

## STRENGTHENING INNOVATION AND STANDARDIZATION OF WAHYU ALAM HERBAL MEDICINE PACKAGING IN ENTERING THE GLOBAL MARKET

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**Keywords :** *Packaging standardization, innovation, traditional herbal medicine, global competitiveness, community service*

**Abstract :** *This community service activity aims to increase the competitiveness of Jamu Wahyu Alam products through packaging standardization and innovation so they can penetrate the global market. Partners' problems include limited knowledge of international packaging standards, difficulties in designing and selecting environmentally friendly materials, and limited resources for promotion. The solutions offered are training, workshops, and mentoring related to packaging standardization, modern design innovations that also represent traditional values, and the use of environmentally friendly packaging materials according to global trends. The activity was carried out in the form of a one-month training that included needs analysis, prototype design, evaluation, and packaging finalization. The results of the activity showed an increase in partners' knowledge and skills in understanding international packaging standards, global consumer-oriented designs, and digital marketing strategies. Thus, this activity successfully helped partners in strengthening product quality, increasing sales value, and expanding international market opportunities for the local herbal medicine industry.*

## Introduction

Indonesia is a country with abundant natural resources, particularly in medicinal plants that have been traditionally used for centuries. Jamu, an indigenous Indonesian herbal product, plays a vital role in maintaining public health and has significant potential to become a leading product in the international market. Global trends that increasingly emphasize healthy lifestyles and the consumption of natural products provide ample opportunities for jamu to develop globally. However, the main challenge faced is the ability of herbal products to meet global consumer expectations, particularly in terms of quality, safety, and attractive packaging.

Product packaging plays a crucial role in increasing competitiveness in the highly competitive global market. Research shows that attractive, informative packaging that meets international standards can increase consumer purchasing interest and build a positive image for the product. In the context of jamu, packaging design must not only be attractive and modern but also represent traditional Indonesian values. Furthermore, the implementation of international packaging standards regarding labeling information, product protection, and material selection is a crucial requirement for entering export markets.

Furthermore, global consumers are increasingly paying attention to sustainability issues and the environmental impact of packaging. Therefore, the use of sustainable, environmentally friendly packaging materials can add value and be a determining factor in the competitiveness of herbal medicine products in the international market. The partner in this community service program, Jamu Wahyu Alam, faces several challenges, such as limited knowledge of international packaging standards, difficulties in designing and selecting appropriate materials, and limited resources for developing promotional strategies.

Based on these conditions, this community service program is designed to provide solutions through increased standardization and innovation in Wahyu Alam herbal medicine packaging. These activities, which include training, workshops, and mentoring, are expected to assist partners in producing packaging that meets international standards, is attractive in design, is environmentally friendly, and supports digital marketing strategies. Thus, it is hoped that Wahyu Alam herbal medicine can expand market access, increase global competitiveness, and contribute to the development of the Indonesian herbal medicine industry on the international stage.

## **Method**

The community service program, which focused on improving the standardization and innovation of Jamu Wahyu Alam packaging, was implemented over a one-month period and consisted of several stages. The first stage was preparation and analysis, including identifying the need for standard packaging in line with the global market, discussions with partners to understand constraints, and market research related to international consumer preferences.

The second stage was prototype design and development, which involved designing innovative, attractive packaging that reflected traditional values, while remaining modern and environmentally friendly, and compliant with international regulations.

The third stage was standard testing and evaluation, which involved reviewing the packaging design, discussing it, and evaluating it through consumer feedback. The fourth stage was finalization and preparation for production, which included design improvements based on the evaluation, developing a final design, and developing an international marketing strategy for the new packaging. This activity took place in Banaran Village, Kediri City, a center for local herbal medicine businesses, facilitating direct implementation for entrepreneurs and opening up business networking opportunities.

## Result

The training program to improve the standardization and innovation of Wahyu Alam herbal medicine packaging, held in Banaran Village, Kediri City, has yielded several important achievements for local herbal medicine entrepreneurs. The main outcome was an increased understanding of international standards for herbal product packaging, including aspects of safety, durability, and labeling clarity. This knowledge is highly beneficial for preparing products to compete in the highly regulated global market.

Furthermore, participants gained new insights into packaging design trends favored by international consumers, such as the use of environmentally friendly materials, a modern design that still emphasizes traditional values, and the presentation of clear and attractive product information. These improvements are expected to strengthen the competitiveness of Wahyu Alam herbal medicine products and facilitate access to export markets.

The program also fostered business networking and collaboration among participants, instructors, and Russian partners. This interaction opened up opportunities for collaboration in the marketing and distribution of herbal products internationally. Participants actively discussed and practiced innovative packaging designs, fostering creative ideas for sustainable product development..



Image: Implementation of Activities

With this activity, practitioners of Wahyu Alam's herbal medicine business are not only able to understand the theory, but also have practical skills in packaging innovation. This is expected to be a significant initial step to build a more competitive brand in the international market, as well as increase the attractiveness and selling value of Indonesian herbal products.

## **Conclusion**

The training program to improve the standardization and innovation of Wahyu Alam herbal medicine packaging in Banaran Village, Kediri City, successfully provided tangible benefits for local herbal medicine entrepreneurs. Participants understood the importance of international packaging standards, including safety, durability, and labeling, which are key to penetrating the highly regulated global market.

Furthermore, the training introduced the concept of environmentally friendly, modern packaging design that still represents traditional values, thereby increasing the product's appeal and selling value. This knowledge not only strengthened competitiveness but also opened up broader export opportunities.

The activity also fostered a collaborative atmosphere between participants, instructors, Kadir University, and partners from Russia, fostering the formation of business networks and new collaboration opportunities. With these results, local herbal medicine entrepreneurs are expected to continue innovating, maintaining quality, and sustainably improving product competitiveness, enabling Wahyu Alam herbal medicine to become one of Indonesia's leading herbal products in the international market.

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