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## Implementation of Marketing Strategies to Increase Jamu Purchasing Decisions at As-Shahih Kertosono Jamu Shop

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### Abstract

**Research aim :** The purpose of this study is to analyze how the marketing strategy carried out by the As-Shahih Jamu Shop in an effort to increase jamu purchasing decisions, using the marketing mix or 4P marketing mix, namely (Product, Price, Place, Promotion).

**Design/Methode/Approach :** The type of research used is descriptive qualitative research. In data collection techniques using three methods, namely observation, interviews. The main data sources used in this study are from jamu consumers who have been categorized as old consumers, new consumers, and young consumers as well as supporting informants from the owner of As-Shahih Jamu Shop.

**Research Finding :** The results showed that the 4P marketing mix strategy (Product, Price, Place, Promotion) has been successfully implemented by the owner of the As-Shahih Jamu Shop, but has not yet provided significant results. As-shahih Jamu products use premium raw materials that have been confirmed to have a health department, the purity of herbs without the addition of chemical drugs is a product advantage, the jamu variants available are also quite diverse. The price set by the owner is in accordance with the market price and the efficacy obtained by consumers. The location used is very strategic and easy to access by consumers. The promotion provided by the shop owner is only limited to stories from Whatsapp and Facebook, as well as consumers who inform jamu as-shahih to potential consumers through word of mouth, there are no special promotions and social media accounts made by the owner of the As-Shahih Jamu Shop.

**Theoretical contribution/Originality :** This research is expected to contribute theoretically by expanding the understanding of the implementation of the 4P marketing mix strategy which shows product quality, market pricing, strategic location, and effective and efficient promotion can improve consumer purchasing decisions.

**Practitioner/Policy implication :** Practical implications include the implementation of promotional policies by optimizing social media such as Instagram and Tiktok in order to attract more consumers, as well as providing shopping coupons for jamu purchases as a consumer loyalty program. In addition, registering products on online shopping applications such as Grabfood and Gojek can expand market reach.

**Research limitation :** The main focus in this research lies on the marketing strategies used to increase jamu purchasing decisions.

**Keywords :** Marketing Strategy, Purchase Decision, Traditional Jamu .

## 1. Introduction

In the midst of the development of the world of health and modern lifestyles, many people do not realize the importance of using traditional products to care for their health. Jamu is a traditional jamu drink that is used as a traditional medicine and natural product to maintain a healthy body, treat diseases and prevent diseases. Traditional herbs have many advantages, as the ingredients are natural and easy to obtain, affordable and lack side effects [1]. The official government observes the development of traditional medicine. According to Article 1 point 16 of Indonesian Law No.36 of 2009 concerning health, traditional health services are defined as treatment or care that uses methods and materials based on hereditary experience and skills, which have been empirically proven, can be accounted for, and are in accordance with the norms prevailing in the community [2].

The traditional jamu business has faced stiff competition in recent years, indicating the need for more innovative and thorough steps in marketing their products. Every business must be able to use the right marketing strategy to achieve optimal business goals. One of the shops that provide traditional jamu is As-Shahih Jamu Shop which is located on Jl.Arjuna Ds.Tanjung Kec.Kertosono Kab. Nganjuk. In this case, the jamu shop is also experiencing similar problems with the ups and downs of the number of jamu buyers every day. The lack of knowledge of marketing strategies and the limited use of digital technology by business owners, has led to a decrease in turnover from jamu sales every month. The existence of several jamu shop competitors around the As-Shahih Jamu Shop is also a challenge for the owner of the As-Shahih Jamu Shop, to maintain his business. Competitors of As-Shahih Jamu Shop can be seen in the table below:

**Table 1. List of Competitors of As-Shahih Jamu Shop**

No	Store Name	Address
1	Jago Jamu Shop	Ahmad Yani Street No.10, Kutorejo, Kec.Kertosono Kab.Nganjuk Jawa Timur
2	Mbak Devi's Air Mancur Jamu Shop	K.H. Wachid Hasyim Street, Banaran, Kec.Kertosono Kab.Nganjuk Jawa Timur
3	Mbah War's Jago Jamu Shop	Semeru Street, No.434, Gondang, Tanjung, Kec.Kertosono Kab.Nganjuk Jawa Timur
4	Niti Traditional Jamu Shop	Letjen Suprapto Street No.15, Kudu Kec.Kertosono Kab.Nganjuk Jawa Timur

*Source: Researcher observations at As-Shahih Jamu Shop competitors (2024)*

Based on the table above, it can be seen that there are quite a lot of jamu shop competitors around the As-Shahih Jamu Shop, each shop competes by producing quality products and properties. The existence of business competition is inevitable, thus requiring every business to have the expertise to be able to take advantage of all the opportunities and digital technology available. The use of technology is no longer just an option, but rather a necessity to be able to compete in an increasingly competitive market. Therefore, in the face of increasingly fierce competition and the continued development of technology, it is necessary to have an effective, innovative, and targeted marketing strategy to attract consumer attention and maintain customer loyalty in the midst of changing market dynamics [3].

Marketing strategy is an important aspect for companies, where marketing strategy is a way to achieve the goals of a company. The purpose of the marketing strategy is to understand the wants and needs of consumers, so that what consumers want can be fulfilled. Marketing activities carried out by a company has a goal to be achieved, both short-term goals and long-

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term goals. In the short term, it is usually to win consumers, especially for newly launched products. In the long term, it is done to maintain existing products to remain in existence [4].

Marketing strategy has an important role for the success of a business, so the implementation of marketing strategies in business must always be optimized. Marketing mix or marketing mix is considered to be an effective strategy in product marketing activities. This mix includes all efforts that can be made by entrepreneurs to influence their consumers, which are referred to as the 4Ps, namely (Product, Price, Place, Promotion). According to Tjiptono (2013: 18), a product is anything that can be bought, used, or consumed to satisfy wants and needs. Then the price according to Tjiptono (2015: 151), is a unit of money or other measure given to have or use goods or services. Furthermore, according to (Tjiptono, 2015: 92), place or location is a certain point chosen by the company to carry out all its business activities, where the location has a strategic influence on the sustainability of the company's business. And finally promotion according to Kotler and Armstrong (2015: 76), is an offer of various ways to inform, persuade, and remind consumers about the goods or services offered, either directly or indirectly [5].

In previous studies [1] and [6], the implementation of marketing strategies to improve purchasing decisions using the marketing mix has been carried out and provides good results. The implementation of this strategy provides added value for consumers who want jamu products as a useful and quality choice in the local market and consumer health. This research has several aspects of novelty or novelty which lies in the application of the 4P marketing strategy, namely (Product, Price, Place, Promotion), in the context of the traditional jamu business in the digital and modern era, which is increasingly competitive with the existence of modern health products. This research not only evaluates the implementation of the 4P marketing strategy, but also focuses on every aspect that can be optimized through digital marketing, which includes increasing consumer loyalty to jamu products amid the lifestyle and preferences of modern society. By providing the results of a new perspective on local efforts in digital marketing to attract and retain consumers, especially in the jamu sector

The purpose of this study is to analyze and evaluate the implementation of a 4P-based marketing strategy, namely (Product, Price, Place, Promotion) at the As-Shahih Jamu Shop in an effort to increase consumer purchasing decisions. In contrast to previous research conducted by [7], which shows that digital-based 4P marketing strategies have proven effective in increasing purchasing decisions. The conditions found at the As-Shahih Jamu Shop show its own uniqueness because it is still conventional without the use of digital technology. This indicates a difference in the implementation of marketing strategies suggested by theory with the reality of the field. This difference can be influenced by the limited use of digital technology, limited human resources, and lack of digital literacy in accordance with the times. This critical comparison shows that an approach that works in one context may not be directly applicable in another context without adjustments to local conditions and business characteristics.

The analysis conducted in this study includes identifying ways to optimize each element of the marketing mix through the application of digital marketing, with the aim of expanding market reach and increasing consumer loyalty to traditional jamu products amid increasing public consumption of modern health products. Through this research, it is hoped that it can make a real contribution to the development of marketing strategies at As-Shahih Jamu Shop and provide alternative solutions for other traditional jamu MSMEs in facing the challenges of the digital era.

### **1.1 Statement of Problem**

As-Shahih Jamu Shop has not implemented an optimal marketing strategy, so an effective marketing strategy is needed in the form of implementing a marketing mix or marketing mix to increase purchasing decisions. Therefore, the formulation of the problem of this study is how the applied marketing strategy can optimally increase consumers to choose As-Shahih Jamu products compared to products from competitors.

### **1.2 Research Objectives**

Based on the problem statement above, the purpose of this study is to determine the marketing strategy implemented by the As-Shahih Jamu Shop in an effort to increase jamu purchasing decisions, using the marketing mix or 4P marketing mix, namely (Product, Price, Place, Promotion).

### **1. Method**

This research uses a descriptive qualitative method, through a case study conducted at the As-Shahih Jamu Shop to get an overview of marketing strategies, so as to produce narrative analysis data in the form of sentences and natural language [8]. In data collection techniques, researchers use three methods, namely observation, interviews, and documentation. Here the researcher conducts direct observations and interviews, and identifies activities at the location to be studied in order to obtain the latest data and information directly from the informant .

As-Shahih Jamu Shop with the owner Mrs. Eny is located in Tanjung Village, Kertosono District, Nganjuk Regency. [9].In this study, researchers directly and actively collected data at the research location. Data was obtained from several informants, the main informant was the shop owner who knew thoroughly about the As-Shahih Jamu Shop, and three other informants were consumers of the As-Shahih Jamu Shop. The purposive sampling method is used in this study to make the main informant the research objective, so that it can solve the problem as determined by the researcher [10]. Therefore, the main data sources in this study are from jamu consumers, as well as from the owner of As-Shahih Jamu Shop, as follows.

**Table 2. Informant Data Sources of As-Shahih Jamu Shop**

No	Name	Information	Reason	Age
1	Eny Yusra	Shop Owner	As a shop owner who is considered to be able to provide clear answers about jamu in As-Shahih Jamu Shop.	45
2	Suherlina	Old Customer	As an old consumer who is considered capable of providing information about the interview answers from the point of view of old consumers or subscriptions.	51
3	Dhimas Wahyu	New Customer	As a new consumer who is considered capable of providing information about the interview answers from the perspective of a new consumer.	27
4	Putri Rahmawati	Young Customer	As young consumers who are considered capable of providing information about interview answers from the point of view of young consumers or Gen Z.	22

Observation is carried out by surveying consumers who decide to buy jamu and studying how the implementation of marketing mix strategies used by As-Shahih Jamu Shop. The main data is collected through direct observation and recording and from interviews recorded using a cellphone. Data collection uses documentation to obtain additional data that can support research [11]. In addition, source triangulation is a data validity technique used to confirm the results of interviews with informants. This is done by asking questions to informants, including shop owners and jamu consumers. The data analysis process was carried out in a three-stage manner through reduction, data presentation, and conclusion drawing in accordance with the qualitative approach used in this study [12].

## 2. Results and Discussion

### 3.1 Research Results

This research was conducted by collecting data through interviews and direct observation of a number of informants selected by purposive sampling. The main informants consisted of the owner of As-Shahih Jamu Shop, who has in-depth knowledge of the shop's operations, as well as three groups of consumers who represent various customer categories, namely old consumers, new consumers, and young consumers. The description of the characteristics of the informants is described in the following table :

**Table 3. Informant characteristics of As-Shahih Jamu shop**

No	Name	Role	Gender	Age
1	Eny Yusra	Shop Owner	Female	45 years old
2	Suherlini	Old Customer	Female	51 years old
3	Dhimas Wahyu	New Customer	Male	27 years old
4	Putri Rahmawati	Young Customer	Female	22 years old

**Table 4. Interview with the Owner of As-Shahih Jamu Shop**

No.	Aspek	Question	Answer
1.	Product	What do you think about the quality of the herbs sold at As-Shahih Jamu Shop ? Do you feel this product meets your expectations?	<i>The quality of the jamu is good... I also like to drink it, if I'm suffering from sciatica, gout, it's suitable... but I rarely drink it, not every day, my husband sometimes drinks it every 3 days, because my husband works in construction, thank God my husband likes it....</i>
		What are the product advantages that are the main uniqueness of jamu products at As-Shahih Jamu compared to other products on the market?	<i>The advantages of the product are definitely first safe, yes, it is safe, there is no mixture of drugs, because there are many jamu shops that add drugs to make it more effective, but here it is not pure jamu, so here there is no addition of it, no addition of chemicals, then yes, if those who buy it are men, we recommend using eggs, if you use eggs, it will increase your stamina too, so we adjust it to the consumers who buy it like that...</i>

		Are the variants of jamu sold in As-Shahih jamu shops diverse enough and in accordance with consumer needs?	<i>Yes, it is ... the most crowded is sciatica, health like that, but everything else is still ready, for example like sciatica, gout like that, then there is singset excavation if for the princess, yes it is healthy for women, everything is complete ... there is also for back pain, for joint pain, for fever, for coughs and colds, for headaches, for eye pain there is everything, God willing, it is complete ...</i>
2.	<i>Price</i>	Does the price you set reflect the quality of the products you offer? How do you ensure that the price remains affordable for consumers?	<i>If you look at other stores, if for example the ingredients go up, if the first time we sold it was still Rp.5000, - after that it was Rp.7000, - then because yesterday the fuel rose, the ingredients also rose, so now the price per serving is Rp.13,000, - because it adjusts to the price of the ingredients, God willing, if that price is still affordable, if compared to the villagers going to the doctor, now the doctor is expensive, if they think like that, for example, if they are sick, they are happy to buy jamu because the price is affordable.</i>
		How do you compare the price of your jamu products with competitors' products? Is the price of your product higher, lower, or equal to the market price?	<i>Yes, with others it's almost the same like that, sometimes there are cheaper ones, usually the jamu that villagers say heats the water, it can indeed be cheaper, the problem is that selling it is just pouring like that, if jamu like this is the average price, it's almost the same anyway... if you say it's higher, it's not, the point is that the average price now is around that price, sometimes there is Rp.12,000, - even if in the city it is Rp.15,000, - like that... if this is still below that...</i>
3.	<i>Place</i>	What is the main reason you chose this store location for your business? Does this location have any particular advantages that support sales?	<i>Indeed, first of all, we live here, it's more convenient not to have to go out anywhere, for example while taking care of the house, while staying at home, if you open the shop in the morning, just open it, you don't have to go anywhere, if here the location is in the village, the majority are also farmers, laborers, craftsmen like that. . yes, it's just right, if we people here want to go to the doctor it's also a bit far, we have to go to the city ... we have to go to Kertosono, so yes the average person here chooses jamu first, if for example it's really bad,</i>

		<i>then go to the doctor, I think it's just right here, this is the roadside ...</i>
	Does As-Shahih Jamu Shop already have an online sales platform? If yes, what platforms are used (for example, marketplace or social media)?	<i>If online like the web, yes, not yet, it's just that sometimes, for example, there are new products like, for example, there is an itchy medicine like that, we only occasionally make stories on whatsapp, sometimes on Facebook too, that's all... so then if they see the story, they will continue to ask... there are other herbs like that, if there is no special web yet ...</i>
4. <i>Promotion</i>	What promotional strategies do you use to introduce jamu products at As-Shahih Jamu Shop to consumers? Are there special promotions carried out at certain times?	<i>No, it's normal if the name is in this village, it's enough that sometimes they just go by word of mouth, there are people who buy pegel-pegel or heatstroke like that, they just go by word of mouth, usually when they buy it, they don't ask ... someone told them ... he said so, so there is no special promotion, I haven't ever done it, the main thing is that consumers just go by word of mouth, someone told them to come here like that</i>
	Do you use digital technology to promote your products? If so, what platforms do you use (e.g. Instagram, Facebook) and what type of content attracts the most consumers?	<i>Yes like before, if there is no special content, I have whatsapp, instagram, facebook, occasionally I have it in whatsapp stories and on facebook, for example what is needed, for example ... there is a slimming product we make a story, here ready ... like that, if there is special content like that, there is nothing yet, we are the average people here who buy jamu, old people, laborers, there is no special account, there is a personal whatsapp like this..</i>

Source: Author's Personal Documents

Based on the results of interviews with Mrs. Eny Yusra as the owner of the As-Shahih Jamu Shop, it shows that the 4P-based marketing strategy (Product, Price, Place, Promotion) has been implemented with various advantages and disadvantages. In the product aspect, the quality of raw materials is maintained by using official sources that have Ministry of Health permits, as well as a variety of jamu variants, such as jamu for body aches which is a consumer favorite. On the price aspect, the shop sets a price of Rp13,000 per serving, which is competitive and reflects the quality of the product, making it affordable for the village community. In terms of place, the location of the shop, which is in the owner's house and located on the side of the main road in the village, is considered strategic and easily accessible to local consumers, although sales are still limited to direct transactions without an online platform. However, in terms of promotion, the strategies used are still simple, such as word-

of-mouth and uploads on personal WhatsApp and Facebook stories, so the market reach is not optimal. Therefore, it is necessary to improve the promotion strategy.

**Tabel 4. Interview with Consumers of As-Shahih Jamu Shop**

No	Aspect	Question	Informant 1	Informant 2	Informant 3
1.	Product	What do you think about the quality of the herbs sold at As-Shahih Jamu Shop ? Do you feel this product meets your expectations?	<i>The quality of the jamu is good... I also like to drink it, if I'm suffering from sciatica, gout, it's suitable... but I rarely drink it, not every day, my husband sometimes drinks it every 3 days, because my husband works in construction, thank God my husband likes it....</i>	<i>Okay this is it, in my opinion, this jamu as-shahih product is really effective and useful for me, yesterday I bought jamu aches and pains, my body was all tired, I didn't buy jamu aches and pains here, beh ... immediately healed, the next day my body was immediately refreshed, in my opinion the product from jamu as-shahih is quality according to my expectations ...</i>	<i>Yes, in my opinion, the quality is good, it really affects me, usually I subscribe to buy jamu here, when I finish menstruating or am late in menstruating, yes, the effect is as expected, because when I am late in menstruating, drinking this jamu immediately menstruates the next day, if not when I finish menstruating, I drink jamu in my body, I immediately feel it.</i>
		Do you think there is something that makes jamu from As-Shahih Jamu Shop different or more interesting than other jamu products on the market?	<i>I know how to try other stores, but sometimes I'm wary, the problem is that they say it's jamu , but how come they don't have the depkes e... they don't have the halal e... the jamu in as-shahih iki has the depkes e... they have the halal e... they're from the factory. . then if you don't feel it, other jamu is like addiction, wedine if there is stuff seng opo yo... like preservatives, like ingredients seng ora clear, sometimes other jamu but if the jamu as-shahih is</i>	<i>Yes, in my opinion, the products made from this As-Shahih Jamu Shop are different from others, the jamu is viscous, not bitter starch, but that is back to the first question earlier, the benefits, the benefits go straight to my body, so it has its own characteristics... I've tried in other shops that the jamu is watery and not hot enough, here it's anget-anget kuku so you know, so when you drink it, anget-anget kuku if you call people from Jombang, I'm originally from Jombang, so you know...</i>	<i>From me, I don't know, confused ... the problem is that I have tried other jamu shops, but the products are different, I think, so for me it doesn't have any effect at all, but when I drink jamu in this shop it really fits, even though I am a young person who usually likes to try other jamu products, but still comes back to this shop, hehe ...</i>

		<i>thick with eggs, it's better.</i>		
		<i>Do you think the variety of herbs sold at As-Shahih Jamu Shop is diverse enough? If yes, what jamu variants do you usually buy?</i>	<i>There are various kinds of variants of jamu , for example, sometimes I buy my body aches and pains, gout, and my husband sometimes has a cold, a runny nose, so I buy it here and it fits...</i>	<i>Yes, the products here are very diverse, there are body aches, gout, uric acid, not feeling well but here I like it the most, the jamu for body aches that I often consume, I've been here twice, drinking jamu for body aches, because it really works on my body, yes, there are many other variants besides body aches, there is gout, there is dizziness, body aches, gout, itching is also there....</i>
2.	<i>Price</i>	<i>What do you think about the price level of jamu offered by As-Shahih Jamu Shop? Do you feel that the price is in accordance with the quality you get?</i>	<i>The price level is appropriate, Rp.13,000, - yo is cheap in my opinion, but sometimes there are those who say ... how come it's expensive, Rp.13,000, - try checking the price of Rp.10,000,-</i>	<i>Yes, the price here, in my opinion, is relatively cheap, only Rp.13,000, - it is really useful for me, Rp.13,000, - my body aches and pains are gone, I'm happy, the price here is cheap and effective, bathing in the jombang area is useful, so after taking the medicine it heals immediately.</i>
		<i>Do you feel that the price of Jamu here is better, the same, or higher compared to other jamu shops you have visited?</i>	<i>Better in my opinion, other expensive expensive in other stores... I tried it once when it was still Rp.15,000.</i>	<i>In my opinion, with the price of this As-Shahih Jamu Shop Rp.13,000, - in my opinion it is also good, relatively cheap compared to others, I have bought in other places the price is Rp.15,000, - Rp.17,000, - Rp.20,000, - I know that the As-Shahih Jamu Shop Rp.13,000, - this is cheap, I am happy,</i>

				<i>especially since it is really useful for me, Rp.13,000, - really easy to reach by the community ...</i>	
3	<i>Place</i>	Do you easily access the location of As-Shahih Jamu Shop ?	<i>It's good mbak... the house is right on the edge of the street, not in the alley, the understanding is good because the writing is big...</i>	<i>It's easy, accessing the store's location, on google maps there is a As-Shahih Jamu Shop, so for example, if you want to refer to it, you immediately open google maps, the As-Shahih Jamu Shop immediately appears.</i>	<i>It's easy to find, the location is also on the side of the road, not in the alley, so it's easy to find.</i>
		Do you prefer to buy products in-store in person or through online platforms?	<i>That's how it is ... yes, I buy directly at the store, I don't know about online, I don't know about cellphones, yes, young people like to buy online ...</i>	<i>Woo, for me, I like it directly here, so yes, it's made directly, I don't drink it here, it's good... I think it's less online, but I like it more here, directly to the store here, the access to the store is easy, I also like it here, it's good directly here for me, rather than buying online...</i>	<i>Actually, I prefer to buy online, nowadays it's all online, especially when I'm sick I want to drink jamu but my grandmother doesn't tell me to buy it, so I don't drink jamu, I just drink medicine at home, but if for example jamu is able to be ordered via gojek, that's really cool ... so when I'm sick, I just order it from gojek / grab, it doesn't bother my parents, because my parents are old ...</i>
4.	<i>Promotion</i>	Have you ever seen or heard a promotion from As-Shahih Jamu Shop? If yes, through what media do you usually get the promotional information?	<i>I don't know about you, but I keep Mrs. Eny's number, sometimes she tells me stories in WA...</i>	<i>If I know the promotion of this As-Shahih Jamu Shop from Mrs. Eny, the owner, so Mrs. Eny often uploads the As-Shahih Jamu Shop on her WhatsApp story, sometimes also on Facebook, so I often find out about promotions from the As-Shahih Jamu Shop from these social media.</i>	<i>I don't know yet, there has never been a promotion, or I don't understand it... I don't know about that...</i>

	<p>Are there any promotional suggestions that you would like to see As-Shahih Jamu Shop in the future to make it more interesting for you to buy products from the store?</p>	<p><i>Yes, I hope for the future, the most is to be given a coupon for the purchase of jamu, so when you buy, you will get a stamp until the tenth purchase, when the tenth purchase is full, when the tenth purchase is full, you will get free jamu when you buy the eleventh purchase...</i></p>	<p><i>My suggestion is that this As-Shahih Jamu Shop register with grabfood gojek or markerplace shoope tokopedia, so if I can't come here, I can order online, so it's a win-win, I can buy jamu as-shahih products and As-Shahih Jamu Shop can also get buyers from me, maybe not only me, from other people also know how As-Shahih Jamu Shop are.. selling anything.. and have superior quality...</i></p>	<p><i>If from my suggestion, yes, promotion during the birthday of seng who owns this jamu shop, or not when commemorating certain days, like being given a pamphlet like that ... then uploaded, alah uploaded neng whatsapp story, maybe it's already ruame, there are already many enthusiasts ...</i></p>
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Source: Author's Personal Documents

Furthermore, the results of interviews with Suherlina as a longtime consumer gave a positive assessment of As-Shahih Jamu Shop products, especially on the quality and purity of jamu which has proven effective in overcoming health complaints such as body aches and joint pain, with a variety of variants and distinctive flavors that are superior to competitors. The price of Rp13,000 is considered very affordable and commensurate with the benefits obtained, making it a good choice for rural communities. The store's strategic location on the side of the main road also facilitates access, so existing customers prefer to come in person for convenience and ease of interaction. However, they noted that promotions are still limited to WhatsApp and Facebook stories, without a more planned strategy. As a suggestion, existing customers suggested a loyalty coupon program, where the 10th purchase will get a free product, as an effort to increase purchase interest and maintain customer loyalty.

Furthermore, the results of interviews with Dhimas Wahyu as a new consumer are known to provide an assessment that the quality of As-Shahih Jamu Shop products is considered very good, with the characteristics of a non-bitter taste, viscosity, and benefits that are felt immediately after consumption, making it superior to competitors. The price set, which is IDR 13,000 per serving, is considered very reasonable and comparable to the quality offered, even more affordable than other stores' products. The store's strategic and easily accessible location provides convenience for consumers, although new consumers suggest online purchase options through platforms such as GrabFood or GoFood to increase convenience and accessibility. However, store promotions are still limited to WhatsApp and Facebook stories, so new consumers suggest expanding the promotional strategy by creating dedicated social media accounts and utilizing digital platforms to reach more consumers. Overall, new

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consumers are satisfied with the product, price, and location aspects, but there is potential for improvement in the promotion aspect to strengthen the store's competitiveness in the traditional jamu market.

The results of the last interview with Putri Rahmawati as a young consumer assessed that the quality of jamu at As-Shahih Jamu Shop is very good, effective, and meets expectations, with a variety of variants that suit needs, such as women's health jamu. The price of IDR 13,000 per serving is considered affordable and competitive compared to competitors, providing value commensurate with the perceived benefits. The store's strategic roadside location makes it easy to access, but young consumers prefer online purchasing options for time efficiency, so they suggest As-Shahih Jamu Shop list its products on digital platforms such as GrabFood or GoFood. In terms of promotion, they see that promotional efforts are still limited to WhatsApp and Facebook stories, and suggest utilizing social media such as Instagram or TikTok with creative content, as well as loyalty programs such as discount coupons to attract the younger generation. Overall, young consumers appreciate product quality and competitive prices, but expect innovations in promotions and digital access to increase stores' appeal to their market segment.

### **3.2 Discussion**

Based on the results of research that has been conducted through interviews with selected informants, it is known that the implementation of marketing strategies (4P) has been carried out, in the product strategy of the As-Shahih Jamu Shop has the safety and purity of jamu made without additions and mixtures of chemical drugs, the jamu variants available are diverse, with the characteristic flavors and properties of As-Shahih jamu that are not found in other jamu products. These results are in accordance with research conducted by [13] which shows that products are unique and attractive innovations by offering a variety of menu variations can significantly increase purchasing decisions. So that this can increase consumer purchasing decisions at the As-Shahih Jamu Shop compared to its competitors.

In the pricing strategy, it can be seen that the selling price given by As-Shahih Jamu Shop is relatively cheap, according to market price standards, and the price is better than competitors from other jamu shops. The results of this study are also said to be in accordance with research conducted by Lukmanasari & Habib, 2023 which emphasizes that strategic location can improve purchasing decisions. However, an additional suggestion from this study is the importance of adopting online purchasing services to meet the needs of modern consumers who prioritize efficiency. So that the price aspect is able to increase consumer purchasing decisions compared to its competitors.

Furthermore, in the place strategy section, the research results show that the place or location of this As-Shahih As-Shahih Jamu Shop Shop is very strategic and easily accessible to consumers. However, this store does not yet provide online purchasing options, which is an opportunity for further development. These results are in accordance with research conducted by Zahrah et al., 2024 which explains that the place aspect can be able to increase consumer purchasing decisions compared to its competitors because it provides a sense of comfort and easy access to consumers. However, an additional suggestion from this study is the importance

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of adopting online purchasing services to meet the needs of modern consumers who prioritize efficiency.

The last strategy is promotion, the promotion used at the As-Shahih Jamu Shop is still limited, relying only on word of mouth and WhatsApp and Facebook stories. This is due to the owner's limited understanding of digital technology that is relevant to the needs of business promotion in the modern era, including the strategic use of social media and marketplaces as a wider marketing and sales medium. This lack of digital literacy means that owners have not been able to adapt to changes in promotion patterns that now rely on digital technology as the main means of reaching consumers. As a result, market reach is limited and business competitiveness decreases compared to competitors who have implemented digital marketing to market their products. The results of this study are in accordance with research conducted by [16] which emphasizes that most traditional MSMEs have not made optimal use of social media due to low technological and digitalization capabilities in business. Therefore, digital promotion at As-Shahih Jamu Shop needs to be improved more systematically and thoroughly. One of the solutions suggested by the informants is to join as an online service partner such as Gojek or Grab, as well as create an account and manage a storefront on a marketplace such as Shopee or Tokopedia. These steps are believed to help expand market reach, as well as encourage a significant increase in consumer purchasing decisions.

Based on the discussion above, it is known that this research has several limitations that need to be conveyed clearly to avoid misunderstanding in interpreting the results. The focus of the research was only on one object, namely As-Shahih Jamu Shop, which is located in a rural environment with distinctive business characteristics and is traditionally managed. In addition, the approach used is still descriptive qualitative without being equipped with in-depth analysis techniques such as theme categorization, coding, or more systematic data triangulation, so that the interpretation of the data presented is still subjective and limited to the researcher's understanding. This study has also not explored influential external factors, such as local government policy support, local market competition, or consumer trends in traditional health. Nonetheless, these limitations do not diminish the importance of the findings and can serve as an initial basis for further research that is more comprehensive, both in terms of objects, methods, and scope of analysis.

### **3. Conclusion**

Based on the results of research that has been conducted on the implementation of marketing strategies by the As-Shahih Jamu Shop to increase jamu purchasing decisions, using the 4P marketing mix (Product, Price, Place, Promotion), the following conclusions are obtained: 1. Product strategy, As-Shahih Jamu Shop maintains product quality by using premium raw materials and consistent formulas to ensure optimal efficacy for consumers. The product has advantages in the form of guaranteed safety, purity without chemicals, and a variety of variants, with m pegal linu being a consumer favorite. This product is considered superior to competitors because of its distinctive taste and benefits. 2. The price strategy set by

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the As-Shahih Jamu Shop of IDR 13,000 per serving is considered competitive and affordable, adjusting the price of raw materials and the conditions of rural communities, thus providing more value to consumers. 3. The place strategy used by As-Shahih Jamu Shop is strategically and conveniently located in the owner's house, which provides easy access for local residents. Consumers rate this location as convenient and easily accessible, although there are suggestions from the Gen Z segment to provide online purchasing services for efficiency. 4. The promotion strategy is still limited to uploading stories on WhatsApp and Facebook, without any other special strategies. This is due to the limitations of digital technology, so it is considered less effective in reaching consumers widely, therefore, the development of digital-based promotion strategies through online partners and marketplace management needs to be implemented to expand market reach, and encourage increased consumer purchasing decisions.

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