

## Digital Effectiveness Business Development of Herbal Medicine and Islamic Medicine Treatment

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### Abstract

*The potential for the herbal business and Islamic medicine in Indonesia is enormous. Herbal medicine and Islamic medicinal treatment is an alternative medicine that can add to the world's health treasures. However, this potential has not been utilized effectively by practitioners of Islamic medicinal treatment and herbal medicine businesses. One way that has not been used optimally is digital promotion. Even though promotion through digital has a great opportunity as long as it is done correctly and in accordance with market needs. This study aims to determine the effectiveness of digital in the development of herbal medicine and Islamic medicinal treatment businesses. This research is a field research with a qualitative method, in which the researcher assesses and then gives an assessment of the reality in the field using a descriptive approach. The results of this study indicate that digital is very effective in developing herbal medicine and Islamic medicinal treatment businesses. Among the factors that influence digital effectiveness are: personal branding, sweet lies/business actors with consumers, the intensity of promotion through social media, consumers' need for Islamic medicinal treatment and herbal medicines and the amount of available promotional funds.*

**Keywords:** Effectiveness, Digital, Business, Herbal Medicine, Islamic medicinal treatment

### A. Introduction

The potential for the herbal business and Islamic medicine in Indonesia is enormous. Herbal medicine and Islamic medicine is an alternative in medicine that can add to the world's health repertoire. Based on data from WHO, around 80% of the world's population uses herbal (traditional) medicines. The need for herbal medicines continues to increase because they are believed to have no negative side effects (Health, 2008). However, this potential has not been applied optimally by practitioners of Islamic medicine and herbal medicine businesses (Susanto, 2023). One method that has not been used optimally is digital promotion (Aninah, 2010). Even though promotion through

digital has great opportunities as long as it is done correctly and according to market needs (Gunawan, DD; Huarng, 2015).

The product offerings by using digital media have a positive value for these products (Augustinah, 2019). Many people use digital media or social media to find information so that products offered through digital media are more easily conveyed to consumers (Maoyan, 2014). Social media is a fairly effective promotional medium. The use of social media for product offerings can stimulate awareness, interest, and purchase actions taken by people who get information through social media (Kaplan, AM; Haenlein, 2010).

Durianto argued that in general there are three criteria that can be used to measure the effectiveness of promotional media, namely recall, persuasion and sales. (Aninah, 2010) The three criteria for measuring the effectiveness of promotional media can be applied to promotional media through digital media or social media (Yusanda, Awallina ; Darmastuti, Rini; Huwae, 2021). Digital media or social media can be a reminder for potential consumers, can be a persuasive medium that invites potential consumers to buy their goods and most importantly, buying and selling activities can also be carried out through social media (Retno, 2018). And the most important thing is that social media can reach wider and more consumers (Maoyan, 2014).

Based on the background above, this study aims to determine the effectiveness of digital in the development of herbal and Islamic medicine businesses. The results of this study are expected to attract target consumers of herbal medicines and Islamic medicine to utilize herbal medicines and Islamic medicine as alternative treatments for diseases. It is also hoped that herbal medicine and Islamic medicine businesses can develop and help improve the nation's economy.

## **B. Research Methods**

Etymologically, In terms of the type of research, this research includes field research, while the approach used is a qualitative approach method (Sugiyono, 2013),

namely research procedures that produce descriptive data in the form of written or spoken words from observable behavior, namely carefully describing the effectiveness of digital in the development of herbal medicine and medicinal businesses. Data were obtained by direct observation in the field and direct interviews with herbal medicine and Islamic medicine business people. The data analysis technique is a qualitative analysis technique. The researcher analyzes all the data that has been obtained, then selects it properly and analyzes its relationship to the problem under study. The data that are considered relevant are further studied and compared with one another. These data are then used as a reference which is outlined by the author in this study as scientific support that is in accordance with the research object (Irawansah, 2021).

## **C. Results and Discussion**

### **1. Herbal Medicine and Islamic Medicine Business**

The potential for the herbal business and Islamic medicine in Indonesia is enormous. Herbal medicine and Islamic medicine is an alternative in medicine that can add to the world's health repertoire. Based on data from WHO, around 80% of the world's population uses herbal (traditional) medicines. The need for herbal medicines continues to increase because they are believed to have no negative side effects (Health, 2008).

The increasing need for herbal medicines in Indonesia is a promising business opportunity for herbal and Islamic medicine businesses. This opportunity led to the emergence of herbal medicine manufacturers and herbal business practitioners and Islamic medicine. According to Deputy Head of BPPT for Agro-industry Technology and Biotechnology, Wahono Sumaryono said that in 2022, the number of herbal medicine industries will reach 1,012, 907 of which are small industries or household industries and 105 medium and upper industries. In 2004, the number of industries increased to 1,166 consisting of 129 medium and large industries, as well as 1,307 small and household industries (Aninah, 2010).

The development of the pharmaceutical industry in Indonesia, which operates in the herbal medicine sector, has increased by 34.03%. The increased growth was supported by the growth of the pharmaceutical industry engaged in the herbal medicine sector. During the Covid 19 pandemic, the public's demand for herbal medicines was quite large because these herbal medicines could be used to boost immunity. Herbal medicines are medicines derived from natural ingredients that have been processed and extracted in such a way as to become powders, pills or liquids (Daud, Rosy Febriani; Novrimansyah, 2022).

The tendency to use herbal medicines is in line with the growth of the herbal medicine market in Indonesia, which has increased from year to year at a growth rate of around 6.5%/year in the 2009-2013 period (Economy, 2011). The growth of the herbal medicine market has increased since the Food and Drug Monitoring Agency (Badan POM) issued regulations regarding the grouping of traditional medicines, as well as various other related regulations, for example, research and development of herbal medicinal products, products, services and the herbal medicinal industry (Retno, 2018) . Domestic herbal product market continues to show improvement. In 2007 the domestic market for herbal products was around IDR 6 trillion, increasing to IDR 10 trillion in 2010 and IDR 13 trillion in 2012. Domestic market growth is around 7% per year. In 2013 the market for herbal products reached IDR 14 trillion, about a third of the national pharmaceutical market and increased to around IDR 15 trillion in 2015 (Economy, 2011).

The increasing number of herbal medicine manufacturers has created intense competition in this industry and there are still many small industries or home industries that are not yet optimal in taking advantage of promotional opportunities. Most herbal medicine entrepreneurs pay little attention to sales strategies (Daud, Rosy Febriani; Novrimansyah, 2022). Herbal medicine business people still use old strategies

such as opening a shop at home or selling around from house to house without using social or digital media to promote their herbal medicines.

Islamic medicine is also in great demand by Indonesian people (Nurhayati, 2016). The Islamic medicine referred to here is the treatment prescribed in the Al-Qur'an and the Hadith of the Prophet. Among examples of Islamic medicine are prayer therapy, remembrance therapy, ruqyah therapy, cupping, honey therapy, date therapy and so on (Irawansah, 2021). This treatment is in great demand because it is a form of worship or carrying out the orders of Allah and His Messenger. According to Mustamir, Islamic medicine or the Qur'an besides being able to treat spiritual ailments can also be medicine for the body (Mustamir, 2007).

Based on the data that the researchers collected, some Islamic medicine therapists usually become herbal medicine entrepreneurs. Researchers made observations in three places, namely the place of business of SA therapists, SU and SW therapists. SA therapist is a therapist with dhikr and prayer/ruqyah and a herbal medicine entrepreneur. SA started a herbal medicine business from home. SA relies on promotions through social media such as Facebook, Whatsaap, Instagram and landing pages. According to SA, promotion through social media is very effective. Most of SA's customers find information about herbal medicines through social media. In addition, the emotional closeness between sellers and buyers also greatly influences, for example sellers and buyers have friendship, family, one organization or another. SA also mentions that intensity (SA, 2023).

The next therapist and business person is SU. SU is a cupping, massage, and prayer or remembrance therapist. SU started a herbal medicine business and was a home based therapist and taking calls. SU is doing promotions via whatsapp. SU stated that it was not optimal to use Whatsaap in promoting herbal medicines or cupping therapy services, massages, and prayers or remembrance. SU has not routinely promoted through social media, especially WhatsApp (SU, 2023).

The third herbal medicine therapist and business actor is SW. SW conducts therapy through WhatsApp and Facebook social media. SW has a herbal shop and a place for treating Islamic medicine, namely cupping at his house. SW explained that cupping therapy services are the most important service he offers to consumers. While the herbal medicine business is not so successful. Based on observations, SW is not active in offering herbal medicines on social media or other promotional media. Consumers who buy herbal medicines usually do cupping therapy and then see herbal medicines and are interested in buying them (SW, 2023).

Based on the explanation above, the three herbal medicine business people or Islamic medical therapists have their own characteristics. The results of observations and interviews found that the opportunities for promoting herbal medicine and Islamic medicine are very broad and promising. However, one of the drawbacks for herbal businesses and Islamic medicine therapists is that they are not optimal in utilizing promotional media, especially digital media.

## **2. Factors Influencing Digital Effectiveness in Herbal Medicine and Islamic Medicine Businesses**

The results of observation and interview data show that there are several factors that influence digital effectiveness in the herbal medicine business and Islamic medicine, including:

### **a. Personal Branding**

According to SA, personal branding has a very strong influence in the promotion of a product, especially on social media. Because this personal branding can attract the attention of potential consumers to buy or use the products offered (SA, 2023). Personal branding is a process of forming, attracting and maintaining public perceptions related to aspects owned by a person such as skills, achievements, personality or values that are built intentionally or

unintentionally with the aim of displaying a positive image so that it can continue to build trust and loyalty. can be used as a marketing tool (Yusanda, Awallina; Darmastuti, Rini; Huwae, 2021). The existence of personal branding allows other people to see someone uniquely and differently (Ariani, 2020).

SA feels that consumers trust him as a religious figure and are well known by the public. When SA offered its herbal medicinal products, many consumers were interested because he was well known in the community as a religious figure. And the observation results show that SA is well known by the people around him and where SA works.

#### **b. Emotional closeness**

Emotional closeness is one of the factors that influence digital effectiveness in the herbal business and Islamic medicine. SU explained that many of their loyal and loyal customers became consumers because there was an emotional closeness between SU and these consumers (SU, 2023). Likewise, what was conveyed by SA that the existence of emotional closeness with consumers makes them loyal and buy products or use SA services (SA, 2023). Emotional closeness here is the positive feelings and attitudes of consumers that can affect the level of loyalty (Fakhrudin, Arif; Roellyanti, 2022). The existence of this emotional closeness can be caused by the relationship of relatives, friendship, friends, co-workers or others.

#### **c. Promotion intensity and service quality**

One of the factors that influence digital effectiveness in the development of the herbal medicine and Islamic medicine business is the intensity of promotion and quality of service. Based on the results of observations, it was found that the higher the intensity level of the promotion, the more potential consumers would know information about a product offered by SA, SU or SW. according to SA,

besides the intensity of promotion, the quality of service also greatly influences, for example how to respond to consumers by responding to comments on Facebook, messages on WhatsApp, or on Instagram. If potential customers or consumers are served well, it will be a very effective promotion, because they will tell other people they know. They also usually share it on their social media, so that the products or services offered can be widely spread to potential customers (SA, 2023).

Sinaga's research results also state that service quality has a significant effect on consumer loyalty. This shows that the higher the level of service quality, the higher consumer loyalty will be. Suhasto argues that good service quality will affect customer loyalty. The existence of good service quality will affect continuous purchases in the long run. Conversely, when the quality of service is not good, consumers will feel disappointed and tend to switch to other brands. (Fakhrudin, Arif; Roellyanti, 2022).

#### **d. Consumer demand for Islamic medicine and herbal medicine**

SW stated that many consumers used herbal medicines during the Covid-19 period. Demand for herbal medicines can increase up to 200% from usual. Because at that time many consumers were afraid to go to the hospital and use herbal medicines when exposed to the Covid-19 virus (SW, 2023). SA and SU also stated that consumer demand for herbal medicines and Islamic medicine increased during the Covid-19 period. This is because consumers feel they need and are compatible with using herbal medicines to help the healing process.

This need also continues to this day. Consumers feel the need to consume herbal medicines regularly to maintain stamina and fitness. Even though the need for herbal medicines and Islamic medicine is not as much as during the outbreak of Covid-19.



**e. The amount of promotional funds available**

SA said that one of the reasons his business had not been able to grow any bigger was because the capital for promotion was still lacking. So far, SA has only used existing capital and the results have been sufficient, although SA feels that if there were more funds it would be easier and wider to promote herbal medicine and Islamic medicine.

Based on the results of observations at SA, SU and SW locations, the researcher also found that the promotional media used by SA, SU and SW were very simple and made use of existing facilities and infrastructure. Apart from that, SA, SU and SW also admitted that they had not been optimal in promoting their products on social media. Among the reasons they haven't used social media optimally are other activities, they don't understand digital, and they don't have enough capital to promote products through social media.

**D. Discussion**

The potential and business opportunities for herbal medicine and Islamic medicine are quite promising. Many business people are expanding their wings into the herbal medicine business and Islamic medicine. This promising potential and opportunity certainly raises intense competition among business people. So every business person needs the right strategy in promoting products and services to consumers. One of the promotional media that is very effective and efficient and can be used by everyone is social or digital media.

Digital media or social media is currently growing very rapidly. With the internet, people can obtain, manage, and disseminate information easily. Every community connected to a certain network can access the internet anytime and anywhere. Especially now that there is social media that is widely used by all groups, both young people and parents, which makes a person's private space public consumption. There is a shift where now young people or parents can easily share all their personal activities to be conveyed

to other users via social media (Yusanda, Awallina; Darmastuti, Rini; Huwae, 2021).

Based on this research data, it shows that herbal business practitioners and Islamic medicine therapists have a great opportunity to utilize digital media or social media to promote their products and services. It was mentioned earlier that among the factors that influence digital effectiveness in the development of the herbal medicine business and Islamic medicine are: personal branding, the emotional closeness of practitioners/business people to consumers, the intensity of promotions through social media, consumer needs for Islamic medicine and herbal medicines and the amount of promotion funds. which are available.

These factors can be input for herbal and Islamic medicine businesses in choosing promotional media for the products or services they offer. These factors can be said to be in accordance with the goals to be achieved by business people of herbal medicine and Islamic medicine. Promotional media can be said to be effective if the results obtained are in accordance with the objectives to be achieved by business or service actors (Aninah, 2010).

The purpose of promotional media is structured to stimulate awareness, interest, and purchase actions carried out by people who get information through social media (Kaplan, AM; Haenlein, 2010). And the promotional media that is very effective and easy to do to stimulate awareness, interest and purchase actions is social media or social media (Fakhrudin, Arif; Roellyanti, 2022).

Durianto argued that in general there are three criteria that can be used to measure the effectiveness of promotional media, namely recall, persuasion and sales. (Aninah, 2010) The three criteria for measuring the effectiveness of promotional media can be applied to promotional media through digital media or social media (Yusanda, Awallina ; Darmastuti, Rini; Huwae, 2021). Digital media or social media can be a reminder for potential consumers, can be a persuasive medium that invites potential consumers to buy their goods and most importantly, buying and selling activities can also be carried out through social media (Retno, 2018). And the most important thing is that social media can

reach wider and more consumers (Maoyan, 2014). Based on the data it also shows that the increase in the use of social media from year to year is increasing rapidly so that social or digital media can become a very effective marketing medium (Daud, Rosy Febriani; Novrimansyah, 2022).

Social media is one of promotional media that can be used by herbal medicine businesses and Islamic medical therapists. By using digital media, it is hoped that the herbal medicine business and Islamic medicine will be more advanced and growing rapidly. There are many ways to offer products or services through social media. In addition to the factors that affect digital effectiveness previously mentioned, there are other ways that can support marketing or offerings that can be used as examples for herbal medicine businesses and Islamic medical therapists to offer products or services. Among them is marketing or offering through digital media which can be done in the following 5 steps: 1) actively offering products through social media owned by herbal medicine businesses and Islamic medical therapists; 2) utilization of website platforms to expand market share; 3) sending e-mail marketing to market segments; 4) Offer as a reseller of products to customers; and 5) providing information on product reviews and customer testimonials to potential customers (Daud, Rosy Febriani; Novrimansyah, 2022).

The marketing steps and product offerings above can be supported by digitalization training given to herbal medicine businesses and Islamic medicine therapists. This training aims to make herbal medicine business people master the science of marketing through social or digital media which can then be practiced directly through their respective social media accounts. This training can start from the simplest material to a higher level of complexity. Forms of training can be carried out formally or informally. And the important thing to keep in mind is that training like this can motivate herbal medicine business people and Islamic medicine therapists to stay active and regularly use digital media to offer their products or services

## E. Conclusion

The potential and business opportunities for herbal medicine and Islamic medicine are enormous. One of the media that can be utilized in promotion is digital media. There are many factors that influence the success of promotion through digital media. The results of this study indicate that digital is very effective in developing herbal medicine and Islamic medicine businesses. Among the factors that influence digital effectiveness for the herbal medicine and Islamic medicine business are: personal branding, the emotional closeness of practitioners/business actors to consumers, the intensity of promotion through social media, the consumer's need for Islamic medicine and herbal medicine and the amount of promotional funds available.

These factors can be input for herbal businesses and Islamic medicine therapists. In addition, marketing or offering through digital media can be done in the following 5 steps: 1) actively offering products through social media owned by herbal medicine businesses and Islamic medical therapists; 2) utilization of website platforms to expand market share; 3) sending e-mail marketing to market segments; 4) Offer as a reseller of products to customers; and 5) information on product reviews and customer testimonials to potential customers.

The marketing steps and product offerings above can be supported by digitalization training given to herbal medicine businesses and Islamic medicine therapists. This training aims to make herbal medicine business people master the science of marketing through social or digital media which can then be practiced directly through their respective social media accounts.

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