



# Empowering public health awareness through dissemination of traditional medicine products

H. Hardani<sup>a,1\*</sup>, Adriyan Suhada<sup>a,2</sup>, Tuhfatul Ulya<sup>a,3</sup>, Ajeng Dian Pertiwi<sup>a,4</sup>, Rosnalia Widyan<sup>a,5</sup>, Wulan Ratia Ratulangi<sup>a,6</sup>, Palanee Ammaranond<sup>b,7</sup>


<sup>a</sup> Diploma III Program, Politeknik Medica Farma Husada Mataram, Jl. Medica Farma No.1 Baturunggit Selatan Tanjung Karang Sekarbela Mataram, West Nusa Tenggara 83166, Indonesia

<sup>b</sup> Faculty of Allied Health Sciences, Chulalongkorn University, Phaya Thai Rd, Wang Mai, Pathum Wan, Bangkok 10330, Thailand

<sup>1</sup>danylalstchild07@gmail.com\*; <sup>2</sup>adriyansuhada2016@gmail.com; <sup>3</sup>tuhfatul.ulya@gmail.com; <sup>4</sup>addian90@gmail.com; <sup>5</sup>rosnalia.widyan17@gmail.com;

<sup>6</sup>ratiaratulangi@gmail.com; <sup>7</sup>palanee.a@chula.ac.th

\* Corresponding author

ARTICLE INFO	ABSTRACT
<p><b>Article history</b>            Received: 2024-01-22            Revised: 2024-02-06            Accepted: 2024-02-09            Published: 2024-02-24</p> <p><b>Keywords</b>            Education            Dissemination            Product            Traditional medicine</p>	<p><i>Traditional medicines have been an integral part of the cultural heritage and health systems of various societies around the world. To promote the use of traditional medicine and understand it more deeply, the dissemination of traditional medicine products is a crucial step. The purpose of this service is to explore the importance of the dissemination of traditional medicinal products and their benefits to the community. The main target of this activity were people who have a history of chronic disease. In addition, public awareness to obtain information related to traditional medicine products was still lacking. The method of implementing this service activity was carried out by providing direct education related to traditional medicine to the community. As a result of the service, 19 traditional medicine products were disseminated and increased public awareness about traditional medicine. This result implies that the use of traditional medicine should be widely encouraged to a larger community.</i></p>
<p><b>Kata kunci</b>            Edukasi            Diseminasi            Obat Tradisional            Produk</p>	<p><b>Memberdayakan kesadaran kesehatan masyarakat melalui sosialisasi produk obat tradisional.</b>            Obat-obatan tradisional telah menjadi bagian integral dari warisan budaya dan sistem kesehatan berbagai masyarakat di seluruh dunia. Untuk mempromosikan penggunaan obat tradisional dan memahaminya lebih dalam, sosialisasi produk obat tradisional merupakan langkah yang krusial. Tujuan pengabdian ini adalah untuk menggali pentingnya sosialisasi produk obat tradisional dan manfaatnya bagi masyarakat. Sasaran utama kegiatan ini adalah masyarakat yang mempunyai riwayat penyakit kronis. Selain itu, kesadaran masyarakat untuk memperoleh informasi terkait produk obat tradisional masih kurang. Cara pelaksanaan kegiatan pengabdian ini dilakukan dengan memberikan edukasi langsung terkait pengobatan tradisional kepada masyarakat. Hasil dari pengabdian tersebut, tersosialisasikan 19 produk obat tradisional dan meningkatkan kesadaran masyarakat terhadap obat tradisional. Hasil ini menyiratkan bahwa penggunaan obat tradisional harus digalakkan secara luas kepada masyarakat luas.</p> <p style="text-align: right;">Copyright © 2024, Hardani, et al            This is an open-access article under the <a href="#">CC-BY-SA</a> license</p> 

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## INTRODUCTION

Indonesia, as a country with cultural and ethnic diversity, has a rich heritage of traditional medicine (Setiawan & Kurniawan, 2017). Each ethnicity and local community has unique health knowledge related to the use of medicinal plants and traditional herbs (Kemenkes RI, 2017). Despite having abundant traditional wealth, there is a downward trend in the use of traditional medicine in society. Factors such as modernization, urbanization, and globalization have caused people to turn to modern medicine (Nasution, 2017). Traditional medicinal products are often made from natural ingredients found in the surrounding environment. Sustainability and the lack of side effects are the main attractions of using traditional medicine among people who are increasingly concerned about natural health (Kumontoy, 2023).

Dissemination of traditional medicinal products creates opportunities to empower communities by providing knowledge and skills to care for their health (Thomas & Pakaya, 2021). This is consistent with the spirit of empowerment and understanding of individual health rights. Understanding and spreading the use of traditional medicine can also provide economic support to local communities involved in the production and distribution of raw materials and traditional medicine products (Retno, 2018). Dissemination of traditional medicine products supports the integration of holistic health solutions (Badan Penelitian dan Pengembangan Kesehatan, 2020). By understanding the benefits of traditional medicine, people can utilize both approaches, modern and traditional, for optimal health (Mulyani & Widyastuti, 2016).

Public awareness of the value of natural health and alternative medicine is increasing. Therefore, the dissemination of traditional medicinal products is a means to increase understanding and provide wider treatment options to the public (Parwata, 2016). Encouraging collaboration between modern health professionals and traditional medicine practitioners can increase the recognition of traditional knowledge and create an integrated approach to health care delivery (Kwame, 2021). Government involvement in designing policies that support and facilitate the use of traditional medicine is important. This includes clear regulations, economic support, and integration into national health programs. Through an in-depth understanding of this background, the dissemination of traditional medicinal products can become an important movement in preserving local wisdom, improving public health, and supporting local economies.

This service can make a significant contribution to the achievement of various Sustainable Development Goals (SDGs) targets. Firstly, the dissemination of traditional medicine products can increase public understanding of health alternatives derived from local traditions (Torri, 2010). This can support efforts to achieve the target of increasing universal access to quality health services. The use of traditional medicine as part of a health approach can support disease prevention programs and the provision of affordable health solutions (Fokunang et al., 2011). Secondly, encouraging the use of traditional medicinal products can support economic empowerment in local communities, especially if production and sales are done locally (Liu, 2021; Bodeker & Kronenberg, 2002). This can help reduce poverty levels at the local level. Thirdly, the dissemination of traditional medicinal products can be a platform for community counseling and education on the proper use and health benefits of traditional medicine (Parisa et al., 2021; Chung et al., 2021). This can increase the public's knowledge of the diversity of health solutions (Kala, 2017). Fourth, if the service involves training in the manufacture of traditional medicinal products, it can create local employment opportunities and support economic growth at the community level (Ekor, 2014). Fifth, this work can strengthen partnerships between the government, NGOs, and communities in promoting the use of traditional medicine (Sanadgol et al., 2022; Besançon et al., 2022). Such collaboration can result in a holistic approach to public health (Halimatussadiah et al., 2020).

It is important to note that while this dedication can make a positive contribution to some of the SDGs, it is also important to ensure that its implementation takes into account aspects of ethics, environmental sustainability, and overall social impact.

## METHOD

Traditional medicinal product dissemination methods should be carefully designed to ensure effectiveness in achieving the main objective, which is to promote the use of traditional medicines and increase public understanding of their benefits. Here are some methods that can be implemented:

### Community Education Approach

#### *Workshops and Seminars*

Conducting workshops and seminars at the village or community level to provide in-depth knowledge about traditional medicinal products, including how they are made and their benefits.

#### *Easy-to-understand educational materials*

Creating simple and easy-to-understand educational materials for the community, including brochures, posters, and traditional medicine usage guides.

#### *Collaboration with health experts*

Involving health experts in delivering information and providing a deeper understanding of the health benefits of traditional medicines.

### Social Media Utilization

#### *Social Media Campaign*

Launching campaigns on social media platforms to promote traditional medicine products. Presenting information, testimonials and usage guides through engaging content.

#### *Online Discussion*

Organizing online discussions or forums through social media to provide opportunities for the public to share experiences and knowledge about traditional medicine.

### **Community Empowerment**

#### *Raw material processing training*

Organizing training for local communities related to the processing of traditional medicine raw materials so that they can produce their own with good quality.

#### *Formation of traditional medicine user groups*

Encouraging the formation of community groups that have a special interest in the use of traditional medicine. This group can be a forum for sharing knowledge and experience.

### **Cooperation with Government and Health Institutions**

#### *Integration in national health programs*

Collaborating with the government to integrate traditional medicine products into the national health program and develop official guidelines for their use.

#### *Alternative health clinic*

Establishing alternative health clinics that provide traditional medicine services and provide information directly to patients.

### **Use of Technology and Applications**

#### *Mobile application*

Developing a mobile application that provides information on traditional medicine, how to use it, as well as places that provide it.

#### *Digital health monitoring*

Implementing digital solutions to monitor health using traditional medicine. For example, an app that allows health monitoring through user input.

### **Organizing Community Health Events**

#### *Traditional health fair*

Organizing traditional health fairs at the community or village level, involving traditional medicine practitioners, health experts, and other stakeholders.

#### *Disease prevention program*

Organizing disease prevention programs with a focus on the use of traditional medicine as a preventive approach.

### **Measurement and Evaluation**

#### *Surveys and questionnaires*

Conducting surveys and questionnaires to measure the level of knowledge and trust in traditional medicine before and after dissemination.

#### *Data analysis and usage*

Collecting and analyzing data on the use of traditional medicine in the community after the implementation of the dissemination method.

Through this combination of methods, the dissemination of traditional medicinal products can achieve the main goal of promoting their use and increasing public understanding of their benefits.





## **RESULTS AND DISCUSSION**

This service has been carried out and can be disseminated as many as 19 traditional medicine products assisted by a team of students from the Diploma III Pharmacy study program of Politeknik Medica Farma Husada Mataram. Data on products that have been disseminated are presented in Table 1.

### **Importance of Traditional Medicinal Product Dissemination**

Traditional medicinal product dissemination helps preserve cultural heritage and local traditions. It involves the process of spreading knowledge about the use of medicinal plants, traditional herbs, and hereditary healing methods (Triyandi et al., 2022). Dissemination of traditional medicinal products helps raise public awareness about the health value contained in natural ingredients (Suryana et al., 2022). By knowing the benefits of traditional medicines, people can make more conscious choices regarding their health (Sari, 2006). Promotion and dissemination of traditional medicinal products provide economic support to local communities involved in the production of raw materials and manufacturing of traditional medicines (Salim & Munadi, 2017). This promotes economic growth at the local level. Dissemination of traditional medicinal products creates sustainable and environmentally friendly treatment options (BPOM RI, 2021). The natural ingredients used in traditional medicines can often be obtained locally without over-draining natural resources.




Table 1. Dissemination of traditional medicine products

No	Product Name	Composition	Benefits
1	Herbal Drink Renggawan 	Renggak, Lemon, Ginger, Sugar	a. Treats mouth ulcers and heartiness b. Treats cough with phlegm c. Smoothest the respiratory tract d. Relieves nausea e. Overcomes migraines and even stress f. Reduces back pain g. Warms the body h. Reduces eye irritation
2	Kersen Leaf Herbal Tea 	Kersen Leaf	a. Free radical antidote b. As an antioxidant c. To lower cholesterol d. As an anti-inflammatory
3	Warm Balur 	Ginger, Java Chili, Cloves, Peppercorns, Nutmeg, <i>kencur</i> (aromatic ginger)	To relieve pain, and cramps and warm the body (Analgesic, Analgetic)
4	Burjo Ginger 	Mung beans, ginger, palm sugar, coconut milk	helps boost the immune system, protects against infections, and helps the body fight free radicals, to strengthen the immune system

No	Product Name	Composition	Benefits
5	Yellow beauty skin 	Rice, ginger, <i>kencur</i> (aromatic ginger), bangle, tamarind shoot leaves, water	<ul style="list-style-type: none"> <li>a. Helps brighten the skin</li> <li>b. Moisturizes the skin</li> <li>c. Protects skin from sun exposure</li> <li>d. Fades dark spots and acne scars</li> </ul>
6	Mangosteen peel extract herbal drink 	Mangosteen peel, ginger, palm sugar	lower cholesterol levels, inhibit the growth of cancer cells, control blood sugar, strengthen the immune system
7	Birua cookies 	Wheat Flour, Rosella Flower Powder, Moringa Leaf Powder, Margarine/Butter, Sugar, Egg, Salt, Baking Soda, Glaze	<ul style="list-style-type: none"> <li>a. Helps promote digestion</li> <li>b. Improves bone health</li> <li>c. Adds feeling more energized</li> <li>d. Maintains brain health function</li> </ul>
8	Infused Water 	Coconut water, Lemon, Watermelon, Cucumber, Mint leaves, Lime	<ul style="list-style-type: none"> <li>a. Helps remove toxins in the body</li> <li>b. Maintains body weight</li> <li>c. A healthy way to get vitamin intake</li> <li>d. Improves digestive health</li> <li>e. Prevent dehydration</li> <li>f. Prevents premature aging</li> <li>g. Moisturizes the skin layer</li> </ul>

No	Product Name	Composition	Benefits
9	WSL Herbs (Wellness Shots Lemon)	Apple, Turmeric, Lemon, Ginger, Lemongrass, Coconut water, Honey	a. Relieves acne inflammation b. Boosts body resistance c. Brightens the skin d. Treats skin to make it healthier
			
10	Aromatic spread oil (Coconut Oil)	Coconut, Cinnamon, Cloves, Clean water, Jasmine seedlings	a. To moisturize and treat dry skin b. To reduce scars c. To treat itchy skin d. To reduce inflammation e. To increase collagen f. Resolves aches and pains g. Provides calmness (if inhaled)
			
11	RR Beauty (Traditional Pass)	Tamarind, Brown rice, Alum stone, Turmeric	a. Enhances the regeneration of skin cells. b. Removes dead skin cells. c. Contains AHA (Alpha Hydroxy Acids). d. Prevents inflammation in acne and wounds. e. Restores damage to sunburned skin. f. Brightens skin color.
			
12	Cristal Drink Kunir Milk	Ginger, Turmeric, UHT Full Cream Milk, Sugar, Cinnamon	To boost the immune system
			

No	Product Name	Composition	Benefits
13	Thumb Herb 	Black sticky rice, Areca nut flower, Kenanga flower, Belimbing wuluh flower, Bay leaf	<ul style="list-style-type: none"> <li>a. To increase stamina</li> <li>b. To reduce nausea</li> <li>c. To overcoming irregular menstruation</li> <li>d. To improve blood circulation</li> <li>e. To relieve diarrhea</li> </ul>
14	Chinese Betel Leaf Herbal Tea 	Chinese betel leaf	<ul style="list-style-type: none"> <li>a. Free radical antidote</li> <li>b. As an antioxidant</li> <li>c. To lower cholesterol</li> <li>d. As an anti-inflammatory</li> </ul>
15	Hair Tonic Flower 	Water, Telang flower, Essential oil, Hair vitamin	Moisturizes hair and reduces hair loss
16	Kersen pudding 	Kersen fruit, jelly, sugar/honey	<ul style="list-style-type: none"> <li>a. Relieves headaches</li> <li>b. Improves eye health</li> <li>c. Helps with weight loss</li> <li>d. Lowers high blood pressure</li> <li>e. Lowers fever and prevent inflammation</li> </ul>

No	Product Name	Composition	Benefits
17	Kunyit Asem Herb 	Turmeric, Palm sugar, Granulated sugar, Tamarind, Salt	<ul style="list-style-type: none"> <li>a. Helps strengthen immunity and fight premature aging</li> <li>b. Lowers cholesterol</li> <li>c. Relieves menstrual pain</li> <li>d. Brightens skin naturally</li> <li>e. Lowers the risk of cancer</li> <li>f. Improves mood</li> </ul>
18	Herbal Gummy Candy 	Mint leaves, Water, Citric acid, Gelatin, Aren sugar, Dragon fruit peel	As an antioxidant and cough medicine
19	Telang Flower Tea 	Spring flower	<ul style="list-style-type: none"> <li>a. Improves Brain Health</li> <li>b. Irregular menstruation solution in women</li> <li>c. Improve nervous system health</li> <li>d. Relieves asthma symptoms</li> </ul>

### Benefits of Traditional Medicine Product Dissemination

#### *Holistic Disease Management*

Traditional medicinal products are often developed to treat diseases holistically. They not only relieve symptoms but also address the root cause of the disease.

#### *Minimal Side Effects*

Compared to modern medicine, traditional medicinal products tend to have fewer side effects. They are generally kinder to the body and provide natural solutions.

#### *Community Empowerment*

Dissemination of traditional medicinal products can empower communities by providing them with the knowledge and skills to take care of their health. This creates a sense of responsibility for personal and community health.



### *Recognition of Local Wisdom*

Using traditional medicinal products is a form of recognition of local wisdom and hereditary knowledge. This gives value and meaning to traditional health practices.

### **Effective Strategies for Traditional Medicine Product Dissemination**

The banner of traditional medicine product dissemination is in Figure 1.

#### *Public Education*

Organize workshops and seminars to provide education on the use of traditional medicine. Create educational materials that are easy to understand and accessible to the general public.

#### *Collaboration with Health Experts*

Engage healthcare professionals in disseminating information on the benefits and uses of traditional medicine. Build partnerships between modern and traditional health practitioners to support the integration of health solutions.

#### *Social Media Utilization*

Use social media platforms to disseminate information about traditional medicine products. Creating engaging and relevant content to increase public understanding.

#### *Partnership Development with Government*

Collaborate with the government and health institutions in designing policies that support the dissemination of traditional medicinal products. Encourage the integration of traditional medicine into national health programs.



Figure 1. The banner of traditional medicine product dissemination

### **Increased Community Knowledge**

The Community Education approach through workshops and seminars was successful in increasing community knowledge related to traditional medicine products (Wrenn & Wrenn, 2009). Participants gained a deeper understanding of how traditional medicines are made, their benefits, and their use in their daily lives. Easy-to-understand Educational Materials, Educational materials distributed through brochures, posters, and usage guides for traditional medicines help simplify information and make it easier for people to understand their benefits. The community education approach has proven to be an effective measure in improving people's understanding of traditional medicines. Workshops and seminars not only provide information but also empower communities to actively engage in the use of traditional medicine products (Setiadi et al., 2022).

### **Raising Awareness Through Social Media**

Social Media Campaigns, Social media campaigns have proven to be an effective tool for raising public awareness (Borawska, 2017). Information related to traditional medicine promoted through these platforms reached a wide range of people and received positive responses (Otero & Gutiérrez, 2015). Online Discussions, Online discussions provide an opportunity for people to share their experiences and provide positive testimonials regarding the use of traditional medicines. This increases community engagement and trust. Social media plays an important role in raising public

awareness. Campaigns launched through these platforms reach a wider audience, and direct interaction through online discussions helps build an engaged community (Osman, 2021).

### Community Empowerment and Group Formation

Raw Material Management Training, Training on traditional medicine raw material processing empowers local communities. The community becomes more independent in producing traditional medicine with good quality. Formation of Traditional Medicine User Groups, the formation of traditional medicine user groups provides space for communities to exchange information and experiences (Leonti & Casu, 2013). This creates a strong network at the community level. Training on raw material processing and the formation of traditional medicine user groups have a positive impact on community empowerment. They are not only consumers but also producers who play an active role in maintaining the sustainability of traditional medicine practices

Despite the increase in knowledge and awareness, there are still some challenges such as resistance to change from some community groups. Therefore, continuous education and campaigns are needed. Results indicate the need for closer collaboration with the government and health experts. The integration of traditional medicine products in national health programs needs further support to create an enabling environment. Evaluation and monitoring processes are ongoing to measure impact and identify areas of improvement. The results of surveys and questionnaires provide the basis for directing the next steps.

### CONCLUSION

Through these results and discussions, it can be concluded that the dissemination of traditional medicinal products using educational approaches, social media, community empowerment, and collaboration with the government can be a strategic step in promoting the use of traditional medicine and increasing public understanding of its benefits. The challenges faced need to be overcome by continuing to implement measurable and sustainable strategies.

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