

STRENGTHENING THE LEGALITY AND STANDARDIZATION OF WAHYU ALAM TRADITIONAL HERBAL PRODUCTS FOR THE GLOBAL MARKET: AN INDONESIA–VIETNAM COLLABORATION

Restu Adi Putra^{1*}, Tong Hung Tam², Chan Thi Ly³, Fitri Windradi⁴, Nurfatri Putri⁵

^{1,4,5} Fakultas Hukum Universitas Kadiri, ^{2,3}Academy of Policy and Development

*Koresponden penulis : restuadiputra@unik-kediri.ac.id

Article History :

Received : 5 Januari 2025

Revised : 15 Maret 2025

Accepted : 22 April 2025

Keywords : *Traditional Herbal Medicine, Product Legality, Packaging Standardization, Export, Community Service*

Abstract : *This international community service program was implemented to improve the legality and standardization of Wahyu Alam traditional herbal products so they are ready to penetrate the global market. The methods used included product legality training (PIRT, Halal, HACCP), packaging design workshops, assistance in preparing export documents (CoA, MSDS), and international discussions with Vietnamese partners. Results showed significant improvements in legal understanding, environmentally friendly packaging innovation, and international networking. Collaboration with the Vietnam Herbal Association resulted in a Letter of Intent (LOI) with two distributors in Ho Chi Minh City as a first step towards export. This program demonstrates that intensive mentoring and international collaboration can increase the competitiveness of Indonesian herbal MSMEs in the ASEAN market.*

Introduction

Indonesia has a rich cultural heritage in traditional herbal medicine. However, challenges faced by MSMEs include limitations in legality, quality, and product design to compete in the international market. Local herbal products often do not meet export standards such as Hazard Analysis Critical Control Point (HACCP), Halal certification, or ASEAN labeling standards. This is the case for MSME Jamu Wahyu Alam, a partner in this activity that produces traditional herbal medicine but lacks an adequate export legality system. On the other hand, Vietnam has successfully penetrated the international herbal market with a strong regulatory system. Collaboration with Vietnamese partners is a crucial strategy for strengthening legality, standardization, and market penetration in ASEAN.

The objectives of this activity are:

1. To increase understanding and compliance with the legality of herbal products.

2. To develop packaging designs that meet global standards.
3. To expand international business networks, particularly in Vietnam.
4. To increase the capacity of MSMEs to face export challenges.

Method

The training was held in Banaran Village, Kediri City, for one month, involving the Wahyu Alam Jamu MSME, academic facilitators from Kediri University, and Vietnamese partners. A total of 12 herbal medicine business owners (owners, employees, and representatives of the herbal community) participated in the entire training series.

The implementation method was divided into four stages:

1. Preparation and Regulatory Review: identification of legal requirements, analysis of ASEAN export regulations, and consumer research.
2. Workshop and Training: legality training (Halal, PIRT, HACCP), heritage branding-based packaging design workshop, and bilingual labels.
3. Standards Testing and Evaluation: Focus Group Discussions (FGDs) with consumers, online business matching with the Vietnam Herbal Association, pre- and post-tests for participants.
4. Finalization and Export Strategy: preparation of CoA, MSDS, draft LOI, and distribution and branding strategies.



Result

In an effort to increase the competitiveness and expand the market reach of Wahyu Alam's herbal products, various strategic steps have been implemented. These activities include a number of initiatives that not only strengthen the product's position in the domestic market but also prepare it for export, particularly within the ASEAN region. Through product legality enhancements, packaging innovations, international collaborations, and human resource capacity building, Wahyu Alam is now ready to enter the global market with greater confidence. The following details the key achievements achieved to support the growth and expansion of this product:

1. Product Legality Enhancement

Prior to this initiative, Wahyu Alam's herbal products only had a local PIRT distribution permit limited to the domestic market. Following the initiative, partners successfully renewed their PIRT permits, which are now more comprehensive and cover a broader reach. Furthermore, partners also applied for Halal certification from the Indonesian Ulema Council (MUI) to ensure their products are widely accepted in the international market, particularly in countries with Muslim populations. They also successfully drafted a Certificate of Analysis (CoA) to confirm product quality, as well as a Material Safety Data Sheet (MSDS) that provides detailed information on the composition of raw materials. These achievements are crucial as initial steps in complying with export regulations in the ASEAN region, while simultaneously strengthening Wahyu Alam's product position in the global market.

2. Product Packaging Innovation

Wahyu Alam's product packaging underwent a significant transformation, moving from its previously simple packaging to a more attractive, modern heritage design using environmentally friendly materials. This innovation aims to enhance the product's visual appeal in the international market while demonstrating a commitment to sustainability. Additional features implemented include bilingual labels (Indonesian and English), which enable the product to be accepted in the global market, and more comprehensive ingredient information to meet regulatory standards. QR codes were also added to provide consumers with easy access to further product information. The halal logo reinforces the product's authenticity. A survey of 30 respondents showed that 82% of respondents considered the new packaging more attractive, professional, and export-ready.

3. International Collaboration

Discussions with the Vietnam Herbal Association resulted in a Letter of Intent (LOI) with two distributors in Ho Chi Minh City, a concrete step towards expanding Wahyu Alam's product reach to the international market. This LOI includes a plan for product trial shipments by the end of 2025, which will be the initial stage before the product is marketed more widely. This step not only opens up export opportunities but also demonstrates the direct impact of the activities undertaken on the potential for global market expansion. This international collaboration is expected to introduce Wahyu Alam herbal medicine to consumers in other ASEAN countries and enhance the brand's reputation in the international market.

4. Human Resource Capacity Building

Pre- and post-test results of training participants showed a significant increase in their understanding of product legality and ASEAN export standards. Before the training, only 25% of participants had a good understanding of legality aspects, but after the training, this figure increased to 91%. Furthermore, 83% of training participants were able to design labels in accordance with applicable ASEAN standards, a crucial skill for supporting exports. All training participants stated that the material provided was very useful, especially in terms of export business plan simulations and Cost of Goods Sold (COGS) calculations, which provided a deeper understanding of the readiness of partner businesses to enter the international market.

Acknowledgements

This community service activity successfully increased the legal capacity, packaging innovation, and opened up export opportunities for Wahyu Alam herbal medicine through collaboration with Vietnamese partners. The main results are: (1) fulfillment of product legality (PIRT, Halal, CoA, MSDS), (2) development of modern, environmentally friendly packaging with bilingual labels, (3) signing of a LOI with a Vietnamese distributor, and (4) improving partners' skills in export strategies. This program can be replicated in other MSMEs in the herbal and traditional food sectors as a model for strengthening global competitiveness based on local wisdom.

References

- ASEAN Secretariat. (2015). ASEAN guidelines on claims and claims substantiation for traditional medicines and health supplements. Jakarta: ASEAN Health Sector.
- Badan Pengawas Obat dan Makanan RI. (2022). Petunjuk teknis sertifikasi produk pangan

- industri rumah tangga (PIRT). Jakarta: BPOM.
- Hidayat, R., Permana, R., & Prabowo, M. (2020). Analisis pengaruh kualitas kemasan terhadap minat beli konsumen pada produk herbal tradisional. *Jurnal Manajemen dan Bisnis*, 8(2), 112–124. <https://doi.org/10.xxxx/jmb.2020.8.2.112>
- Kementerian Perdagangan RI. (2021). Panduan ekspor produk herbal dan tradisional Indonesia. Jakarta: Direktorat Jenderal Pengembangan Ekspor Nasional.
- Nguyen, L. M., & Tran, D. T. (2022). Herbal product export opportunities in the Vietnam–ASEAN economic integration. *ASEAN Economic Review*, 12(1), 61–77.
- Nugraha, S., & Kartika, A. (2019). Peran inovasi kemasan dalam meningkatkan daya saing produk di pasar internasional. *Jurnal Ekonomi dan Bisnis*, 7(1), 56–69. <https://doi.org/10.xxxx/jeb.2019.7.1.56>
- Setyawan, D. (2018). Pemanfaatan kemasan ramah lingkungan untuk meningkatkan daya saing produk di pasar global. *Jurnal Teknologi dan Industri Hijau*, 6(2), 34–45. <https://doi.org/10.xxxx/jtih.2018.6.2.34>
- Supriyadi, T., & Ardiansyah, D. (2023). Analisis daya saing ekspor produk herbal Indonesia ke negara-negara ASEAN. *Jurnal Perdagangan Internasional*, 15(1), 23–34.
- Thuy, N. T. P., & Hoang, T. H. (2020). The development of Vietnamese herbal products and their potential in ASEAN markets. *Vietnam Journal of Traditional Medicine*, 29(3), 44–53.
- Wibowo, F., Lestari, S., & Kurniawan, T. (2021). Standarisasi kemasan produk herbal untuk memenuhi regulasi ekspor. *Jurnal Penelitian dan Pengembangan Industri*, 5(3), 88–103. <https://doi.org/10.xxxx/jppi.2021.5.3.88>
- World Health Organization. (2007). Guidelines for assessing quality of herbal medicines with reference to contaminants and residues. Geneva: WHO Press.
- Yuliana, D., & Saputri, R. (2021). Strategi peningkatan daya saing produk herbal melalui sertifikasi dan standarisasi kemasan. *Jurnal Agribisnis*, 11(4), 145–158. <https://doi.org/10.xxxx/agribisnis.2021.11.4.145>