

JAMU MSME Marketing Strategy during the Covid-19 Pandemic

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Abstract: In the midst of the COVID-19 pandemic, many businesses, especially micro, small and medium enterprises (MSMEs), are under pressure. Micro, small and medium enterprises (UMKM) Herbal Medicine is one of the SMEs in Banjarbaru, South Borneo. In the midst of the pandemic, it is still possible to survive, and according to temporary observations, sales have actually grown. The purpose of this study is to find out the Marketing Strategy of MSME Herbal Medicine during the Pandemic. The type of research used by the researcher is descriptive qualitative, and the results of the research describe the results of interviews. The results of the study show that the herbal products offered were good. The products offered are also neat, clean and attractive. Prices are still not stable and the location is difficult for a small number of consumers to reach. Promotions are done by participating in bazaars and exhibitions and giving out free products. Employees involve their families and the surrounding community. The Jamu business gets its raw material supply from a market which is quite far from home. The herbal medicine is produced in the owner's residence.

Keywords: 7P Marketing Strategy, Micro, Small and Medium Enterprises (MSMEs)

Date of Submission: 18-02-2022

Date of Acceptance: 03-03-2022

I. Introduction

Background

MSMEs are a good forum for the creation of productive jobs. MSMEs are labour-intensive businesses. They do not require certain things such as a high level of education or skilled workers, the use of venture capital is relatively low, and the technology used tends to be simple. (Ananda & Susilowati, 2019). Data from the Indonesian Ministry of Cooperatives and Small and Medium Enterprises in 2018 shows that the number of MSME business units is 99.9% of the total business units or 62.9 million units. The absorption of MSMEs is 97% of the total employment, 89% of which is in the micro sector, and can contribute 60% of gross domestic product (Awali, 2020).

During the pandemic, many businesses, especially MSMEs, are under pressure. This is due to restrictions on mobility which results in a decrease in people's interest and purchasing power. Teten Masduki, the Minister of Cooperatives and Small and Medium Enterprises (Menkop UKM), asked all MSME actors in Indonesia to be patient with the current pandemic conditions. In addition, he hopes that they will be mentally resilient and be able to adapt to changes and transform into more resilient businesses in the future.

MSMEs for herbal medicine in Banjarbaru, South Borneo. During the pandemic, it is still possible to survive, and according to temporary observations, sales have actually grown. Of course this is good news, and in line with what the Minister of Cooperatives, Teten Masduki, conveyed about MSMEs being able to survive the current situation.

During COVID-19, processed traditional herbal medicine has become popular, so it could be said that everything returned to spices. To increase the body's immunity, these people consume a lot of medicines from spices. Indonesia is the world's spice producers. MSME Jamu produces fresh processed herbal medicine that is ready to drink and powdered herbal medicine that is ready to be brewed. Some of the production results can be seen in the table below.

Table 1.1
MSME Product Results
Fresh Herbs Ready to Drink

No.	Processed Product Results
1.	Lemongrass Lemongrass (SERUNI)
2.	Red Ginger (JAMER)
3.	Turmeric Asem Lime (NYEMRUNI)

4.	Saffron-colored rice
5.	Tamarind Turmeric
6.	Curcuma
7.	Paitan (Sambiloto)
8.	betel nut

Source: Processed (2022)

Table 1.2
MSME Product Results
Powdered Herbs

No.	Processed Product Results
1.	Red Ginger Powder
2.	White Turmeric Herbal Powder
3.	Jamu Temu Lawak Powder
4.	Jamu Kencur Powder
5.	Jamu Temu Putih Powder
6.	Mixed Herbal Powder (Red Ginger, Temulawak, Turmeric)

Source: Processed (2022)

Data on average monthly herbal sales before and during the pandemic is as follows:

1. Red ginger sales before the pandemic were at 20 kg and during the pandemic are at 40 kg; experienced a 100% increase in sales
2. White turmeric sales before the pandemic were at 15 kg and during the pandemic are at 20 kg; experienced a 33% increase in sales
3. Temulawak sales before the pandemic were at 15 kg and during the pandemic are at 25 kg; an increase of 66%
4. Turmeric sales before the pandemic were at 5 kg and during the pandemic are at 20 kg; experiencing a 300% increase in sales
5. Kencur sales before the pandemic were at 3 kg and during the pandemic are at 7 kg; experiencing a 133% increase in sales
6. Temu Putih sales before the pandemic were at 2 kg and during the pandemic are at 5 kg; experiencing a 150% increase in sales

Formulation of the problem

Based on the background of the problem, the formulation of the research problem is: What is the marketing strategy of MSME Herbal Medicine during the pandemic?

Research purposes

The purpose of this study is to find out the marketing strategy of MSME Herbal Medicine during the pandemic.

II. Literature Review

Marketing

The 7P Marketing Strategy was first introduced in 1982. The founder or originator of the 7P marketing strategy was Booms & Bitner. In the world of marketing, the 4P marketing strategy is known to consist of product, price, place, promotion. The marketing mix was first proposed by E. Jerome McCarthy .

The 4P *marketing model has developed into a marketing strategy, 7P or Service Marketing Mix*, which is more widely used in the service sector.

The addition of aspects or elements in the 4P marketing strategy model to create a 7P marketing strategy is mainly due to the growing business in the service sector. The addition of 3 aspects, namely people, process and physical evidence, is more aimed at making decisions in order to plan marketing communication tactics.

The plan will of course be adjusted to what the marketing target of the company is as carried out by the marketing manager.

The following are components of the 7P marketing strategy:

1. Product

The products offered by a company or business owner can be in the form of goods or services. Products in the form of services should be something that can provide benefits, can be used to meet the needs of consumers, and can provide satisfaction to consumers.

However, consumers basically do not buy products in the form of goods or services - they buy the benefits that can be obtained from these products.

2. Price

Another crucial thing that is included in the marketing strategy is the determination of the product price. The price of a product will later affect consumer interest so that it will also determine whether it sells or not. Furthermore, the pricing of a product affects the overall income of the producer. For this reason, the price-setting must be considered carefully by the company and adjusted to the target market, product variations, services and the level of competition. For a company, this pricing can be the main key to determining its market position.

3. Place (Location)

Place is the selection of a location that is used as a place of business. It is common knowledge that a strategic location will certainly be easier to reach by potential consumers and will make products sell more easily. The capital factor must also be considered because if the company chooses a good location, it will require more costs as the cost of renting a kiosk is considerable, for example.

4. Promotion (Promotional Strategy)

Promotion is important for a product to be remembered by consumers. The definition of promotion itself is an activity and material which in its implementation uses a certain technique.

Promotion is carried out under the control of the manufacturer or seller by using persuasive communication techniques focused on the attractiveness of the product. Promotional activities can be done alone or through other parties that can influence buying interest in consumers.

5. People (HR)

Another factor in 7P's marketing strategy is human resources (HR). Companies need human resources with good capabilities and a high level of performance to provide satisfaction to consumers.

HR is an important asset that will affect customer loyalty to the product. Human resources who have good knowledge will form a good company image.

6. Process (Business Activity or Process)

How consumers evaluate products, whether goods or services, is determined by how the process is delivered to consumers. The driving force in service companies is HR or employees.

Therefore, to be able to provide quality assurance services, all processes in the company's operations must be carried out with standardized procedures and systems.

These standards must be adhered to by employees or HR who have good competence, are loyal to the company, and are committed to their work.

7. Physical Evidence (Company Physical Evidence)

Companies must have a physical form so that consumer trust can be formed. Not only that, the physical evidence should have certain characteristics that match the product. This will add to the good ratings of consumers.

It is better for the company to pay attention to the interior of the building and also its completeness, for example the lighting system, layout, building design, layout used and so on.

All the factors in the building can affect the mood of the consumer which will also affect their willingness to buy the product.

MSMEs

According to Government Regulation of the Republic of Indonesia Number 7 of 2021 concerning the convenience, protection and empowerment of Cooperatives and MSMEs:

1) Micro enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro enterprises as regulated in this government regulation.

2) A small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of medium enterprises or large businesses that meet the business criteria. Small as referred to in this government regulation.

3) Medium enterprises are productive economic businesses that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly with small businesses or large businesses with total net assets or annual sales results as stipulated in this government regulation.

Based on the above definition, in essence, MSMEs are a form of productive economic business carried out by individuals or individual business entities that meet the criteria for MSMEs.

In Chapter III paragraph 1 article 35 of PP No 7 of 2021 concerning Protection, Assistance and Empowerment of Cooperatives and MSMEs, such entities are distinguished based on the criteria below.

1) Micro business criteria are:

a. Having business capital of up to a maximum of Rp. 1,000,000,000.00 (one billion rupiah) excluding land and buildings for business premises; or

- b. Having annual sales of up to a maximum of Rp. 2,000,000,000.00 (two billion rupiah).
- 2) Small business criteria are:
 - a. Having business capital of between a minimum of Rp. 1,000,000,000.00 (one billion rupiah) and a maximum of Rp. 5,000,000,000.00 (five billion rupiah) excluding land and buildings for business premises; or
 - b. Having annual sales of more than Rp. 2,000,000,000.00 (two billion rupiah) up to a maximum of Rp. 15,000,000,000.00 (fifteen billion rupiah).
- 3) Medium enterprise criteria are:
 - a. Having business capital of more than Rp. 5,000,000,000.00 (five billion rupiah) up to a maximum of Rp. 10,000,000,000.00 (ten billion rupiah) excluding land and buildings for business premises; or
 - b. Having annual sales of more than Rp. 15,000,000,000.00 (fifteen billion rupiah) up to a maximum of Rp. 50,000,000,000.00 (fifty billion rupiah).

UMKM Jamu

Previous Research

Demaz Fauzi Hadi, 2021, Digital Marketing Strategy for MSMEs to Compete in the Pandemic Era. Research on digital marketing strategies for MSMEs to compete during the pandemic uses qualitative methods with an analytical descriptive approach. Descriptive research is collecting data based on the factors that support the object of research. Qualitative research deals with ideas, perceptions, opinions, beliefs of the people to be studied and all of them cannot be measured by numbers. The purpose of the study was to find out how the techniques, elements, processes and activities of MSME actors in using digital marketing are influencing competition during the pandemic. The results show that there are still a few MSMEs that use digital marketing (15.08%) as a strategy to increase sales and require an understanding of digital marketing. Based on research analysis, MSMEs that already use digital marketing are able to survive and even increase sales without relying on conventional stores.

Rima Ngindia, 2021 Analysis of Roast Bean Coffee Sales Strategy Using the 7p Marketing Mix Method (Case Study of Kopitalizm SMEs). UKM Kopitalizm is one of the coffee roasters in Malang that sells roasted coffee beans. SMEs have a problem with declining sales of roasted coffee beans. The monthly sales target from January to September 2020 has not been achieved, namely 1,000 kg or 1 ton, with the average achieved being only 327 kg. This research uses the Marketing Mix 7P method. The research was conducted through interviews with owners and employees. From the results of the interviews, it is known that SMEs apply digital concepts but still not optimally. Social media such as Facebook and Instagram are used but have not been realized. SMEs have implemented health protocols during the pandemic such as providing hand sanitizer, places to wash hands and mandatory mask-wearing. People are required to keep their distance and have their temperatures checked but not all these options are available. SMEs are implementing work shifts with no reduction in employees. Strategies for dealing with the pandemic such as by implementing online deliveries have not yet been realized, since most sales are still direct purchases. The percentage of decline in sales ranges from 30-40%, there is a lot of competition for similar products, and there are still manual production processes. SMEs lack evaluation and do not understand the 7P Marketing Mix concept.

Mia Startni Fitri, 2020 This study aims to determine the marketing strategy for the MSME Buket Bunga Gallery Daisuki, especially the marketing mix applied by MSMEs. This study uses a qualitative method, namely a case study that produces descriptive data sets in words. Sources of data include purposive sampling and data collection techniques. The author visited the UMKM Gallery Daisuki to interview the owner, Mrs. Rahayu. Equipped with sales data for the past few years. The researcher concludes that there are several discussions, namely strategy, constraints and solutions. The strategy used by Gallery Daisuki is 4P Mix (Product, Promotion, Price and Place). The product strategy is in the innovation of a bouquet of masks, the promotion strategy is in the form of price discounts, the price strategy is that every purchase of a bouquet gets a bonus mask, and the place strategy is in the form of flexibility in product delivery so as to maintain and improve product quality. Although there are financial constraints and raw materials, Gallery Daisuki can still find solutions and alternatives by managing finances and using raw materials efficiently. The MSME Gallery Daisuki solution to dealing with COVID-19 is to maintain cash flow, product innovation, maximize social media and maximize delivery or delivery services.

Framework of thinking

The framework of thought in this research is as follows:

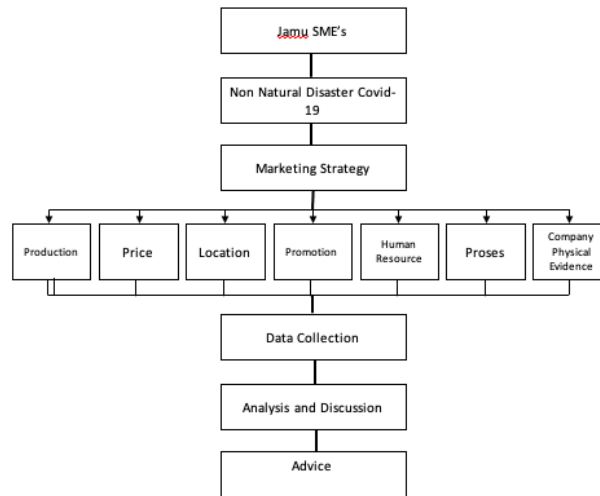


Figure 1.2 Thinking Framework
Source: Processed (2022)

III. Research Methods

Types of research

The type of research used by the researcher is descriptive qualitative. According to Sugiyono (2016: 9) qualitative research methods are research methods used to examine the condition of natural objects where the researcher is the key instrument.

Place, Time and Research Subject

The place of research was Banjarbaru, South Borneo. The research was done from from April to December 2021. The subject in this study is MSME Herbal Medicine.

Data collection technique

The data collection method is the most important step in research. Without knowing the data collection method, the researcher will not get data that meets the data standards set. The techniques used in data collection in this study were interviews and literature studies.

Data Analysis Techniques

This research is descriptive, so the results of the research describe the results of interviews. The data analysis technique used in this research uses the data analysis model of Miles and Huberman. Miles and Huberman (1984) in (Sugiyono, 2017:132), suggest that activities in qualitative data analysis are carried out continuously until complete, so that the data is saturated. Activities in data analysis are:

Data collection - In qualitative research data collection is done by observation, in-depth interviews, and documentation or a combination of the three (tringulation).

1. Data reduction - Reducing data means summarizing, selecting the main points, focusing on the important things, and looking for themes and patterns. Thus the reduced data will provide a clearer picture.
2. Data Display - After the data has been reduced, the next step is to display it. In qualitative research, the presentation of this data can be done using tables, graphs, pie charts, pictograms and the like. Through the presentation of data, it is organized and arranged in a pattern of relationships so that it will be easier to understand.
3. Conclusion-Drawing/ Verification

Informant

Robinson (2014) Understanding informants are research subjects who can provide information about the phenomena/problems raised in research.

In qualitative research, informants are divided into three groups, namely: 1. key informants 2. main informants 3. supporting informants

Key informants are informants who have comprehensive information about the problems raised by the researcher. Key informants not only know about conditions/phenomena in the community in general, they also understand information about key informants. The selection of key informants depends on the unit of analysis to be studied. For example, in a unit of an organization, the key informant is the leader of the organization.

The main informant in qualitative research is similar to the “main actor” in a story. Thus the main informant is a person who knows about the research problem to be studied in detail.

Supporting informants are people who can provide additional information as a complement to analysis and discussion in qualitative research. Additional informants sometimes provide information that is not provided by the main informant or key informants.

Number of Informants

Qualitative research does not recognize the existence of a minimum sample size. Generally, qualitative research uses a small sample size. In certain cases, only 1 informant is used. There are at least two conditions that must be met in determining the number of informants, namely adequacy and suitability (Martha & Kresno, 2016).

In this study, the number of informants used as a source of information was 4, consisting of 1 male and 3 females. Informants interviewed are key informants.

IV. Research Results And Discussion

Research results

During the pandemic, many businesses, especially MSMEs, are under pressure. This is due to restrictions on mobility which results in a decrease in people's interest and purchasing power. MSME Herbal Medicine needs to use the right strategy during the pandemic so they can still produce and sell their products.

In this study, researchers conducted interviews with the owners of MSME Jamu to obtain in-depth information. The following background information was obtained:

According to the Herbal Medicine Business Owner:

Jamu is a herbal medicine product made from temu comedy and other spices. Established since the 1990s. The initial purpose of processing this herbal medicine is for own consumption and also for the family.

One strategy that can be used to increase sales during a pandemic is the 7P marketing strategy, namely *Product*, *Price*, *Place* (Location), *Promotion* (Promotional Strategy), *People* (HR), *Process* (Business Activities or Processes) and *Physical Evidence* (Physical Evidence of the Company).

1. Product

The products offered by a company or business owner can be in the form of goods or services. Based on the name of this place of business, the product sold is herbal medicine.

The Herbal Medicine business owner said:

The herbal product is made from red ginger and temulawak, and after 2 months, raw white turmeric and kencur are added. This is submitted to the Health Office in April, then approved and marketed.

The Herbal Medicine business owner added:

These herbs are a treatment for cancer, colds, chemotherapy, hepatitis, and chronic ulcers. They are also antibiotics, children's appetite and eliminate the body's shoulders. The products, which come as powder and are to be mixed with liquid, include wedang chrysanthemum and wedang ginger geprek. Packaging was previously plastic, but was changed to plastic jars and bottles.

2. Price

The price of a product is the total revenue for the producer.

Pricing is determined by herbal medicine entrepreneurs:

Pricing is determined by looking at or comparing the prices of similar products first. Prices are determined by the economic conditions of the surrounding community, not too expensive and not too cheap for the lower middle class. The price for processed herbal powders ready to brew ranges from Rp. 40,000 to Rp. 80,000.

Meanwhile, the price for fresh ready-to-drink herbs in 600 ml containers ranges from Rp.8.000 to Rp. 20,000. The price increase was caused by an increase in ingredient prices, especially red ginger.

The Herbal Medicine business owner explained:

Although prices have increased due to an increase in ingredient prices, sales turnover is also increasing.

3. Place (Location)

Place or the selection of a location that is used as a place of business. Location at home.

The Herbal Medicine business owner explained:

So far, sales have been made from a home herbal cafe, and products are distributed directly to consumers. Considering that herbal products are quite durable, it was decided to market them directly to consumers. There are also sales around to peddle fresh processed herbal products ready to drink. Over time sales were done through resellers.

4. **Promotion (Promotional Strategy)**

Promotion is an activity and material which is implemented using a certain technique. In promotional activities, it has not been intensively done by the *Jamu business owner*.

The Herbal Medicine business owner explained:

Initially promotions were done by distributing processed products to neighbors and organizational associations, then the process was assisted by several associations of PKK women marketing them. We took part in bazaars and exhibitions. The most important thing is the free promotion first. During COVID-19, we have been giving free samples to the community. In addition, sales are done online to attract communities, one of which is the CU Sumber Sejahtera cooperative community. Herbal medicine business owners also take advantage of promotions through social media, WhatsApp groups, Instagram and Facebook.

5. **People (HR)**

Good human resources teams provide satisfaction to consumers.

The Herbal Medicine business owner explained:

This business is carried out by the family themselves and sometimes also involves empowered local residents. Employees are required to work quickly and precisely with the tasks that have been divided so that they can meet consumer demands.

6. **Process (Business Activity or Process)**

Consumers' assessment of products, whether goods or services, is determined by how the process is delivered to consumers. The driving force in service companies is HR or its employees. In the production process, so far the herbal medicine business has been getting supplies of raw materials from the market.

The following is an explanation from the Herbal Medicine business owner:

We buy all the necessities in the Martapura market which is quite far from home. This is cheaper than in other locations close to home. Sometimes certain materials are bought from collectors near the house.

The production process is manual, starting from the stage of cleaning the raw materials, then blending until smooth, squeezing water from the dregs, mixing ingredients, and then the last process is boiling it into fresh herbal medicine ready to drink or herbal powder ready to brew.

The Herbal Medicine business owner added:

The opportunity to open a herbal medicine business at that time was very good because there were not so many similar herbal medicine businesses.

7. **Physical Evidence (Company Physical Evidence)**

The company also pays attention to the interior of the building and also its completeness, for example the lighting system, layout, building design, layout used.

The herbal medicine is sold in the owner's residence. In their marketing, not all herbal medicine business owners use symbols or signs that are useful for displaying information about their business. The packaging of processed herbal products is also not optimal, only using used plastic bottles. There is only one place that has juxtaposed it by turning the terrace of his house into a herbal cafe.

V. Discussion

Marketing Strategy for Herbal Medicine during the Pandemic

The pandemic requires MSME actors to be able to adapt. The researcher's analysis of the Herbal Medicine MSME marketing strategy during the pandemic follows:

1. **Product**

From the assessment given, it can be concluded that the herbal products offered are good. This is evidenced by the continuous increase in sales. And the products offered are also neat, clean, and attractive. And for taste and efficacy, it is considered to be in accordance with consumer needs, but there are still not many variants. There are still not many variants, this is very unfortunate because consumer behavior continues to change from time to time. With variety comes more customer interest.

2. **Price**

Herbal products are affordable, but prices are still not stable because they often increase due to the inconsistent prices of ingredients. Another crucial thing that is included in the marketing strategy is the determination of the product price. The price of a product will later affect consumer interest so that it will also determine whether it sells or not. Thus, the price strategy used by herbal medicine owners is to apply low prices and provide special services to regular consumers. With low prices and good product quality, herbal medicine owners can increase their competitiveness

3. **Place**

The location of herbal medicine products is still not well known, and is difficult for a small number of consumers to reach because it is located in a residential area far from Banjarbaru city center. The location of herbal products is still considered less strategic. The unavailability of parking makes buyers reluctant to come. *Place* or the selection of a location that is used as a place of business. A strategic location will certainly be

easier to reach by potential consumers and will make products more easily sold. For this reason, it is important that distribution channels are carefully planned in marketing their products. The owner of herbal products in choosing a business location should be strategically located and close to highway access so that it is easily accessible to consumers

4. **Promotion**

From the results of the interview, it can be seen that for now herbal products in the promotional aspect have carried out promotional activities that can attract consumers. Ways to do this include participating in bazaars and exhibitions and by providing free products during COVID-19. In addition, sales are made online on social media: WhatsApp groups, Instagram and Facebook. Communities are also attracted, two of which are the PKK women's community and the CU cooperative member community. Promotion is an important thing for a product to be remembered by consumers. Promotion itself is an activity and material which is implemented using certain techniques. Promotion of herbal products is good enough, so that their products are increasingly recognized the need for increased promotion, one of which is through the media (brochures, advertising one example of advertising on social media that is affordable, then installing banners at several points).

5. **People**

The herbal medicine business owner has employees who involve the family and the surrounding community. Employees are required to work quickly and precisely with the tasks that have been divided so that they can meet consumer needs. In theory, companies need capable human resources with good performance to provide satisfaction to consumers. HR is an important asset that will affect customer loyalty to the product. Human resource teams good knowledge will form a good image in the company. Thus, in addition to being fast and precise, it is necessary to consider accuracy, then provide training and also carry out more in-depth supervision so as to reduce the level of risk of errors and also maintain product quality.

6. **Process**

In the production process, so far, the Herbal Medicine business has been getting supplies of ingredients from the market which is quite far from the house. This is because the prices are lower than other locations. The process includes how the company serves the demands of each of its customers. Starting from the consumer ordering until the consumer finally gets their order. Herbal medicine production is done manually, which will have an impact on the level of consistency of a product. Thus, the facilities and infrastructure used in the production process need to have adequate and complete tools so that herbal medicine owners do not have to worry about meeting consumer demands which are increasing.

7. **Physical Evidence**

Jamu is located at the owner's residence. At the location do not use symbols or signs that are useful to display information about their business. Where there are no signs that can be displayed on the exterior of the building to indicate the place of business. In theory, the company must have a physical form so that consumer trust can be formed, the physical evidence should have certain characteristics that match the product. This will lead to an increase in consumer ratings. The first thing that consumers see is definitely in terms of the cleanliness of the place and the product purchased, then the ease of access to purchase in order to attract consumers.

VI. Conclusion

Based on the results of the discussion analysis, it can be concluded that:

1. **Product**

The herbal products offered are good. The products offered are also neat, clean and attractive. And for taste and efficacy, it is considered to be in accordance with consumer needs.

2. **Price**

Herbal products are affordable, but prices are still not stable because they often increase due to ingredient prices.

3. **Place**

The location of herbal products is difficult for some to reach, because it is located in a residential area far from the city center of Banjarbaru.

4. **Promotion**

Promotions are done by participating in bazaars and exhibitions, and by giving out free products during COVID-19. In addition, sales are carried out online and also attract communities, two of which are the community of PKK women and the CU cooperative community.

5. **People**

Herbal products have employees who involve families and the surrounding community. Para employees are required to work quickly and precisely with the tasks that have been divided so that they can meet consumer demand.

6. **Process**

The Herbal Medicine business gets ingredients from a market which is far from home because the prices are lower than at other locations. Production is done manually.

7. *Physical Evidence*

The herbal medicine is processed in the owner's residence. Not all at locations use symbols or useful signs to display information about their business.

VII. **Suggestions**

Suggestions based on this study are:

1. Product variety should be increased because consumer behavior continues to change from time to time. Variety is expected to increase buying interest.
2. Applying affordable prices consistently. With consistently affordable prices and good product quality, herbal medicine owners can increase their competitiveness.
3. If sales are increasing, you should choose a new and strategic location, thus it will be easier to reach by potential consumers and will make the product sell more easily. The business should be close to a road so that it is easily accessible.
4. Promotion of herbal products is good enough, so that their products are increasingly recognized the need for increased promotion, one of which is through the media (brochures, advertising one example of advertising on social media that is quite affordable, then installing banners at several points).
5. The need for skilled employees to work quickly and accurately, then provide training and also carry out more in-depth supervision so as to reduce the level of risk of errors and also maintain product quality.
6. The facilities and infrastructure used in the production process need to have adequate and complete tools so that herbal medicine owners do not have to worry about meeting consumer demands which are increasing over time. Herbal medicine business owners must also immediately consider mechanization in herbal medicine production.
7. It is necessary to use signs to display information about their business. Then still maintain the cleanliness, neatness of both the place and the product. This will impress consumers. The first thing that consumers see is definitely cleanliness of the place and the product, then the ease of access to attract consumers.

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