

## DESIGN MODEL DEVELOPMENT OF MADURA HERBAL MEDICINE INDUSTRY

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**ABSTRACT:** *Madura herbal medicine industry is the Micro, Small and Medium Enterprises (SMEs) which has been run for generations by the ancestors of the people of Madura and has evolved over time. Based on data from the Department of Industry and Trade in 2016 that there is 47 herbal medicine industry in Madura with the magnitude of the regions, 15 are in Bangkalan, 3 were in Sampang, 22 were in Pamekasan, and Sumenep 7 are in. Community economic development through SMEs is essential considering its primacy as the lifeblood of a national economy. In 2016 Asean Economic Community (AEC) began to be applied, so that competition in the trade of ASEAN countries is very strict. Hence the need for research on the design of models of the development of Madura herbal medicine industry. This research uses a descriptive design that aims to describe aspects that are relevant to Madura herbal medicine industry. The results of this study, there are three sub-models, namely the development of herbal industry Madura; (1) Design Sub Management Model that includes a database of herbal medicine industry, organizational structure, job description of labor, (2) Design Sub Production Model which includes the production technology, product standardization, product packaging design (3) Design Sub Marketing Model that includes pricing standardization, utilization of information technology, cooperation with distributors and local governments. So hopefully with their reviews, their three draft sub models will assist in the development of Madura herbal medicine industry.*

**KEYWORDS:** SMEs, Madura Herbal Medicine Industry, Sub Model.

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### INTRODUCTION

Madura is one area in East Java has a wide range of local advantages, one advantage of a locally owned Madura Madura island is herbal, Madura batik, handicraft sickles, etc. other [1]. Jamu Madura itself has been known throughout the country, even according Madura medicinal product is a product that most consumers on the cast dominate Indonesian production held in Pakuwon City Surabaya. It indicates that the herbal medicine Madura Madura is a typical product that should be familiar to the public [2].

Madura herbal medicine industry is the Micro, Small and Medium Enterprises (SMEs) the which has been run for generations by the ancestors of the people of Madura and has evolved over time [3][4]. Based on the data from the Department of Industry and Trade in 2016 that 'there is 47 herbal medicine industry in Madura with the magnitude of the regions, 15 are in Bangkalan, 3 were in Sampang, 22 were in Pamekasan, and Sumenep 7 are in [5]–[8]. Community economic development is essential considering the SMEs through its primacy as the lifeblood of a national economy. In 2016 the ASEAN Economic Community (AEC) Began to be applied, so that competition in the trade of ASEAN countries is very strict. Hence the need for research on the design of models of the development of Madura herbal medicine industry.

## METHODS

This study used a descriptive design. Interest descriptive study design as described was to describe aspects of a phenomenon relevant learned researchers of an individual, organization, industry, or other perspectives [9]. Thus descriptive study presents data in the form of a very meaningful so it helps to understand the characteristics of a group, to help in thinking systematically about aspects in certain circumstances, provide ideas for further search and research, and assist in decision making. In this case, the context of our study was madura herbal medicine industry [10]. The data collected is quantitative and qualitative related to Madura herbal medicine industry profile that includes aspect management, production, and marketing. In the management, aspect includes organizational structure, administrative, financial, and environmental of madura herbal medicine industry. In the aspect of production including labor, raw materials, production processes, product quality, and Technology. While the marketing aspects including product, distribution, promotion, and price.

Data collection techniques are structured interviews, in-depth interviews and focus group discussions (FGD) to obtain primary data. Structured interviews intended to obtain quantitative data, Madura Medicine Industry profile, industry developments, and perceptions about madura herbal medicine industry. While the in-depth interviews and FGD for the purpose of obtaining the data/information in detail about madura herbal medicine industry. FGD will involve the government (such as Department of Industry and Trade-related agencies, cooperatives, and SMEs) to obtain information about the relevant policies Medicine Industry Madura; and consumers to obtain information about consumer behavior in purchasing Medicine Industry Madura [11][12].

## RESULT AND DISCUSSION

Data Sampang regency health office in 2016, there was 7 Madura jamu industry which is in Sampang. However, after the survey directly into the industrial location, only 3 of herbal medicine industry is still operating, the herbal industry Madura Sari, Madura Ayu, and Putri Pahlawan [6]. The third where the herbal medicine industry is within the herbal medicine industry is the street Pahlawan City Sampang. Madura Sari herbal medicine industry stood in the Year 1914 and is located at street Pahlawan, Rongtengah. Sampang. Nyai Hajrah founders, early efforts just make herbal owners delivery. Besides herbs Madura maternal herbal industry also manufactures herbal extracts and herbal stiff high blood pressure in the form of infusion (liquid) and powder. In 1997 the herbal industry has permission Madura Sari began operations with No. 068 / IKOT / Java / 1997. In the hands of the successor to two several products were developed and producing new products such as herbs empot-empot legit Madura, ASI launched herbs, herbal blood cleanser, herbal medicine and herbal healthy super manly man in the form of infusion (liquid) and powder. Marketing herbs begin reaching the market Madura and Surabaya. The year 2000-2016 Madura Sari herbal medicine industry began to be on the cusp of success because many products produced some 27 products which consist of herbal sexual plants, herbs, and herbal health beauty. In 2004 the herbal industry Madura Sari received recognition from the director general of the Food and Drug Administration MOH No. TR 003 204 501. The superior product is empot-empot legit Madura, galian rapet, and ma'jun super. The marketing has begun to crawl out of the country such as Singapore, Germany, Malaysia, and Saudi Arabia despite shipping a small scale, for marketing in Indonesia include, Kalimantan, Yogyakarta, Makassar, Tangerang, Jakarta, Blitar, Maluku, Sukabumi, Surabaya, West Java, Banyuwangi, Jember, Bekasi, Bondowoso, and Madura.

The herbal industry is Madura Ayu established in 1938 and located in street Pahlawan IV, Rongtengah Sampang. The initial capital in 1938 is IDR. 125.000, - sufficient capital for the purchase cost of raw

materials and the cost of purchasing the equipment is simple. The raw materials used are cumin item, laos, honey, ginseng, key retrieval, turmeric, nutmeg betel, areca and other medicinal plants. The capacity for each production as much as 50-80 kg. Sources of raw materials derived from Sampang, Bangkalan, and Surabaya. Madura Ayu has 16 kinds of herbs which consist of 3 types of herbal form of powder, and chopped plintiran. Rapet wangi herbal medicine is an excellent product Madura Ayu. Marketing area of Jakarta, Borneo, Malaysia, and Saudi Arabia. The third herbal medicine industry is Princess Heroes is one of the traditional herbal medicine industry Madura established since 1992. This business was founded by the mother Asmat and already 24 years into herbal medicine. Initial issued capital of Asmat mother IDR. 15.000.000, -, this capital for the purposes of operating expenses and production costs.

Putri pahlawan medicine herbal industry is located in street Pahlawan V, Rongtengah, Sampang. When compared with Madura Ayu, and Madura Sari, less strategic industrial location and away from the highway so it is difficult to access by consumers. There delaan types of herbal medicine produced by industry Puti pahlawan. Medicine herbal pious coral is a flagship product of Heroes daughter industry, product prices ranging from IDR. 15.000-25.0000, - per item. Raw materials used in the production process, namely: the essence of jasmine, cumin items, pulu juice, ginger, betel leaves, turmeric, ginger, wood, clove, cayenne, cardamom honey and other medicinal plants. Suppliers of raw materials derived from plantation own, Bangkalan, Sampang and Surabaya. Regional marketing area includes Sampang, Surabaya, Bangkalan, Borneo, Malaysia, Saudi Arabia. So far Daughter Hero had never done a special product promotions. This led to the brand Putri pahlawan are less known by consumers.

The production process of herbs is done by hand because they have not found the machines appropriate, processed (product) madura medicine herbal consists of three different forms namely chopped, plintiran and powders. In general, materials used in the manufacture of herbal medicine among which turmeric, cumin items, turmeric, ginger, betel, galangal, cardamom, lempuyang and others. Suppliers from farmers Sampang, Bangkalan, and Surabaya. Supplier of Sampang is a priority for suppliers of herbal raw materials offered have quality and quantity demanded by the industry, it can be said that 75% of the raw materials used come from this supplier. Suppliers Bangkalan only as an alternative if the supplier Sampang could not meet the demand of the industry, as many as 25% of the raw materials used, to the supplier Surabaya is just some raw materials are needed for a local supplier does not supply the raw materials such as dullness, kedawong and cumin. In processing the product, Madura medicine herbal industry is still using equipment that is simpler and less maintenance. In general, the production process for all types of herbal medicine is almost the same, the difference is found in the form of end products as well as compounding medicinal herbs adapted to be made. In the drying process Madura Sari still use the method sun drying (sunlight) use of sunlight is a weakness for the industry because of sanitation in terms of raw material is already less and if the raw material does not dry completely then the raw materials will be invaded by fungi. The industry will discard moldy herbal raw materials, because the raw materials used when no good will impact on the final outcome of herbs. Things like this are avoided by the owners because it will reduce consumer confidence. Cheap labor costs is a force for the industry this is related to the profit made by the owner, the employee's salary the greater industrial advantage. When compared with the Maximum Regional Wage Sampang, 2016 is IDR. 1.300.000, - the wages of employees of herbs that only IDR 550.000,-/month is cheap. Labor availability that many highly profitable industry in terms of obtaining herbal medicine industry employees because it requires no criteria or qualification employees were very high. One local government policies to support the development Sampang Micro, Small and Medium Enterprises (SMEs) to be more advanced and independent nature of providing training coaching human resource development (HRD) and capital injections. In addition to development aid, the government Sampang also facilitates the licensing

process in accordance with the rules contained in Sampang Regency Regulation No. 21 Years 2002 on the trade business license. The business license is needed for the legality of operations and in order to get access to capital assistance, equipment and training local counterparts.

Industries engaged in the sale of herbal medicine is very profitable buyers. All the herbal medicine industry in Sampang offer products that are relatively the same, so this gives the satisfaction of consumers to choose the desired product if the desired product buyers are not available. Then the buyer to easily move from one industry to another industry. The process also allows the industry to move because of its location adjacent to each other industries. Industry competitors offer products, quality and prices are relatively the same. This is a threat to an industry because the bargaining power of buyers is very high. Pricing is done based on consideration of the behavior of competitors but also based on the total cost of production of the company with the addition of a 10% cost advantage. In general, the prices set relatively high compared to its competitors. Prices were relatively more expensive and the quality will influence the consumer in making a decision to buy a product. The relatively high price is a drawback for the herbal medicine industry.

There is eight power that herbal medicine industry in Sampang, namely; the products offered are varied, extensive marketing area, easy access to the industry, various forms of products, the government abattoir, have permission department of health, labor costs are cheap, readily available labor. While there are five weaknesses are; financial record keeping simple, limited capital owned, drying using sunlight, no periodic engine maintenance, low labor education. There are five opportunities of the herbal medicine industry in Sampang, namely; the habit of drinking herbal Madura society, people consume traditional medicine, the development of technology is growing, herbal medicine Madura be the superior product. Meanwhile, four threats owned by, among others; rising raw material prices, easy to enter the industry newcomers, the price of a product depends on the price of raw materials, high-level competition.

The results of this SWOT analysis, there are three sub-models items, namely the development of the herbal industry Madura; (1) Design Sub Management Model that includes a database of herbal medicine industry, organizational structure, job description of labor, (2) Design Sub Production model of the which includes the production technology, product standardization, product packaging design (3) Design Sub Marketing Model that includes pricing standardization, utilization of information technology, cooperation with distributors and local Governments. So hopefully with reviews, their three draft sub-models will assist in the development of madura herbal medicine industry.

## CONCLUSION

Madura herbal medicine industry has a very good market potential but experiencing obstacles in the field of human resources, management, and marketing. Integration of the three submodels can be done through the herbal medicine industry associations in Sampang regency, standardize the product and revitalize marketing through the utilization of information technology.

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