
The Development of Creative Tourism in Kampung Jamu, Banjarbaru City, and Sharia-Based Branding Strategies

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ABSTRACT

This research aimed to explore the potential and design development strategies for creative tourism in Kampung Jamu, Banjarbaru, focusing on Sharia-based branding. Using a qualitative case study method, the respondents consisted of 27 jamu entrepreneurs, 2 consumers, and the local RT head, selected through saturation and incidental sampling techniques. Data were collected through interviews and FGDs, and analysed using SWOT. The findings revealed that Kampung Jamu Loktabat had great potential to develop due to its strong reputation, expertise in traditional jamu production, and community support. However, challenges such as regulatory changes, modern competition, and technological advancements needed to be addressed. Opportunities for collaboration, social media promotion, product diversification, and workforce training could help Kampung Jamu maintain its competitiveness and grow as a Sharia-based jamu tourism destination.

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1. INTRODUCTION

The Indonesian people continue to use jamu as a traditional medicine because it is believed to cure various ailments. Traditional jamu is a concoction made from natural ingredients derived from plant parts such as rhizomes (roots), leaves, bark, and fruits, and thus does not contain chemicals, with its benefits already proven (Anisah et al., 2023; Nurmayasari et al., 2018).

Banjarbaru City currently boasts many tourist destinations and significant tourism potential. One of the notable tourism potentials is the Kampung Jamu Tourism (Pajabat village). The Kampung Jamu Creative Tourism is a destination that offers both educational and recreational experiences centered on jamu. It is located in the South Loktabat subdistrict of Banjarbaru (Kecamatan Banjarbaru Selatan, 2023).

In addition to being a tourist destination, Kampung Pajabat offers additional facilities that attract visitors. A jamu café, open daily, has become an icon of Kampung Pajabat. The café, owned by Mr. Tarmuji, was established and officially opened on July 27, 2017. Currently, Kampung Pajabat is home to 75 households, with 25 of them engaged in selling jamu (Anisah et al., 2023).

Kampung Jamu Creative Tourism serves as a hub for traditional jamu production, offering educational opportunities such as jamu making and introducing various types of jamu. It also showcases a wide variety of traditional jamu, creating a tourist-friendly environment while contributing positively to the local economy. Kampung Pajabat has received numerous awards at both the city and national levels (Poerwanto, 2017; (Dinyati et al., 2019).

This jamu village is situated in the South Loktabat subdistrict of Banjarbaru City. The acronym "Pejabat" stands for Kampung Pengolah Jamu Loktabat (Loktabat Jamu Processing Village). Established in 1979, Kampung Jamu has grown over the years.

However, Kampung Jamu still needs to develop its marketing strategy to further increase the income of the jamu business owners in the village. One focus for development is the lack of a strong branding identity, which is crucial for wider recognition. The village currently lacks a clear branding strategy, limiting its potential for optimal growth. Therefore, there is a need for research on the Kampung Jamu Creative Tourism in Banjarbaru City and Sharia-Based Branding Development Strategies.

Kampung Jamu Creative Tourism in Banjarbaru City holds significant potential to improve the livelihoods of local jamu entrepreneurs. However, one of the main challenges is the underdeveloped marketing strategy, particularly in relation to branding. The village lacks a strong and widely recognized brand identity. Thus, an in-depth study is needed on the Kampung Jamu Creative Tourism in Banjarbaru City and the development of branding strategies based on sharia principles, to promote more sustainable growth aligned with Islamic ethical values.

2. METHODS

This research is a qualitative study employing a case study method (Rahardjo, 2017; Jubaedi et al., 2018) on a tourist area, with a total of 30 respondents as follows: 27 *jamu* entrepreneurs and 2 *jamu* consumers, using saturation sampling for the *jamu* sellers and incidental sampling for the *jamu* consumers (Kehik, 2018), while the head of the neighborhood association (RT) was included as a key respondent. Data collection techniques involved interviews as an effective method for gathering primary data in the field, where specific questions were asked

based on the objectives of the meetings with the informants to exchange information using a prepared list of questions (Boedi Abdullah dan Beni Ahmad Saebani, 2014).

In this study, the questions were divided into two categories Mulyasari (2017):

1. Open-ended questions, conducted through individual and group interviews (Focus Group Discussions, FGD) with respondents.
2. Closed-ended questions, conducted by distributing questionnaires to respondents.

The data analysis of individual sites carried out in this study includes a) data analysis during the data collection process in the field, and b) data analysis after the data collection process is completed. The analysis of data during fieldwork adopts Bogdan's principles in Rijali, (2019) ; Kaharuddin, (2021), which include:

1. Narrowing the focus of the study (it must be remembered that narrowing the focus means a holistic, phenomenological approach, which is not the same as specifying the study object in a partial, positivistic way).
2. Determining the type of study, whether it is a historical study, taxonomic review, genetic analysis, etc.
3. Continuously developing analytical questions. During fieldwork, the researcher asks questions, seeks answers, analyzes them, and then develops new questions to obtain more answers, which continues iteratively. This process can lead to grounded theory development.
4. Writing reflective comments by the researcher.
5. Exploring ideas and research themes with the subjects as part of the exploratory analysis (this step should be done at the early stages of the research).
6. Reviewing relevant literature while in the field (this helps to develop writing ideas, but carries the risk of influencing the researcher with the ideas, concepts, or models used by the authors).
7. Using metaphors and analogies for concepts.

The post-fieldwork analysis process is conducted as follows:

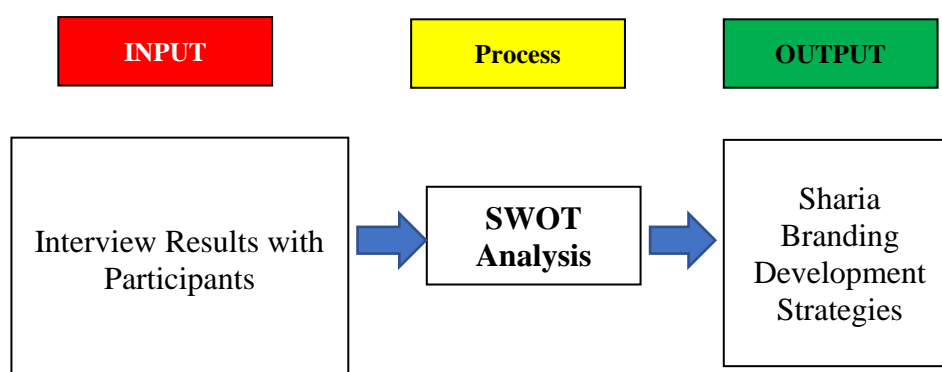


Figure 1. *Data Analysis Flow*

3. RESULTS AND DISCUSSION

In this discussion, we will examine the potential for developing Creative Tourism in Kampung Jamu, Banjarbaru City, through the analysis of IFAS and EFAS matrices (Erziaty, 2015).. The main focus is on the implementation of sharia-based branding strategies, which are

expected to strengthen the identity of local products while enhancing the appeal to Muslim tourists. By reviewing the existing strengths, weaknesses, opportunities, and threats, strategic steps based on sharia values will be proposed to optimize sustainability and the welfare of both the artisans and jamu sellers in Kampung Pajabat, Banjarbaru, as follows.

Table 1. *IFAS Matrix (Internal Factor Analysis Summary)*

Internal Factors	Strengths	Weaknesses
Reputation and Expertise of Artisans	Kampung Jamu is known as a center for traditional <i>jamu</i> production. Artisans possess deep knowledge and skills in this field	The lack of a strong and widely recognized brand.
Product Diversity.	They provide a variety of <i>jamu</i> for different health needs. The <i>jamu</i> products produced are authentic and of high quality.	Ineffective marketing in reaching a broader market. The product diversity is lacking compared to the demands of the modern market.
Community Environment and Support.	A village atmosphere that supports tourist visits.	Inadequate supporting infrastructure for tourism. Limited availability of trained personnel in tourism and marketing.
Awards and Economic Contributions.	Has received various awards that enhance its reputation. Provides positive economic contributions to the surrounding community.	Limited use of technology in the production and marketing processes minimal promotion on social media and digital platforms.
Pengalaman Budaya Tradisional	Menyajikan pengalaman budaya tradisional	Lokasi yang mungkin sulit dijangkau oleh wisatawan dari luar kota. Kurangnya sistem manajemen pengunjung yang efektif. Ketergantungan pada musim wisata tertentu

Source: Primary data processed in 2024.

Table 2. *EFAS (External Factor Analysis Summary)*

External Factors	Opportunities	Threats
Sharia Principles and Interest in Culture.	Opportunities to attract consumers who are concerned with sharia principles. We are	Competition with other tourist destinations that offer similar experiences.

increasing interest in cultural and health tourism trends.		
Collaboration and Government Assistance.	Collaboration with schools and universities for educational programs. Assistance and subsidies from the government for the development of local tourism.	Changes in consumer trends and preferences regarding health and tourism products.
Promotion and Infrastructure.	Utilizing social media and digital platforms for broader promotion. Investing in tourism infrastructure to enhance comfort.	Unstable economic conditions can affect purchasing power and tourist visits.
Training and Product Diversification.	Training for residents to enhance skills in tourism and marketing. Product diversification with modern <i>jamu</i> derived products.	Changes in regulations and policies that may affect business operations.
Cultural Events and Festivals.	Organizing cultural events or festivals to attract tourists. It can serve as an educational center for <i>jamu</i> production and the introduction of various types of <i>jamu</i> .	The risk of natural disasters that can damage infrastructure and reduce the number of tourists. Concerns about health and safety issues.

Source: Primary data processed in 2024.

Analysis of Strengths vs. Weaknesses of Kampung Jamu.

Kampung Jamu has significant potential to be developed as a Sharia-based tourist destination that emphasizes traditional experiences and high-quality products. However, the success of this development depends on the ability to leverage existing strengths and address various identified weaknesses. The following analysis details the strengths and weaknesses of Kampung Jamu from various aspects as follows.

1) Reputation and Expertise of Artisans and Branding Strategies

Kampung Jamu has a strong reputation, particularly regarding the expertise of its artisans who are capable of producing high-quality *jamu* products. This reputation is supported by the artisans' deep knowledge of herbal plants and traditional production processes that have been passed down through generations. This expertise is a valuable asset that can serve as a foundation for building a robust branding strategy. Sharia-based branding, which emphasizes the quality of halal and *tayyib* (good and healthy) products, has the potential to attract a market segment seeking products that are not only high-quality but also aligned with Islamic values.

In line with these findings, the quantitative study by Alfian & Marpaung (2017) explains that the variables of halal labelling, brand/image, and price influence the purchasing decisions of Muslim consumers in Medan city (a case study in Medan Petisah district), while 34.9% is explained by other factors. Furthermore, approximately 59.7% of the halal labelling and brand variables influence price, while the remaining 40.3% is explained by other factors.

However, despite this strong reputation, a primary weakness of Kampung Jamu lies in its still-weak branding strategy. Many Kampung Jamu products are not widely recognized due to a lack of visibility in a larger market. The unstructured and less aggressive branding efforts have resulted in low public awareness of the existence and advantages of Kampung Jamu products, both nationally and internationally.

Therefore, Kampung Jamu needs to design a more effective branding strategy by utilizing various digital platforms such as social media, official websites, and e-commerce. A comprehensive and consistent branding campaign should be developed to introduce Kampung Jamu products as those that prioritize quality, health, and Sharia principles. Additionally, collaboration with community leaders, halal health influencers, and Islamic communities can enhance product recognition in relevant markets. Investing in the creation of educational and informative content about the benefits of *jamu*, sharia production processes, and the uniqueness of Kampung Jamu can also strengthen its branding position in consumers' minds.

Supported by the findings of Al Amin et al., (2022), the optimisation of information technology through digital marketing has become highly strategic in promoting and publicising Kampung Jamoe in Wonolopo Village, with the aim of enhancing the potential of the tourist village, particularly the icon "Kampoeng Jamu" with its traditional jamu gendong products, to gain wider recognition. The Integrated Marketing Communication approach is implemented through digital content, including product photos, services, and storytelling, making it more familiar to consumers. Furthermore, the optimal use of social media allows all parties involved in the digital marketing of Wonolopo's tourist village to help viralise Kampoeng Jamu's commodities.

Furthermore Putri & Dewi (2024), in their research findings, state that skills are the primary asset for the jamu group to enhance future sales and production. The branding of "Kampung Jamu" following the implementation of the Kampung Tematik programme has also had an indirect impact on daily revenue or turnover, which has seen an increase. Additionally, the analysis results show a significant improvement in the physical environment of the Kampung Tematik Jamu residential area.

Thus, the strengths in reputation and artisan expertise can be maximized through appropriate branding strategies, allowing Kampung Jamu to be recognized not only as a producer of quality traditional *jamu* but also as a halal tourist destination offering unique and sustainable experiences.

2) Product Diversity

The diversity of products serves as one of the strengths supporting the development of Kampung Jamu. The products offered not only include traditional *jamu* but also extend to derivative products such as herbal cosmetics and health foods, all of which can be aligned with Sharia principles. This variety enables the creation of a broader market segment and enhances tourism appeal, particularly for visitors seeking unique experiences that align with halal lifestyles.

However, weaknesses may arise in the form of a lack of a more structured product diversification strategy and suboptimal marketing efforts. Artisans and entrepreneurs in Kampung *Jamu* need to be more proactive in identifying market needs and creating relevant product innovations that align with current trends. Additionally, marketing strategies need to be expanded, moving beyond conventional marketing methods to leverage e-commerce and social media platforms to reach a wider audience, including international markets interested in Sharia-compliant herbal products.

3) Environment and Community Support

The lush environment of the village and the support from the local community are additional strengths of Kampung Jamu. The supportive rural atmosphere, along with friendly residents knowledgeable about traditional products, creates an authentic tourism experience. This community support is not only vital for product development but also for creating a conducive tourism environment that aligns with Islamic values such as openness, hospitality, and concern for others.

However, weaknesses in infrastructure and a lack of skilled labor present major challenges. Inadequate infrastructure, such as limited road access, underdeveloped public facilities, and suboptimal service quality, can detract from the tourist experience. Furthermore, the shortage of skilled labor in tourism management also hinders long-term development. Investment in improving infrastructure and training the local workforce is essential to address these issues and support more sustainable development.

4) Awards and Economic Contributions

Kampung Jamu has received various awards for its positive contributions to the local economy, particularly in enhancing community income through *jamu* production and tourism activities. These accolades not only boost its reputation but also strengthen Kampung Jamu's position as a destination that supports the principles of Islamic economics, where social welfare and justice are prioritized.

However, weaknesses in technology utilization and promotion remain significant obstacles. The lack of modern technology in both production and marketing processes diminishes the efficiency and competitiveness of Kampung Jamu in the broader market. Traditional promotional methods also hinder visibility in both local and international markets. Therefore, the development of technology in production, distribution, and marketing must be prioritized to improve efficiency and expand market reach.

5) Offering Traditional Cultural Experiences

One of the main attractions of Kampung Jamu is the traditional cultural experience it offers. Tourists can witness firsthand the process of making *jamu*, interact with the artisans, and learn about the philosophy behind traditional remedies. This experience provides significant added value, especially for visitors interested in local culture and natural health practices.

However, accessibility and visitor management pose weaknesses that need to be addressed. Access to Kampung Jamu is still challenging for some tourists, particularly those from outside the region. Additionally, suboptimal visitor management can lead to a decline in the quality of the tourist experience. Therefore, improvements in accessibility and tourism management, including the development of visitor-friendly and Sharia-compliant facilities, are essential to enhance visitor satisfaction and ensure sustainable tourism.

Analysis of Opportunities vs. Threats for Kampung Jamu

Kampung Jamu has various opportunities to develop as a Sharia-based and traditional cultural tourism destination, supported by many factors that promote this growth. However, various external threats must also be anticipated to ensure the sustainability of this development. The discussion is as follows.

1) Sharia Principles and Interest in Culture

One of the main opportunities for Kampung Jamu is the increasing consumer interest in products and tourist destinations that adhere to Sharia principles. In many countries, particularly in Indonesia, where the majority of the population is Muslim, halal and tayyib principles are of primary concern in consumer decision-making. This trend aligns with the growing public interest in natural, healthy products that conform to Islamic values.

Jamu products, traditionally regarded as healthy herbal remedies, can become a significant attraction for the expanding halal market when combined with sharia principles in their production and sales processes. Sharia-based branding plays a crucial role in attracting a market segment that values religious principles. Additionally, there is a strong trend towards interest in local culture and traditions. Modern travelers seek not only entertainment but also authentic experiences that connect them to cultural heritage and local values.

Kampung Jamu, with its long history of producing *jamu* traditionally, offers this experience by showcasing the *jamu* making process, facilitating interactions with local artisans, and providing insights into the philosophy of traditional health practices.

However, Kampung Jamu also faces threats from competition with other tourist destinations that offer cultural and Sharia-based tourism. Other destinations may provide similar experiences but with greater appeal, better infrastructure, or more aggressive promotional campaigns. To compete in this increasingly competitive market, Kampung Jamu needs to develop a unique and distinctive branding strategy, leveraging its unique characteristics in traditional *jamu* production aligned with sharia principles. Differentiation in tourism offerings and products is key for Kampung Jamu to remain competitive amid intensifying competition.

2) Collaboration and Government Support

Collaboration with educational institutions and government support also presents significant opportunities for the development of Kampung Jamu. Through partnerships with universities and vocational schools, Kampung Jamu can gain additional resources, including expertise, research on *jamu* product innovations, and training for local artisans. Government assistance, whether in the form of financial support or favorable regulations, can also accelerate the development of the infrastructure and facilities needed to attract more tourists.

Collaborating with educational institutions can create opportunities to establish Kampung Jamu as a center for study or a field laboratory for students interested in traditional medicine, herbal sciences, and community-based creative economics. Furthermore, supportive government policies for sharia tourism in Indonesia provide additional opportunities for Kampung Jamu to receive assistance in the form of promotions, subsidies, or ease of licensing.

Although these opportunities are promising, some threats must be anticipated, particularly changes in consumer trends and preferences. Tourism and consumption trends can change rapidly, especially in this digital age, where new information and lifestyles easily influence public interest. If Kampung Jamu does not actively adapt to these changing preferences, both in terms of product diversification and innovation in tourism experiences, there is a risk of losing its appeal. Therefore, development strategies must be flexible and capable of adapting to dynamic market trends.

3) Promotion and Infrastructure

Promotion through social media is one of the biggest opportunities to enhance the visibility of Kampung Jamu. In this digital age, platforms such as Instagram, YouTube, and TikTok are highly effective in promoting tourist destinations, especially those that offer unique experiences and visually appealing content. Social media allows Kampung Jamu to reach a broader audience, including younger generations, who represent a potential consumer segment in the tourism industry.

Additionally, investing in infrastructure, such as improving roads, developing public facilities, and enhancing accessibility, can increase the appeal of Kampung Jamu as a comfortable and safe tourist destination for both local and international visitors.

However, threats arising from unstable economic conditions must be considered in financial planning. Economic uncertainties, both locally and globally, can impact the number of tourists and their purchasing power. Fluctuations in exchange rates, inflation, or economic crises can adversely affect infrastructure development and the sustainability of promotional activities. Therefore, careful planning, including diversifying revenue sources and managing budgets efficiently, is essential to anticipate the impacts of this economic uncertainty.

4) Training and Product Diversification

Training for the residents of Kampung Jamu is expected to enhance their skills in areas such as jamu production, tourism management, and customer service. This will positively impact both the quality of the products and the tourist experiences offered. Product diversification, such as creating new variants of jamu, herbal cosmetics, or healthy food products, can also increase the competitiveness of Kampung Jamu in the market. With a broader range of products, Kampung Jamu can target a wider market segment, including international consumers.

Several threats must be monitored, including regulatory changes, which pose a significant threat to the operations of Kampung Jamu Loktabat, as well as standards for health and safety, halal branding, technology, and competition.

Regulatory changes represent a significant threat to the sustainability of Kampung Jamu Loktabat. As a producer of *jamu* striving to maintain traditional methods in the production process, Kampung Jamu must navigate various evolving policies, particularly those related to health standards, product safety, and environmental protection. The following discussion highlights how regulatory changes can affect the operations of Kampung Jamu Loktabat and addresses several other threats that need attention.

One common regulatory change pertains to health and safety standards for products marketed to the public. In Indonesia, these regulations are overseen by the National Agency of Drug and Food Control (BPOM), which regularly updates the standards that traditional medicine producers, including *jamu* makers, must comply with. Kampung Jamu Loktabat, which may still employ traditional methods in *jamu* production, could face challenges if health and hygiene standards are tightened.

Halal branding also presents its own set of challenges related to regulations. Currently, the Indonesian government, through the Food, Drug, and Cosmetic Assessment Institute (LPPOM) of the Indonesian Ulema Council (MUI), enforces strict regulations regarding halal certification, including for *jamu* products. Kampung Jamu Loktabat, which aims to highlight its halal branding, must ensure that its products have obtained halal certification following applicable regulations.

The halal certification process involves not only verifying raw materials but also examining production processes, equipment, and the cleanliness of the production environment. If Kampung Jamu Loktabat fails to meet these requirements, its products cannot be marketed as halal, which would diminish its appeal to consumers who prioritize Sharia principles.

Kampung Jamu Loktabat also faces threats from technology and competition. Rapid technological advancements, particularly in production and marketing, necessitate that Kampung Jamu adapt to avoid falling behind. For example, utilizing digital technology for online marketing has become crucial for reaching a broader consumer base. If Kampung Jamu Loktabat does not optimally leverage this technology, it risks losing market share.

Competition with modern *jamu* producers who employ advanced technology could also pose a serious threat. Modern producers may be able to produce *jamu* in larger quantities at lower costs and market their products more aggressively. Kampung Jamu Loktabat, which still maintains traditional methods, needs to find ways to differentiate itself from competitors by emphasizing authenticity and strong halal branding.

5) Cultural Events and Festivals

The organization of cultural events and festivals can be one of the greatest opportunities to attract a large number of tourists. These events not only enhance the visibility of Kampung Jamu but also provide a platform to promote *jamu* products and traditional culture to a broader audience. Well-organized festivals can be a significant draw for both local and international tourists interested in local culture and traditions.

However, threats related to health, safety, and disaster risks need serious attention. Organizing large-scale events always entails health risks, such as pandemics or infectious diseases, which can disrupt operations. Additionally, visitor safety and the potential risks of natural disasters must be managed effectively. Therefore, risk mitigation and contingency planning should be integral parts of any event organized, to ensure the operational stability of Kampung Jamu..

CONCLUSION

Kampung Jamu Loktabat possesses several strengths that can serve as a foundation for further development, such as a strong reputation among artisans, expertise in traditional *jamu* production, and support from the local community. The diversity of products and cultural experiences offered also adds significant value in attracting tourists, especially those interested in Sharia-compliant and traditional products.

However, Kampung Jamu faces various threats, particularly from changes in regulations concerning health standards, environmental concerns, and halal branding. Other threats, such as technological advancements and competition from more aggressive modern *jamu* producers, must also be monitored closely.

The existing opportunities, such as collaboration with government entities and educational institutions, as well as leveraging social media for promotion, can be maximized to enhance visibility and competitiveness. Additionally, product diversification and training for local workforce members are essential strategies for addressing regulatory challenges and competition.

With a strong branding strategy and adaptation to regulations, Kampung Jamu Loktabat has the potential to remain competitive and develop as a Sharia-based *jamu* tourism destination.

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