamans" or traditional healers. Evidence that herbal medicine has existed since ancient times and is often used is the relief from Borobudur Temple during the Hindu-Buddhist kingdom in 722 AD, where the relief depicts the habit of mixing and drinking herbal medicine to maintain health. Other historical evidence is the discovery of the Madhawapura

inscription from the remains of the Hindu Kingdom. -Majapahit is the profession of a "seller of herbal medicine" called Selamatki. Herbal medicine in Indonesia first appeared in palace environments, namely the Yogyakarta Sultanate and the Surakarta Kasunanan. Historically, herbal medicine recipes were only known within the palace and were not allowed to leave (Mu'arif Darajatun, M. A., & Rini Hidayati, S. T, 2016). Until the beginning of the 20th century, the tradition of concocting herbal medicine was still exclusive and only carried out by certain groups. However, as time progressed, people from the palace area began to develop and teach how to mix herbal medicine with people outside the palace-fortress. They spread it throughout Java, so herbal medicine became synonymous with Javanese society (Rahman, F, 2016).

For the Indonesian people, herbal medicine is a traditional recipe handed down from ancestors that is believed to be efficacious as a medicine to eliminate various diseases and improve health. The herbal medicine ingredients are taken from native Indonesian plants, including roots, leaves, fruit, flowers, and bark (Maulidiah, M, 2019). The natural wealth that Indonesia has long had in the form of fertile land with a vast expanse of various plants has made the existence of herbal medicine prevalent in Indonesia (Permata, R. W, 2017).

Jamu is a traditional concoction that the public has widely known since ancient times. Types of herbal medicine are generally made by referring to ancestral recipes. This herbal medicine does not require scientific or clinical proof but is sufficient with empirical evidence from generation to generation (Kartika, S. A, 2012). Our ancestors passed down the skill of mixing these ingredients from one generation to the next. Since hundreds of years ago, our nation's ancestors were famous for being good at concocting herbal medicine and traditional medicines. Various plants, roots, and other natural ingredients are prepared as herbal medicines (Fridayanti, A., & Rijai, L, 2013). Herbal medicines function to cure various diseases, and people are currently returning to nature to maintain body health by utilizing natural medicines that are abundantly available, making herbal medicine the primary alternative for consumption. There are many benefits to consuming herbal medicine, including preventing disease, improving women's beauty, and maintaining body slimness. Drinking herbal medicine is familiar to Indonesian people, especially Javanese and Madurese. Many people consume herbal medicine, but only a few people understand how to consume herbal medicine. Most people still carelessly consume herbal medicine, so it gives the impression of overdosing (Yuliarti, 2012).

Traditional medicine is scientifically a form of knowledge, skills, and practice based on theory, belief, knowledge, and experience from each community group with different cultures to maintain and care for health (Satriyati, E. 2017). Herbal medicine has various forms with various functions from various regions in Indonesia. Herbal medicine from Java and Madura is a famous herbal medicine among other herbal medicines. Its fame is due to the function of herbal medicine, which, based on the views of herbalists and users, has properties for all kinds of diseases and has been used for generations. Especially for Madurese herbal medicine, its fame focuses on caring for women and male virility (Satriyati, E. 2017).

The popularity of herbal medicine with its various properties is based on the beliefs of herbal medicine herbalists and users alone. So far, there has yet to be much scientific proof. The process from selecting herbal ingredients, manufacturing, and packaging to laboratory testing for quality and safety of use requires a lot of time, facilities, and energy, making it difficult for herbalists to carry out scientific proof (Satriyati, E. 2017).

Drinking herbal medicine among Indonesians has become commonplace, so herbal medicine, previously only enjoyed by certain groups, can now be enjoyed by all levels of society, from the old and the young, children to adults (Savitri, A, 2016). Many aspects influence the use of herbal medicine as an alternative to modern medicine in low-middle and upper-economic communities. Factors influencing consumers to buy herbal medicine include personal, marketing mix, and social, cultural, and psychological factors (Andriati, A., & Wahjudi, R. T, 2016). Sociocultural aspects play an essential role in consuming herbal medicine. What is attractive for researchers is whether, in the era of globalization, modernization, and sophisticated modern treatment methods supported by advanced equipment, personal factors, marketing mix factors, and social, cultural, and psychological factors are still considerations in the consumption of herbal medicine in society (Andriati, A., & Wahjudi, R. T, 2016. Putri, I. F., et al, 2020). However, herbal medicine has become synonymous with the drink of older adults (Herawati, N., & Rohmah, N, 2020). So, it is rare for young people to drink these traditional drinks, and this has resulted in a need for more understanding by young people about the benefits of herbal medicine, and they are starting to abandon it. Lack of understanding of the history and benefits of consuming herbal medicine is the main reason for Generation Z aged 18-23.

This caused the popularity of herbal medicine to decline until the trend of healthy and natural living became popular in the 2000s, making the popularity of herbal medicine gradually return to the surface. Quite a few shops provide herbal medicine as the main menu, but some still need to be updated, so they seem boring, classic, old-fashioned, and out of touch with the times. Generation Z young people aged 18-23 years

have grown up with technology around them, so social media spreads everything that happens to them or is seen.

As time passes, herbal medicine is increasingly being displaced from people's lives by various drinks and modern medicines. The efficacy of modern medicine, considered faster in curing diseases, makes it very popular among the public. Moreover, in the world of medicine, modern medicines are always given to patients as the leading prescription for healing. The assumption that consuming modern medicines cures illnesses more quickly also undermines the existence of traditional medicines, such as Jamu.

Herbal medicine has extraordinary properties when mixed and prepared well so that it can provide benefits to consumers. The natural nature of herbal medicine after processing and consumption is that it gives off an aroma that is not friendly to Generation Z, a robust taste, and an aftertaste that still sticks firmly in the oral cavity, making consumers uncomfortable. Herbal medicine is evidence of the life journey of our ancestors, but now its traces are increasingly disappearing and continuing to move towards extinction. Cultural shifts that continue to develop following changing times and the choice to adopt an instant lifestyle have become a trend in society, resulting in a downturn in the world of banquets (Nugraheni, H., Wiyatini, T., & Wiradona, I, 2018).

Changes in the character of society, which have metamorphosed with the modern world, are also the main trigger. Long age does not guarantee popularity; the proof alone is that the existence of herbal medicine, which has been involved in accompanying society for thousands of years, can be suppressed over time. Humans cannot be separated from the nature that gave birth to them. Back to nature is felt in the minds of Europeans and Americans. Returning to nature was born from Western humans' boredom with technology. They try to find instinctive or spiritual satisfaction in nature. Europeans and other Western nations have for hundreds of years "abandoned" nature and relied on technology. However, technology still cannot answer human anxiety; besides that, it also has severe health impacts. The recommendation to return to nature and utilize biodiversity directly is gaining momentum in this situation (Permata, R. W, 2017).

The Indonesian people experience different conditions. The Indonesian nation is still struggling to build a harmonious relationship with nature. Traditional Indonesian societies still rely on nature, not technology, to answer spiritual anxieties and health problems. Nature in Indonesia is still the answer to the problems experienced by humans. However, it is increasingly decreasing due to the rapid flow of technology and information, apart from capital. Comparing human-natural relations between Indonesia and Europe must be balanced with different historical conditions. Both must be placed in their respective spaces. Not face to face. In this way, we will now see the role of each. Europe and the West, with their creativity, continue to make innovations, including utilizing biodiversity. They continue to explore various new medicines to address health problems. Support from technology and capital also accelerates this business. Nearly all countries rich in biodiversity have become 'targets' of the search for new medicines derived from biodiversity (Mangunjaya, F, 2015).

The Indonesian nation is more prosperous and advanced on a level that is not technical or scientific. Just because we have yet to materialize and technicalize it, there is an impression that we are less advanced and noble than the West. As an example, up to now, we have thought that telepathy, spiritual vision, and traditional medicine are occult, ancient, and incompatible with progress. What we consider occult can be translated into the technical language of technology into something valuable. Although people's perceptions of herbal medicine have never been studied, in 2008, Indonesian people seldom consumed herbal medicine. Various kinds of medicines (pharmaceuticals and imported herbal medicine) in circulation are more successful in attracting the interest of the Indonesian people to consume them. Because herbal medicine is a product of the nation's cultural heritage and contributes significantly to creating a domestic workforce, it is necessary to create a tradition of love for authentic Indonesian products. It must be preserved so that the next generation can continue what has become a tradition from their ancestors.

The opportunity for natural medicines to take part in the public health service system is quite significant, and to become an element in this system, natural medicines need to be developed further to meet safety, efficacy, and quality requirements. There is a need for an information system that explains cultural history. Herbal medicine and raw materials in its manufacture. (Wulandari et al. 2017).

## RESEARCH METHODS

The research was conducted at Vocational High Schools, Tourism Colleges, and Tourism Universities in South Jakarta. The choice of location was based on the fact that the respondents were places where the majority were Generation Z. The focus of the research was students. These college students were studying the world of hospitality and tourism, which included subjects about traditions, food, drinks, and customs. , and so forth. The research was based on Generation Z students aged 18-23 years who had or had never consumed traditional herbal drinks.

This research explains herbal medicine's history, culture, benefits, and existence in daily life and at events related to traditional ceremonies. Moreover, make the position of herbal medicine so that it remains sustainable and maintains its uniqueness. Based on this, the research method used in this research is qualitative. It is supported by quantitative research methods to describe, depict, and explain herbal medicine's history and current development. Data from the results of questions, answers, and interviews support it. In this research, there is also direct interaction with third parties, such as owners of herbal medicine cafes, to dig deeper into information and matters related to the development of herbal medicine so that the data obtained is more complete and precise.

The main instruments in research that use qualitative and quantitative methods, researchers determine the research focus, select sources as data sources, collect data, analyze data, interpret data, and make research conclusions. This research also uses guidelines for interviews regarding the history and existence of herbal medicine. Then, the results of the interviews and observations are recorded in a notebook using a tape recorder and camera to document the research and other equipment that supports the research. Furthermore, this research also uses a questionnaire as supporting research data. This questionnaire was used to see correspondent responses from female students regarding the current development of herbal medicine. The questionnaire uses a Likert scale to determine the object of a person's attitude, ranging from very negative to positive. The statement variable to be measured is broken down into several variable indicators, which are used to determine answer choices in the questionnaire statement.

The variables used in the questionnaire in this research are independent and dependent. The dependent variable is preserving herbal medicine in millennials aged 18-23. The independent variable is the existence of herbal medicine, and the dependent variable is the innovation of herbal medicine products. Next, the respondents studied must show their level of agreement using nominal scale measurements. Simple measurements in this study include 2 points, yes and no, to get the respondents' views about herbal medicine. Data Data collection in this study used in-depth interviews, namely in-depth interviews with sources who can provide information about traditional herbal drinks so that the data produced is accurate. The following sources were interviewed in this research.

1. Owner of Jamu Suwe Ora Jamu Cafe, South Jakarta.
2. Tourism School Educator in South Jakarta.
3. Manager of herbal processed SMEs.

Black, Hair, Babin, & Anderson (2018) recommend that the minimum sample size for research containing two or more variables is a ratio of 5 to 1. This means that 1 question item is multiplied by 5 (minimum). For this reason, this research will apply sample size estimation. Black, Hair, Babin, and Anderson (2018) also stated that the sample size is based on the number of questions. Thus, a minimum number of respondents in this study could be achieved as a sample size of 120. However, this research targets 200 respondents from tourism schools and colleges in South Jakarta. Collecting respondents uses non-probability sampling techniques that provide unequal opportunities for each element or member of the population to be selected as a sample.

In this research, interviews were conducted using semi-structured questions by compiling a list of questions as an interview guide and developed according to the situation in the field. Data collection through interviews is recorded using recording tools to help researchers reduce errors and record information from interviews. The interview process begins with preparing an interview guide, agreeing with the interviewee, and making notes on the interview results. The data needed for the research was successfully obtained from the interview process, namely dealing with the history and culture of herbal medicine, the current development of herbal medicine, and the conservation efforts that herbal medicine cafe business people have carried out. The observations made in this research were carried out by looking directly at how herbal medicine is made and how herbal medicine is developed and preserved. Observations are carried out to see a clear picture of the research object and to complete other necessary supporting data. Data collected through observation, namely, the development of herbal medicine, is seen from the quality characteristics of the herbal medicine, which include taste, appearance, texture, aroma, and uniqueness.

Meanwhile, the documents used in this research include written sources from literature and photos and videos taken related to the research object. This research uses a recording device to capture all interview results to be appropriately documented. The interview results are written down again so they can be understood. Apart from that, how to make and serve herbal medicine is also documented through photos and videos. The questionnaire in this research was created to see female students' responses by assessing the quality and uniqueness of herbal drinks. The questionnaire used in this research is 25 statements using a nominal scale (label) 1 and 2 for each statement indicator answer.

The data analysis technique used in this research is data analysis, carried out interactively and takes place continuously since data collection in the field and continues until data collection is complete. Data

processing begins by reducing the data collected through interviews, observation, documentation, and questionnaires to select data that suits the research focus. The data needed in the research includes

1. the history and culture of herbal medicine,
2. the current development of herbal medicine in terms of the quality and benefits of herbal medicine,
3. the development of herbal medicine, and
4. the preservation of herbal medicine.

Next, the data is analyzed for its relationship with other data. After the data has been reduced, the next step is to present the data. In this research, data is presented based on data that has been reduced and presented in the form of descriptions and explanations. For supporting data, the data collected in this research is then processed using SPSS 26. The data analysis technique used in this supporting data is descriptive analysis, which tests the influence of the variables. Next, the data about the current development of herbal medicine is analyzed so that herbal medicine becomes more sustainable and maintains its existence. The final stage of data analysis is concluding the data collected. Conclusions are drawn after the discussion regarding herbal medicine has been completed after the research.

## RESULTS AND DISCUSSION

### Validity and Reliability Test

**Table 1. Validity and Reliability Test Results**

Validity test				
No.	Indicator	r count	r table	Information
1	History and Culture			
	History of herbal medicine	0.520	0.138	Valid
	Information about herbal medicine	0.584	0.138	Valid
	Traditional herbal medicine and ceremonies	0.529	0.138	Valid
	Herbalism and metaphysical elements	0.453	0.138	Valid
2	Social Culture			
	Family role	0.425	0.138	Valid
	Personal self factors	0.483	0.138	Valid
	Invitation from friends	0.364	0.138	Valid
	Advertisement about herbal medicine	0.383	0.138	Valid
3	Product quality			
	The aroma of herbal medicine	0.417	0.138	Valid
	Herbal color	0.500	0.138	Valid
	Holistic properties of herbal medicine	0.526	0.138	Valid
	Herbal medicine safety	0.557	0.138	Valid
	Modern herbal medicine packaging	0.403	0.138	Valid
4	Herbal Medicine and Supplements	0.477	0.138	Valid
	Accessibility			
	Access to herbal medicine	0.446	0.138	Valid
5	Spread of herbal medicine	0.155	0.138	Valid
	Innovation			
	Education about herbs	0.542	0.138	Valid
	Socialization of herbal products	0.496	0.138	Valid
	How to use	0.463	0.138	Valid
	Concise	0.651	0.138	Valid
	Functions of herbal medicine	0.365	0.138	Valid
Jamu Cafe is a new breakthrough	0.603	0.138	Valid	

	Herbal cafe and atmosphere	0.565	0.138	Valid
Reliability Test				
No.	Indicator	Cronbach Alpha	Standard	Information
1	History and Culture			
	The beginning of the history of herbal medicine	0.764	0.700	Valid
	Access to information	0.760	0.700	Valid
	Traditional herbal medicine and ceremonies	0.772	0.700	Valid
	Herbalism and metaphysical elements	0.767	0.700	Valid
2	Social Culture			
	Family role	0.763	0.700	Valid
	Personal factors	0.756	0.700	Valid
	Friend reference factor	0.761	0.700	Valid
	The influence of advertising in the media	0.762	0.700	Valid
3	Product quality			
	The final taste of herbal medicine	0.792	0.700	Valid
	The aroma of herbal medicine	0.769	0.700	Valid
	Herbal color	0.761	0.700	Valid
	Holistic properties of herbal medicine	0.759	0.700	Valid
	Safety of consuming herbal medicine	0.766	0.700	Valid
	Modern packaging	0.756	0.700	Valid
4	Accessibility			
	Access the residence area	0.775	0.700	Valid
	Sales spread	0.765	0.700	Valid
5	Education			
	Lesson curriculum at school	0.759	0.700	Valid
	Socialization of herbal medicine	0.763	0.700	Valid
6	Herbal Medicine Management			
	Procedures for making herbal medicine	0.776	0.700	Valid
	Herbal medicine packaging as an icon	0.763	0.700	Valid
	All the benefits of herbal medicine	0.755	0.700	Valid
7	Serving facilities			
	Traditional presentation	0.782	0.700	Valid
	Modern presentation	0.762	0.700	Valid
	Herbal cafe serving atmosphere	0.763	0.700	Valid

Source: Processed data, 2023

The data processing results showed that all indicators used to measure the variables used in this research had a correlation coefficient greater than table = 0.138 (table value for n = 200). Furthermore, from the results of data processing that has been carried out, the value of all indicators for measuring variables is above 0.7, namely 0.792, so it can be concluded that all these indicators are reliable for measuring the preservation of herbal medicine as a traditional drink.

### **Respondent Demographics**

Based on the results of data processing regarding Generation Z respondents, the majority of respondents were women, 75%, while only 25% were male respondents. According to an interview with the owner of Suwe Ora Jamu, women are the ones who most often use herbal medicine for various purposes, from health to beauty. Furthermore, based on the results of data processing regarding the age of respondents, the most significant number of respondents were 18 years old, amounting to 34%, followed by 19-year-olds with 28.5%, then 20 and 21-year-olds each with 13%, 22-year-olds with 9%, and age 23 years is 2.5%. Then, the data processing results regarding the respondents' education level showed that most respondents were pursuing tertiary education, amounting to 68%, while 32% were pursuing vocational school education. This indicates that the majority of respondents are students or college students.

### **Determining Factors for the Existence of Jamu in Generation Z Existence**

According to the Big Indonesian Dictionary, existence is an existence or presence that contains survival elements. According to Abidin Zaenal (2007:16), existence is a dynamic process where something becomes or exists. This is the origin of the word existence itself, namely "existence," which means coming out of, going beyond, or overcoming. So, existence is not rigid and stopped, but flexible or springy, and experiences development or decline, depending on the ability to actualize its potential. According to Gardjito et al. (2018), herbal medicine is closely related to high historical values and traditional Indonesian culture. Jamu is believed to come from two Old Javanese words, "jump," which means healing, and "redo," which means health.

### **Historical and Cultural Factors**

The evaluation results on historical factors show that Generation Z needs to learn more about the history of the beginnings of herbal medicine, and it is not easy to obtain information about related matters. This is influenced by the need for more sources of information regarding herbal medicine both from the family environment and outside the family. More online access to information about herbal medicine is also needed.

Jamu has a close relationship with customs, where its use is limited to times of illness or disease prevention and can also be used in traditional ceremonies passed down from generation to generation. Herbal medicine, in the context of traditional ceremonies, is not only drunk but also used externally on the human body. The evaluation results regarding herbal medicine about culture show that most Generation Z understand the role of herbal medicine in traditional ceremonies that are often used daily. Generation Z is also aware of the connection between herbal medicine and metaphysics, where using herbal medicine for newborn babies, such as applying herbal concoction to the baby's forehead, is believed to keep them away from negative auras or the influence of supernatural beings.

The conclusion from the evaluation of historical and cultural variables is that Generation Z's knowledge about the history of herbal medicine is minimal, and their access to information about it needs improvement. This is caused by several nearby factors in their environment, especially family factors. The results of interviews with Suwe Ora Jamu show that authentic information about the history and publications of herbal medicine is very minimal. Apart from that, basic knowledge about the history of herbal medicine is not taught in schools, except in the tourism department. Unfortunately, this basic knowledge will encourage them to continue learning more about herbal medicine.

### **Social Cultural Factors**

According to the literature (Mulyani, 2010), social factors such as family and the surrounding environment can influence individuals' consumption of herbal medicine. This is part of the process of disseminating herbal medicine in the community. Jamu is not only introduced through advertising but also introduced, socialized, and recommended by family and those closest to them. Many survey results show that most people know and buy herbal medicine because they learned about it from their parents, and some of them also got information from their neighbors. Consuming herbal medicine is part of a culture that develops and changes over time, which also influences the behavior of herbal medicine consumers. These changes can influence psychological factors, such as perceptions, attitudes towards herbal medicine, motivation to drink herbal medicine, knowledge and beliefs about herbal medicine, and lifestyles related to natural health.

From the results of this research, it can be concluded that Generation Z's awareness of consuming herbal medicine to maintain health and prevent disease still needs to be improved. As a result, the existence of herbal medicine as part of the nation's cultural heritage could be threatened. Drinking herbal medicine is a typical Indonesian tradition, influenced by cultural learning and other factors such as family, reference groups, and psychological factors such as attitudes toward products (Schiffman & Kanuk, 2011). Based on

the results of data processing regarding external factors from social culture from Figure 4.13, it is known that very few friends from Generation Z invite them to herbal drink shops to try new things or provide knowledge that is useful for them in the future. Even though there are references from friends, it is hoped that Generation Z will invite their peers to have a high sense of nationalism and be proud of Indonesian products. Advertisements for herbal medicine, whether in print, professional form, or on social media, do not significantly impact the herbal product itself.

The conclusion from the influence of social culture as an internal factor is that few Generation Z parents taught them to drink herbal medicine from an early age. Generation Z's self-awareness to make herbal medicine a lifestyle or way of life still needs to be higher. Of the external factors, the reference environment (friends and friends) is still considered an essential factor. The impact of herbal medicine advertising campaigns could be more influential in increasing the interest of Generation Z. The results of interviews show that family, social, and environmental factors are the main factors that must be considered in teaching The importance and goodness of consuming herbal medicine regularly.

### **Product quality**

Jamu comes from herbal plants, each with its properties. When combined with various herbal plants, herbal medicine will have its value. The natural properties of herbal medicine also have a distinctive taste and aroma. In assessing food ingredients, sensory properties determine whether a product is accepted or not. According to Ridwan (2009), sensory assessment consists of five stages: receiving materials, recognizing materials, clarifying the properties of materials, recalling materials that have been observed, and describing the sensory properties of the product.

Based on observations regarding the influence of the aroma and steeping of herbal medicine on preferences, it was found that Generation Z still likes the aroma of herbal medicine brewing. This shows that the natural aroma of herbal medicine is still an essential factor that may only change its position if there are changes or modifications to the herbal medicine. In subsequent research regarding the sensory factors of the color of herbal medicine produced from the extraction process or ready-to-drink, research shows that Generation Z can still accept or have a tolerance limit for the color of herbal drinks. This shows that the sensory factor of color is okay for them.

The conclusion from the sensory indicators is that the aroma of the results of making herbal medicine is still an essential factor that needs to be considered because the research results show a pretty good response from Generation Z. Apart from that, generation Z still tolerates the color resulting from the process of making herbal medicine. The results of interviews with Suwe Ora Jamu show that herbal medicine that uses natural raw materials will produce a slightly bitter final result. This is a challenge that herbal medicine industry players must face as a way to eliminate the bitter taste, although only partially.

### **Herbal Composition**

Jamu is a holistic drink, which means maintaining, treating, and curing disease as a whole. This holistic principle requires herbal medicine to undergo a whole healing process, so herbal medicine consumption should be started early, not just when facing illness (Gardjito et al., 2018). The results of data processing regarding Generation Z's understanding of the holistic nature of herbal medicine show that most Generation Z respondents understand the concept of treatment as a whole and realize that this process should start from the start, not just when they are sick. However, for respondents who need help understanding the holistic nature of herbal medicine, it is necessary to provide further information and knowledge about herbal medicine. Apart from having a holistic nature, the level of consumption safety is also an important thing that must be addressed, especially for Generation Z, who tend to be critical of consumption safety. The research results regarding the safety factors for consuming herbal medicine show that most Generation Z believe that herbal medicine is safe and suitable for consumption in the short and long term.

### **Product Packaging**

The quality of herbal medicine products is not only determined by taste and appearance but is also seen by the packaging, which is attractive, modern, and hygienic. For example, herbal medicine products in pill form can be an ideal choice for beginners who want to maintain their health without dealing with the bitter taste of herbal medicine. Jamu in pill form is an extract from spices, so it only contains active compounds without fiber, making it practical to carry.

Based on the research data results regarding Generation Z's opinions about herbal medicine product packaging, most stated that the packaging for herbal medicine products in circulation is good. Viewed from the perspective of efficiency and practicality in carrying or storing it, the current packaging represents the aspirations and desires of Generation Z. The conclusion from the results of data processing regarding product quality factors is that the final taste and aroma of herbal medicine are still the main things that need to be



developed by modern herbal medicine industry players. Generation Z also has basic knowledge about the properties of herbal medicine and the level of safety for consuming herbal medicine, and they think that the packaging of herbal medicine products currently circulating is quite good in terms of appearance. In the interview with Suwe Ora Jamu, it was stated that sensory factors such as taste and aroma are still essential to develop to meet the hopes and expectations of consumers from Generation Z without reducing the essence or content contained in the herbal medicine.

### **Accessibility**

Accessibility is a measure of the ease of reaching a location from other locations via the transportation system. The measure of affordability or accessibility includes the ease of time, cost, and effort in moving between places or regions. Based on the data processing results regarding the difficulty level in obtaining herbal medicine products in foreign territories, finding herbal medicine sellers is still relatively easy. This could be because the area has reasonably even access or distribution routes for herbal medicine sellers.

Based on the research results regarding the ease of accessing or reaching herbal medicine sellers in the area where Generation Z lives, it is straightforward for the majority to get it. This means that the distribution of herbal medicine sellers in their respective areas of residence is evenly distributed. The conclusion of the accessibility factor regarding the existence of herbal medicine is that the distribution of herbal medicine sellers is not evenly distributed, causing Generation Z to experience obstacles in trying to learn about herbal medicine itself. The interviews concluded that sales of traditional herbal medicine, whether in the form of kiosks or mobile herbal medicine, experienced problems if they were located in elite or upper economic areas.

### **Herbal Medicine Development Model**

Based on the results of the evaluation of Generation Z regarding the existence of herbal medicine with four factors, namely cultural history, social culture, product quality, and accessibility, the development of herbal medicine is starting to move quite well towards renewal. This can be seen from the emergence of independent small businesses (UKM) in producing more modern herbal medicine. The current millennial generation Z faces a real challenge in creating innovation in the development of herbal medicine. Jamu innovation is only sometimes in the form of drink variants but includes things that can be done, such as socialization, introduction, and creating new models.

### **Education**

The world of education, especially tourism schools, plays a vital role in preserving herbal medicine culture. An introduction to herbal medicine raw materials is a benchmark for Generation Z to obtain information about the ingredients contained therein. As time goes by, herbal medicine is no longer a manageable drink. By providing education or transferring information, herbal medicine can be made a proper drink.

Based on research results, Generation Z's desire to study herbal plants is relatively high. This is based on curiosity about the raw materials that become processed herbal medicine products, which will continue to be developed from these materials. Apart from education, preserving herbal medicine requires socialization about herbal products by providing counseling and education. This is useful for informing Generation Z about the contents and benefits of herbal medicine products. According to research results regarding Generation Z's willingness to receive socialization on herbal medicine, the majority agreed. Socialization is carried out so that Generation Z gets information regarding herbal medicine products that will be consumed. In conclusion, for innovation through education, most Generation Z want knowledge about herbal plants and raw materials for herbal medicine and to obtain information about related herbal products before consuming them.

Based on the results of an interview with Suwe Ora Jamu, tourism schools need to start including herbal medicine in their lessons because herbal medicine is the cultural heritage of the Indonesian nation that should be preserved. In the future, they will be the ones who will continue the legacy of this herbal medicine.

### **Herbal Medicine Management**

With advances in technology, the development of herbal medicine is now efficient both in consumption and mobility. Even though some SMEs still maintain the tradition of making traditional herbal medicine, this does not reduce their enthusiasm for preserving herbal medicine. Based on the data management results, most Generation Z can follow the procedures for making herbal medicine because the rules for use and how to make it are written on the packaging of the herbal medicine product. With written usage rules, it is hoped that it will be easier for Generation Z to learn and understand the principles and art of making herbal drinks.

According to Klimchuk and Krasovec (2006:33), the definition of *packaging* is a creative design that links shape, structure, material, color, image, typography, and other design elements with product information to market the product. Introducing herbal medicine as a traditional Indonesian drink can function parallel with other international beverage dishes, such as serving herbal medicine in hotels as a welcome drink or in beauty centers to support the treatment process.

According to the results of research on Generation Z regarding understanding the position of herbal medicine as the nation's culinary heritage whose image can be equated with other international herbs. Most Generation Z understands that the position of herbal medicine, such as in hotels or beauty centers, shows the position of herbal medicine is internationally recognized and a promotional tool to be introduced to foreign tourists.

Herbal medicine has many benefits for those who consume it regularly and periodically, such as helping to maintain immunity, relieve pain, overcome hypertension and gout, increase appetite, and maintain health and beauty. Based on research results, most members of Generation Z already use herbal medicine daily to get varying results. Indonesian herbal medicine has begun to be mass-produced hygienically and has been clinically tested. In this way, the quality of Indonesian herbal medicine can be compared to modern vitamin supplements widely available on the market. Most Generation Z agrees that herbal medicine is equivalent to modern vitamin supplements because they understand the benefits obtained from herbal medicine, which the general public has long consumed for prevention before getting sick.

The conclusion for innovation in the development of herbal medicine management is that Generation Z stated that some of them understand the benefits of herbal medicine, so they use it daily for treatment and prevention. They also respond to herbal medicine so that its position can be equated with modern vitamin supplements. This is related to the many variants of herbal medicine, which are in other forms, are more concise, and have a more readily accepted taste. Based on the results of an interview with Suwe Ora Jamu, the benefits of herbal medicine cannot be felt just by consuming it 1-2 times; they must be done regularly. This is the function of disease prevention. Herbal medicine has begun to be sought after by Western nations because of its properties, so they have also started producing medicines based on natural ingredients such as herbal medicine.

### **Presentation Means**

Jamu has quite a good social impact, as seen in the example of an herbal medicine seller selling his goods while providing information and marketing his business. These herbal medicine sellers tell the history, benefits, and even testimonials from buyers who have felt the benefits of the herbal medicine they sell. This creates an invitation towards a healthy lifestyle and disease prevention, which builds trust between buyers and sellers of herbal medicine.

Based on the research results from the traditional serving point of view of Jamu Gendong, respondents stated that the role of Jamu Gendong in the current era is still considered positive. Jamu gendong is considered a characteristic of the Indonesian nation in herbal drinks. Activities related to herbal medicine are always associated with herbal medicine, and interactions between sellers and consumers create mutual trust.

Serving herbal medicine is not only limited to the traditional way of carrying herbal medicine but can now also be found in modern concept cafes that serve herbal medicine in a more modern way, such as a coffee-making system. Even though the taste, aroma, and color are no different from traditional presentation, innovation in taste, aroma, and presentation are the strengths of today's herbal medicine cafes. Based on the data processing results regarding Generation Z's opinion of modern herbal medicine cafes that present innovative new flavors, aromas, and colors, the majority stated this was interesting. This cafe can change Generation Z's negative perception of herbal medicine, such as its bitter taste and pungent smell.

Apart from paying attention to aroma, taste, and color, generation Z also pays attention to comfort when entering and enjoying the atmosphere of the cafe room. This can create a positive impact on social media and make the cafe space a photo object for Generation Z. Based on the results of research on Generation Z's opinions regarding the atmosphere of herbal medicine cafes, they stated that the atmosphere of herbal medicine cafes would bring changes in enjoying herbal drinks. A positive atmosphere will produce positive energy for consumers.

The conclusion from the research results regarding the development of herbal medicine based on how it is presented is that Generation Z still appreciates and is proud of herbal medicine as an icon of the history of herbal medicine. With the presence of herbal medicine cafes, modern presentation without reducing the essence of herbal medicine has become a new choice for Generation Z in their lifestyle, and herbal medicine cafes provide a new atmosphere for enjoying herbal dishes.

## CONCLUSION

The conclusions of this research are:

1. Generation Z needs to gain more knowledge about the history and culture of herbal medicine. However, they need more access to information, making it difficult for them to learn about it.
2. Family social factors play an essential role in introducing herbal medicine to the millennial generation Z, where they take the example of their parents as role models in understanding and preserving the cultural heritage of the Indonesian nation.
3. Herbal medicine has holistic properties, which means that the entire body can be well cared for by consuming it. Besides being consumed directly, herbal medicine benefits body health care, such as using body scrubs and therapy.
4. Socialization and dissemination of information about the diversity of ancestral heritage are efforts to increase understanding of herbal medicine products. This includes the type of product, raw materials, manufacturing process, and method of consumption to preserve the heritage of sustainable herbal medicine.
5. Sensory factors are an obstacle for Generation Z in receiving herbal medicine because some feel uncomfortable with the taste produced by the natural ingredients used in herbal medicine. However, with new advances and innovations, the bitter taste can be minimized so that Generation Z can learn to appreciate the basic taste of herbal drinks.
6. The image of herbal medicine is inseparable from its history. However, with the development of technology and the influence of social media, the concept of serving herbal medicine through herbal medicine cafes has become more modern. Jamu cafes provide a different experience for Generation Z in enjoying herbal medicine, with a comfortable atmosphere that supports various activities on social media.

## SUGGESTION

The suggestions that the author gives from the research results are:

1. There is a need for further research to find out more deeply about the social and cultural factors that influence the existence of herbal medicine and the factors that influence it.
2. Further research needs to be done regarding the positive impact of Jammu cafes in changing the lifestyle of the millennial generation Z and the continued existence of Jammu.
3. Collaborating with local governments and SMEs is necessary to develop more modern and hygienic herbal medicine products and socialize herbal medicine products to provide feedback to Generation Z.
4. Making herbal medicine one of the subjects in tourism schools and universities to study and create a way to preserve herbal medicine as the original culture of the Indonesian nation

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