

The Improvement of *Jamu* Appeal using Creative Sales Strategies and Contemporary Designs

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Abstract: *Jamu* is an Indonesian nutritious traditional herbal beverage. Recently it makes a comeback to be a popular beverage, thanks to the creative sales strategies of *jamu* and the growing awareness of the *jamu*'s health benefits. Nowadays, restaurants or cafes that sell *jamu* use contemporary interior designs and presentation methods. That makes the previously stagnant sales of *jamu* are moving up. Therefore, the purpose of this research is to find various creative visual and interior design ideas that can be applied to increase the sales of *jamu* and preserve the values of local wisdom in traditional *jamu* products. The qualitative research methods are carried out using case study methods, grounded theory, and phenomenology related to the development of *jamu* sales in contemporary cafes and restaurants. The quantitative research method used in this research is a quantitative descriptive method by using questionnaires distributed to 328 respondents. The study finds out that having *jamu* offered in contemporary designed restaurants and cafes answers the needs of the Indonesian people for a sociable and healthy lifestyle. With this development, *jamu* is expected to become a global icon and prove that local wisdom can remain impactful and not be eroded by time.

1 INTRODUCTION

Jamu, which is a nutritious traditional Indonesian beverage, is a representation of the cultural richness and gastronomy of the country. It contains a lot of ingredients that are useful for our health. There was a time when *jamu* was not popular because it was considered a beverage for old people. However, *jamu* has regained its popularity due to the creativity in its sales strategy and the increase in people's

awareness of its health benefits. This makes *jamu* to be a beverage that is much sought after by the public even among young people.

The popularity of *jamu* is increasing currently because it can be enjoyed on location or brought in packs in restaurants or cafes with contemporary interior designs and appealing presentation methods. Nowadays, *jamu* is not only sold in the physical space but also online. The sales of *jamu* which was previously stagnant, are now increasing. Even the

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global pandemic has brought up the sales as people start to change their lifestyle and be more concerned about their health; and they believe *jamu* plays a significant role to improve their physical conditions.

Along with the popularity comes the challenge for creativity to make *jamu* more appealing for potential customers. Thus, it is important that designers, educators, entrepreneurs, and people in F&B industry can gain insights on how to sell *jamu* using creative sales strategies. They need to find out how *jamu* should be packaged and promoted, so that this traditional drink is not only offered as a beverage product but also as educational tool to preserve Indonesia local wisdom.

With the rise of the internet nowadays, people from around the world have become global citizens that sometimes have the same needs and are influenced by the same lifestyle and culture. To succeed in global competitions, businesses must apply creative sales strategy which meet the demand of the market, especially when the businesses deal with products that are considered traditional. Therefore, there is a need for a research to find the proper and contemporary designs to use to promote and sell *jamu* both online and onsite. By doing the research, findings on a holistic approach to make *jamu* more appealing for the local and the global market can be uncovered, and Indonesia local wisdom will continue to have an impact for the present and in the future. The right appeal of *jamu* for the potential market will make *jamu* not only a cultural asset of the Indonesian nation, but also be an attraction to invite markets from various countries.

Consequently, providing a design for venues to sell *jamu* is also important. It is a fact that when someone experience going to a café or restaurant, where the design is unattractive, the visitor will not want to stay for long. Thus, this research will also try to find what interior design is preferable by the potential target market, especially for cafes or restaurants that sell *jamu* products. It is to make sure that such cafes or restaurants will survive and visitors will not just come for a try but will go back for other visits.

2 METHODS

As aforementioned that *Jamu* is sold in restaurants or cafes with contemporary interior designs, the visual design of packaging, menus, publications on social media, and the words used for imaging and promotion of *jamu* should be more creative. Hence, the purpose of this research is to find a variety of

design creativity that can be applied in the sale of *jamu*. Furthermore, the values of local wisdom in traditional *jamu* products that are transformed in contemporary culture are also discussed here.

2.1 Research Questions

These are two research questions to be discussed in the study:

1. What are the factors in interior design and display that can improve the appeal of restaurant/cafe that sell *jamu*?
2. What are the factors in *jamu* packaging design, visual identity, promotion and social media of that can improve its appeal for the customers?

2.2 Research Methods

This research applied a combination of qualitative and quantitative research methods. The qualitative research was carried out using grounded theory and phenomenology related to the development of *jamu* sales in contemporary cafes or restaurants in Bandung. The quantitative research method used in this research was a quantitative descriptive method by using data from a questionnaire. The data was taken by using incidental sampling techniques from 328 respondents who came from various backgrounds.

There were several research instruments used, namely survey results, field observation, and secondary data. Survey results were taken from the result of the questionnaire distributed to *jamu* buyers and cafes or restaurants customers. The questionnaire itself contained questions about interior design, display, packaging design, visual identity, promotion and selling media of the cafes or restaurants and *jamu* products. The field observation was held in Bandung cafes or restaurants that sells *jamu*. While the secondary data was taken from books, journals, and other printed and online articles.

2.3 *Jamu*

Jamu is a traditional Indonesian medicine from natural ingredients that has become a cultural heritage from generation to generation due to its health benefit (Hanifah, 2016). Besides functioning as medicine, *jamu* is also a nutritious beverage that can improve and maintain body health. Based on *jamu* definition in Permenkes No. 003/Menkes/Per/I/2010, *jamu* contains one or a combination of ingredients such as plants (herbs and spices), minerals, ingredients from animals or other sources, that has been used from generation to generation for medication in accordance

with the experience and the norms of the society (Indariani, 2013). *Jamu* ingredients that mostly come from medicinal plants are proven to be safe and useful to maintain health, fitness, and beauty. It is a cultural heritage of the Indonesian nation that can foster health recovery and disease prevention (Kementerian Kesehatan RI, 2015).

2.4 Sales and Marketing Strategy

To make *jamu* more appealing, proper sales and marketing strategy is needed. According to Suryana (2011), marketing is defined as an activity that:

1. Examines the needs and desires of consumers (probes).
2. Produces goods and services according to the needs and desires of consumers (products).
3. Determines the price level (price).
4. Promotes goods and services so that they are known to consumers (promotion).
5. Distributes goods and services to consumers' places (place).

He further explains that there are four steps in preparing marketing plans (Suryana, 2011):

1. Determine customer needs and wants.
2. Choose a specific target market.
3. Implement a competitive marketing strategy.
4. Choose a marketing strategy.

Suryana (2011) also states that a new business should implement a market-driven marketing strategy by paying attention to six things, namely:

1. Consumer orientation
2. Quality
3. Comfort and pleasure
4. Innovation
5. Speed
6. Customer service and satisfaction

Marketing is engaging customers and managing profitable customer relationships with twofold goals (Kotler, 2017). The first goal is to attract new customers by promising superior value; while the second goal is to keep and grow current customers by delivering value and satisfaction. Marketing does not deal merely with selling and advertising, it is "the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return" (Kotler, 2017).

To employ a good marketing strategy means that there will be a need to create value for customers and to build customer relationships. Fulfilling the need successfully can create profit and customer equity.

According to Kotler (2017) there are four steps in creating and capturing customer value:

1. Understand the marketplace and customer needs and wants.
2. Design a customer value-driven marketing strategy.
3. Construct an integrated marketing program that delivers superior value.
4. Engage customers, build profitable relationships, and create customer delight.

2.5 Branding for Place Image and Visual Identity

Branding is crucial in many aspects as branding can help both consumers and sellers (Kotler, 2017). Consumers can identify products that suit them through brand names; on the other hand, sellers can apply for a trademark to protect their unique product features. Moreover, a brand name can become the nucleus for the whole story of the product. Kotler also states that locations play an important role in terms of branding. This is because the locations should be accessible to the intended target market that are consistent with the retailer's positioning (Kotler, 2017; Observer, 2015). Having the right locations for a product can help create the identity and customers' perception of both the places and the products, which can also influence the customers' experience when visiting the places. It is also said that branding is the intended message of the place (Clouse & Dixit, 2017).

The principles of place branding can also be applied to the design of cafes or restaurants that sell unique products like *jamu*. Such cafes or restaurants should not market itself as it is; on the contrary, they should go further by adding more appeal to the products and the places so the customers can have exceptional experience upon their visit to the venues.

Place branding pays special attention to identity and visual image. According to Rainisto (in Yananda, 2014), identity is the core of the branding process. This is because branding strategy aims to make a difference between one place with the others, so it can reduce the number of substitutes in the marketplace (Bonnici, 2017). The identity is actualized in the use of visual images. Still according to Rainisto (Yananda, 2014), an image that is considered ideal is closely related to the identity so the object can be presented without distortion.

2.6 Interior Design

Some research have shown that up to 80% of the decisions to buy something that is not planned occur

when consumers are in a store. Before going to the store, consumers may only have vague ideas of certain products and do not even have the slightest idea of buying them. Therefore, place has an essential role in supporting products sales; especially the space design as space greatly impacts human senses. The right space design can direct and provide information to encourage consumers to buy (Ebster, 2015). Feelings of pleasure or interest in purchasing a product are important for the success of sales; however, they cannot always be fulfilled by mere service from the staff/salespeople.

Space design, or often called interior design, can be an effective and ideal tool in marketing to create unique characteristics of a brand. Pertinent interior design will make consumers come across an exciting space experience and remember the brand, which in the end can make consumers become loyal customers of the place. Besides, minor changes to a room can cause changes in consumers' purchasing decisions. Display, ambiance of the space, and consumer experience are three factors of interior design that will be discussed in the next parts.

2.6.1 Display

One of the crucial factors in the space design is the display. Pop (point-of-purchase) displays can attract attention, but having too many can make a room seem messy. Pop displays must be flexible. They should present products, create a store image, increase consumer convenience, control consumer circulation; and must be located in a particular area that can increase sales (Ebster, 2015).

Each display must contain four elements:

1. Products: product displays should be uniquely designed, showcasing the most popular product categories, newest products, oldest products, and others which need to be specifically promoted.
2. Props and Color: a display should use special tools or objects to present the products and apply colors that can aid the effectiveness of the product display. For example, a green display can make people feel hungry, while the red color will attract attention.
3. Lighting: specific lighting sources and colors should be utilized to highlight the product on display. Lighting colors should be chosen carefully because they have a great impact on consumers' sensory and perception. For food product display, lighting color can affect buyers' motivation to buy foods and the amount of food consumed; even though it does not affect the taste intensity of the food. For

example, blue lighting can lessen the appeal of food display compared to white or yellow lighting, and significantly reduce food consumption in men (Cho, 2015).

4. Product price tags or product benefit marks: tags and marks need to be displayed to provide specific information of the benefits for buyers.

2.6.2 The Ambiance of the Space

The overall design must take into account the ambiance of the space. The ambiance must evoke the mood so that consumers will spend more time lingering in the store which will also affect the number of purchases. There are four aspects to consider to set the ambiance of the space in cafes or restaurants (Ebster, 2015):

1. Music: the use of music can create the atmosphere of a room. Slow music can keep consumers longer in the cafes or restaurants, while a faster tempo can reduce the length of time as fast music evokes the feelings of joy. Music can also make consumers feel nostalgic and make them enjoy staying in the room. Thus, choosing the appropriate background music that suits the product theme and the target market is important.
2. Scent: what consumers smell when they are in a room can influence their behavior. Thus, the scent in the cafes or restaurants must match the types of the venues and their products. Simple scents are easier for the human brain to process and can positively affect consumers' behavior.
3. Light: the application of appropriate light can draw attention to the appearance of a product. In general, customers prefer natural light.
4. Color: choice of colors must match the concept of the cafes or restaurants and their products. The color application must also consider symbolic meanings, culture and human reactions.

2.6.3 Consumer Experience

One of the most effective marketing tools for cafes or restaurants is the word-of-mouth. Therefore, the experience of consumers who visit the venues plays a vital role because consumers will become news bearers in their community, and those who are satisfied can become positive advertisements (Ebster, 2015). To attract consumers to come to the cafes or restaurants, the designer must adjust the design to the desires of the target consumers. Four things must be considered when creating a good design: suitability of the theme, attention to details, originality, and staff attitude. Another important thing to think through is the uniqueness in the design that differentiates a café or restaurant from other places.

3 RESULTS AND DISCUSSION

This research began by designing and distributing questionnaires to find out the needs and desires of consumers. The data gathered become the basis for creating the design of a venue that sells *jamu* which meets the needs and desires of the consumers. There are 328 respondents (aged 15- 69 years) who took part in the research.

From the questionnaires, it is found that as many as 40.9% of the respondents have visited a café that offers *jamu*. 58.8% of the respondents are more interested in visiting cafes in the afternoon to the evening, while 27.4% prefer to visit the café in the morning to the afternoon. The afternoon to the evening is a more popular option because at those times consumers have finished their activities of working or studying for the day and they go to the café to relax while trying *jamu* and eating.

The result of the questionnaires also shows that the respondents consider natural views as a pleasant atmosphere of a café, compared to one that has a traditional or a postmodern atmosphere. Nowadays, the number of cafes that provides *jamu* is increasing. Cafe owners have transformed the traditional herbal drink previously sold by peddlers or offered in a small *jamu stall* into a modern one, to be one of the menus in contemporary cafes. Such cafes are creatively designed, and they offer innovations in the traditional drinks with contemporary concoctions and packaging, so people of various generations can enjoy *jamu* with a variety of choices. *Jamu* cafes are now in demand of various generations, including the younger generation, because they are unique and relaxing.

The respondents have various reasons for visiting a café or restaurant that sells *jamu*. The three main reasons are: to try drinking the original/fusion *jamu* (59.9%), to relax (57.8%), and to have meals and drink (40.7%). From the result, it is shown that the respondents are curious to try *jamu* that are combined with other ingredients (fusion). They also want to relax and eat at a café that offers traditional drinks. It seems that the respondents are interested in getting the health benefits of *jamu* in a fun way. Apart from the three reasons, some others should be taken into consideration. Some respondents come to cafes with the appeal of traditional drinks, not only because they are curious or want to relax, but also because they need a space to work (14.6%) or to have a meeting (11.6%).



Figure 1: Various *jamu* drinks in contemporary serving style at “Mendjambu”, Bandung-Indonesia. These *jamu* are mixed with ingredients that are usually used in modern beverages such as lime, brown sugar, and mint leaf. The contemporary-styled cafe has indoor and outdoor areas and provides various food so consumers can feel comfortable spending some time there.

The above results show that *jamu* has become part of the lifestyle of today's society. *Jamu* is no longer seen as a traditional drink but as a nutritious and state-of-the-art nutritious drink. The result of the questionnaires is also supported by observations to contemporary cafes and restaurants which sell *jamu*. From the observation, it is found that this kind of cafes and restaurants is becoming a hype. This is because people are more aware of healthy lifestyles and they find such cafes and restaurants suit their needs for health and pleasure.

Detailed information on the survey and observation results is presented in the followings. The discussion is divided into several sections: interior design, display, packaging design, visual identity, promotion, and social media of *jamu*. Hopefully, the findings can improve the sales of *jamu* and the appeal of the cafes or restaurants selling it.

3.1 Interior Design and Display

The result of the questionnaires shows that 53.4% of the respondents prefer to enjoy *jamu* in a café with natural views. The other 25.9% prefer an interior design that creates a warm and natural atmosphere. Natural landscapes are preferred because they can have several positive effects, such as relaxing, reducing stress, soothing the eyes, calming, inspiring, and increasing happiness.



Figure 2: An example of a mixed indoor and outdoor cafe with natural surroundings that become a favorite nowadays, especially in tropical countries. (Source: Arunlak Vis, 2020).



Figure 3: An example of an outdoor cafe with natural surroundings that become a favorite in Bandung, Indonesia. This is “150 Coffee & Garden” that was built in and ex-convection factory. (Source: 150 Coffee and Garder, 2021).

Cafes or restaurants with a mix of indoor and outdoor areas are the primary choice (66.5%) of the respondents. This is because such cafes or restaurants can give a feeling of security as well as comfort. 64.6% of the respondents prefer a design style that combines modern/contemporary and traditional elements. The harmony in a café or restaurant that combines a contemporary concept with an impressive traditional style can make the atmosphere fresher, up-to-date, and unique, yet the café or restaurant still feels homey. A room with warm white light is preferable (75%) to yellow light (14%) or white light (11%). Warm white light can give the impression of calmness and elegance. Besides, such lighting does not make people sleepy and they can still talk or work comfortably. Thus, this kind of light is suitable for relaxing spaces such as cafes that blends modern/contemporary and traditional styles.

As many as 50.9% of the respondents state that product displays which look natural and traditional affect their purchasing decisions when buying *jamu*. Concerning display design, 24.7% of the respondents vote for displays which use glass material and arranged in a contemporary manner, while 24.4% choose an ordinary display focusing on function.



Figure 4: Nostalgic *Jamu* display in “Suwe Ora Jamu Café”, Jakarta-Indonesia that makes consumers remember the good old days. This display emphasizes the traditionality of *jamu* without being old fashioned (Source: Sutiknyo, 2017).

The aesthetic elements in the interior design can improve the atmosphere of the space. Based on the questionnaires, respondents stated that plants are an important factor in space (58.8%). Other aesthetic elements that are also important are works of art such as sculptures, paintings and other artworks (54.6%), murals in the form of pictures/illustrations (46%), backdrops/photo areas (33.5%), and murals in the form of quotes/writings (28.4%). Hence, applying various forms of aesthetic elements as preferred by the respondents can attract more consumers and affect their experience of the space upon their visit.

Music can be an essential factor in improving consumers’ satisfaction; inappropriate music played in a café or restaurant can disturb visitors and make them so uncomfortable that they do not want to revisit the place. Based on the survey, respondents prefer instruments with the sound of nature (63.4%), traditional instruments (59.5%), and popular/contemporary instruments (20.7%); compared to music with vocals (12.8%). However, 7.3% of the respondents prefer cafes or restaurants without music. Instrumental music is preferred because it is suitable for enjoying the respondents’ leisure time, as such music does not interfere other activities such as chatting or working. That kind of music also makes eating and drinking more enjoyable and comfortable.

The majority of the respondents prefer the scent of spices (61.6%) or the gentle scents of nature (61%) to greet them when coming to a place to enjoy *jamu*. Those types of scents can make the atmosphere comfortable, provide a calm sensation, help refresh the mind, relieve stress or fatigue, increase energy, inspire ideas, and stimulate positive feelings.

The above findings show that the ambiance of a space depends not only on visual aspects such as lights and colors but also on other aspects such as music and scents. Responses from the respondents also show that places with aesthetic elements and display that emphasize the uniqueness of *jamu* are preferable.

3.2 Packaging Design and Visual Identity

Packaging design is one of the visual identities that can improve the appeal of *jamu*. Unique packaging with a modern appearance and a design that makes it look hygienic can encourage people to purchase this traditional drink. Nowadays, people can buy *jamu* for takeaway in ready-to-drink packages, such as in bottles or cups, as well as in sachets. The ready-to-drink package is the focus on this research.

Glass bottles are the most preferred by the respondents (72%) compared to paper cups (15.9%), plastic bottles (11.6%), and plastic cups (0.6%). Glass bottles look more attractive generate a perception that the *jamu* is cleaner and more hygienic. The bottles should also have labels providing visual identity of the cafes or restaurants. According to the questionnaire result, the visual identity (logo, label, menu design) that can attract visitors to buy *jamu* products is a combination of traditional and modern/contemporary style (72%) using natural colors (84.1%). About 82.6% of the respondents believe that visual identity should come with an image, either an illustration or a photo to attract more attention.

The use of glass bottles also gives a nostalgic impression, as a reminiscent of the good old days when *jamu* was sold by peddlers (usually older women). When someone ordered *jamu*, the peddler would prepare a glass and pour *jamu* liquid from big glass bottles. Sometimes the *jamu* only came from a bottle, but other recipes might need a mixture from the contents in several different bottles. Thus, the use of glass bottles is a strategy to make modern *jamu* more appealing. Nowadays, *jamu* in the glass bottles

are offered both in small sizes for one serving and big sizes for up to five servings.



Figure 5: “Suwe Ora Jamu”, *jamu* products in glass bottles and specially designed labels as its visual identity (Source: Sutiknyo, 2017).

The visual identity of the *jamu* brand appear in the choice of bottles, the label and logo design posted on the bottle, the menu design, and other graphic items inside the cafes or restaurants. All of those items should apply natural colors and accompanied by illustration to improve the appeal of the products and emphasize the brand image of the *jamu* and the cafes or restaurants offering it.

3.3 Promotion and Social Media

86% of the respondents prefer to buy *jamu* on the spot, at cafes or restaurants. Some others choose to buy *jamu* through online courier applications (57.6%), via Instagram (47.6%), or via online shop (46.6%). This result clearly shows that the market is still interested in visiting cafes or restaurants that sells *jamu*. The business is still lucrative because people need a place to socialize and relax outside their homes. Indonesian people also love hanging out and gathering, and most of them will favor cozy places to do those activities.

Buying *jamu* via online transactions is the most favourable because trust factor is still a big issue in Indonesia's online market. People prefer to buy products on the spot, where they can see the products on display and make the purchase directly. Besides, doing direct transactions means that the purchase error is minor (compared to online purchases) and they can have a pleasant experience when choosing and buying products directly. Hence, *jamu* products that are stylishly packaged and served in cafes or restaurants are the respondents' most popular choice; consequently, packaging design as a part of visual

identity is essential in determining consumers' purchasing decisions.

To encourage people to come to cafes or restaurants, to boost the sales of *jamu*, as well as creating the brand image of the products and the venues, business owners have to do some promotions. The respondents choose social media promotion (87.5%) as the most attractive media to get information and stories behind the products, to get the knowledge of *jamu* products. Promotions through websites and YouTube videos get the results of 33.8% and 31.4% respectively, as the media that respondents use to find information about the products and venues. From the result, it is shown that social media promotions are considered more attractive than the others because people need less amount time to look at them; yet they experience the same or even more excitement.

3.4 Final Results and Discussion

The respondents in this research considered creative sales strategy and contemporary designs as two essential factors to improve *jamu* appeal. Concerning the *jamu* products, most of the respondents would like to try drinking original/fusion *jamu* in cafes or restaurants because they are curious, or they want to be involved in practising a healthy lifestyle. The respondents also prefer to buy *jamu* products on the spot, and they like the *jamu* to be put in glass bottles as the take-away packaging because of their practicality, hygiene, and nostalgic impression of *jamu* heyday. The visual identity in the labels, logos, and menus that apply modern/contemporary style with natural colors, along with completed with images (illustrations or photos) are considered more appealing for the customers, and make them want to buy the products.

Regarding the venues where the respondents can enjoy *jamu*, most of them prefer cafes or restaurants that have outdoor and indoor facilities with natural views, warm light in the room, product display that looks natural and traditional, with a touch of natural and aesthetic elements in the cafes or restaurants, such as the use of plants. The respondents also love the sound of nature, the scent of spices, and the gentle scent of nature to build the ambiance in the cafes or restaurants.

As for the creative sales strategy, there are two out of four marketing plans (Suryana, 2011) that become the discussion topics in this research. The first marketing plan is determining the target market's needs and wants. The second is to choose a marketing strategy. The two plans are then elaborated using the

theory of marketing activities (Suryana, 2011). Four out of five marketing activities (probes, products, promotion, and places) are discussed. It is found that the respondents prefer to use social media to get information on the promotion of *jamu*, the story behind it, as well as the products and services offered in the cafes or restaurants. The finding can help business owners to maximise the use of social media to distribute information about their businesses, goods and services; also to help the potential customers find the right place to enjoy *jamu* and do other activities.

Only three out of six market-driven marketing strategies (Suryana, 2011) are discussed in this research because they are closely related to the quality of the designs. Those strategies are 1) consumer orientation, 2) comfort and pleasure, and 3) innovation.

In addition, this paper studied two out of four steps in creating and capturing customer value (Kotler, 2017). Those are: 1) understand the marketplace and customers' needs and wants, and 2) design a customer value-driven marketing strategy. To do a successful marketing, business owners must develop ways to penetrate the market, expand the market by offering products and services to new target markets, develop products by diversifying or modifying the main products, and segment the existing markets.

4 CONCLUSIONS

To improve *jamu* appeal, there must be a place to do direct selling (dine-in or take away). The place is preferably a cafe or restaurant with good interior and visual designs. Indonesians love to hang out and buy products directly. Therefore, cafes or restaurants that sell *jamu* had better offer other food and beverages to accompany the visitors when doing activities in the cafes or restaurants. The display, ambiance, and aesthetic elements in the cafes and restaurants will be the deciding factors for a good consumer's experience. Visual identity in the packaging, logo, menu and promotional items are also essential to improve the *jamu* and the cafes or restaurants images. Social media should be exploited to tell stories about *jamu*, to do promotion, and to create the brand image of the *jamu* as well as the cafes or restaurants that sell it.

The interior and visual design applied in various spaces, products and media when selling *jamu* should instill some values of the local wisdom in traditional *jamu* products. By emphasizing the *jamu*'s uniqueness (such as its heyday, tradition, Indonesian

culture and nature, and health benefit), *jamu* products can attract not only potential customers from Indonesia but also from other countries. Besides, the appropriate designs can make people from various generations be interested in *jamu*. *Jamu* can regain its heyday because it becomes more contemporary and part of the lifestyle. It will then survive the test of time and sustain for many generations. This proves that local wisdom can continue to be impactful and not be eroded by time as long as it is creatively developed and promoted.

Another research that discusses some of the marketing plans, marketing strategies, creative sales strategies, and steps in creating and capturing customer value that hasn't been discussed thoroughly in this paper is a good continuation of this research. Other research can examine the interior design of *jamu* cafes or restaurants, their visual identity, and social media in more details. The research about creative sales strategy and contemporary design for improving *jamu* appeal can be beneficial not only for business owners but also for the preservation of Indonesia's national dan cultural heritage.

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