

Visual Branding Design of “Jamu Sehatin” To Introduce Indonesian Herbal Medicine



Jenyshabrina Putrizky Devinanda¹, Jazuli Abdin Munib²

^{1,2}Faculty of Fine Arts and Design, Sebelas Maret University, Indonesia

ABSTRACT: Jamu Sehatin is a traditional drink packaged in a modern way that helps maintain public health. The research problem in this study is how to conceptualize and visualize the visual branding design of Jamu Sehatin along with its supporting media as promotional tools to introduce jamu to the public. This study aims to create visual branding for Jamu Sehatin to promote traditional medicine. The study emphasizes that a simple yet premium packaging design can significantly enhance the perception of Jamu Sehatin, allowing it to stand out in the market and resonate with younger generations who are less familiar with traditional herbal remedies. Through thoughtful and creative branding, Jamu Sehatin aims to bridge the gap between tradition and modernity, making herbal medicine more accessible and appealing to the public.

KEYWORDS: Visual Branding, Herbal Medicine, Traditional Drink, Traditional Medicine, Packaging Design

I. INTRODUCTION

Indonesia is rich not only in its culture but also in its natural resources, including jamu, known as traditional herbal medicine with various benefits. The growth of Micro, Small, and Medium Enterprises (MSMEs) often originates from household industries within communities, such as artisan groups, farmer groups, and cooperatives (Hidayat and Purnomo, 2014). The establishment of MSMEs is driven by a desire for economic independence within society.

One of the MSMEs product that gained popularity during the pandemic is Jamu Sehatin. Generations today are less familiar with jamu or are not accustomed to consuming it, especially among the younger generation. Additionally, the lack of understanding regarding the benefits of jamu and how to consume it also presents a challenge.

Therefore, the researcher took the initiative to transform its appearance into a premium jamu product to capture public attention and reintroduce jamu to society. The research questions in this study are How can the visual branding of Jamu Sehatin be designed as a promotional medium to introduce it to the public? And how can supporting media for Jamu Sehatin be designed as a promotional tool to introduce it to the public?

II. METHOD

The research method used by the author is a qualitative descriptive method. Qualitative descriptive research focuses on providing a detailed and in-depth description of both conditions and processes, as well as the relationships or interconnections between the main elements found in the research subject (Sutopo, 2006: 179). Data is collected through literature studies and field studies. The literature study involves reviewing and analyzing existing theories, academic references, and previous studies related to the topic to build a strong theoretical foundation. On the other hand, field studies are carried out to gather firsthand data and observations directly from relevant sources, including the target audience, product environment, or other stakeholders involved.

III. RESULTS

Jamu is an herbal medicine made from plants, with parts such as leaves, roots, stems, tubers, or even the whole plant being used (DEPKES, 2000). It has been widely recognized and utilized by the community as a traditional remedy to treat minor ailments, prevent diseases, and maintain health and body endurance (Paryono, 2014). As an integral part of Indonesian lifestyle and culture, jamu has been passed down through generations as a natural alternative medicine with health benefits. Therefore, preserving and developing the use of jamu is essential as part of Indonesia's cultural heritage and natural wealth.

Along with the advancement of science and technology, traditional herbal, which once required fresh harvesting before consumption, is now processed and packaged in modern forms. Today, many companies have developed jamu to be more practical and hygienic. Packaging is a crucial element as it serves as the primary visual of the product and influences consumers'

Visual Branding Design of “Jamu Sehatin” To Introduce Indonesian Herbal Medicine

first impressions. In an era of increasingly fierce industrial competition, products need to have strong appeal to be recognized by the public, one of which is through attractive packaging design. According to Klimchuk & Krasovec (2007) packaging design is a creative effort that connects the shape, structure, material, color, image, typography, and product information design elements so that the product can be marketed. Natadjaja in Rosandi & Sudarwanto (2014) stated that the appeal of packaging design is divided into visual appeal and practical appeal. Visual appeal refers to the appearance of the packaging which includes graphic elements. Metcalf et al., (2012) state that effective packaging design can encourage consumers to recommend the product to others.

Jamu Sehatin is a home industry in Indonesia established in 2020. The initial products of Sehatin consisted of ready-to-drink packaging, such as soy milk and beetroot juice. However, the main product now is dried jamu. Aligned with Jamu Sehatin's slogan, “*coz all you need is to be healthy,*” the product aims to support the health of its consumers. Featuring eight traditional immune booster drink variants, each offering different health benefits, Sehatin is attractively packaged and promoted to reach its target audience effectively. The target market segmentation for Jamu Sehatin's design concept is individuals aged 15 to 50 who are less familiar with or less interested in consuming jamu.

The visual branding design for Jamu Sehatin serves as a promotional medium to introduce jamu to the public. The first step taken by the author was conducting research on Jamu Sehatin. The collected data was then processed to develop a creative concept and select the appropriate media. Following this, the visual branding design was created based on the established creative concept, and the proposed designs were finalized. The primary media in Jamu Sehatin's visual branding design involves creating premium packaging, including individual packaging and outer packaging, such as hamper boxes. Additionally, supporting media such as posters and flyers were designed as effective tools for marketing.

In terms of visuals, Jamu Sehatin will use a theme that seems traditional, but feels elegant and premium to attract more people. Because the traditional but premium packaging aims for the brand to have a popular impression but not out of date. The use of black and gold colors to create a traditional, elegant, and premium impression. Additionally, a simple font is chosen to ensure visual comfort and readability.

DESIGN VISUALIZATION



Figure 1. Single Packaging



Figure 2. Hamper Box

Visual Branding Design of “Jamu Sehatin” To Introduce Indonesian Herbal Medicine



Figure 3. Poster



Figure 4. Flyer

CONCLUSIONS

The results of this study indicate that the visual branding of Jamu Sehatin has been successfully conceptualized and visualized as a promotional tool to introduce jamu to the public. The packaging design, crafted with a simple yet premium style, enhances the visual appeal of the product. This approach can change public perceptions of jamu, transforming it from being merely seen as a traditional drink to a product relevant to modern lifestyles. This strategy is expected to attract the younger generation, who are less familiar with or accustomed to consuming jamu. Additionally, the study produced engaging promotional support materials aimed at expanding market reach and increasing public awareness of jamu. Overall, this research highlights the importance of strategic visual branding design in supporting the introduction and promotion of traditional products in the modern era.

REFERENCES

- 1) Depkes RI. 2000. Parameter Standar Umum Ekstrak Tumbuhan Obat. Jakarta: Direktorat Jendral Pengawas Obat dan Makanan.

Visual Branding Design of “Jamu Sehatin” To Introduce Indonesian Herbal Medicine

- 2) Hidayat A H dan Purnomo H. 2014. Desain Pengeringan Kerupuk Menggunakan Metode Ergonomi Partisipatori. Yogyakarta: Fakultas Teknologi Industri Universitas Islam Indonesia.
- 3) Klimchuk, M. R., & Krasovec. S. A. 2007. Desain Kemasan. Jakarta: Erlangga.
- 4) Metcalf, L., et al. 2012. A mixed-methods approach for designing market-driven packaging. *Qualitative Market Research: An International Journal*, Vol. 15 Iss: 3.
- 5) Natadjaja, L. 2011. Kondisi Desain Kemasan Produk Makanan Ringan dan Minuman Instant Pada Industri Kecil Skala Rumah Tangga (Micro Industry) Di Kabupaten Kediri. *Jurnal Desain Komunikasi Visual Nirmana*.
- 6) Paryono dan Kurniarum A. 2014. Kebiasaan Konsumsi Jamu untuk Menjaga Kesehatan Tubuh Pada Saat Hamil dan Setelah Melahirkan di Desa Kajoran Klaten Selatan. *Jurnal terpadu Ilmu Kesehatan*.
- 7) Sutopo. 2006. *Metodologi Penelitian Kualitatif*. Surakarta: UNS.
- 8) Swasty, Wirania. 2016. *Branding: Memahami dan Merancang Strategi Merek*. Bandung: PT Remaja Rosdakarya.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.