

## Kiringan Village Potential, Canden Village, Bantul As *Jamu* (Traditional Herb) Cultural Tourism Village

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**Abstract.** Almost all people in Indonesia know and consume traditional herb as an alternative traditional medicine. Besides that, it also became an alternative treatment when the pandemic hit Indonesia in 2020. The cultural tradition of drinking, mixing and selling traditional herb is a daily habit carried out by the people of Canden Village, so that this culture is difficult to escape from their lives because it is hereditary from their ancestors. The Canden tourist village or *Jamu Gendong* Tourism Village is located in Kiringan Hamlet, Canden, Jetis District, Bantul Regency. The method used in this study is descriptive qualitative, by collecting actual and detailed information. The results of the study show that the development of tourism has made the people of Kiringan Hamlet aware of the conservation or preservation of nature and culture which is increasingly in danger of being lost, so that the people have formed a cooperative group of traditional herb sellers. Cooperative groups act as motivators for other communities to participate in preserving nature and culture. The development of traditional herb products in Kiringan Hamlet, Canden Village has had many positive impacts on the local community, especially in the economic sector, because there is a large number of buyers' interest in consuming a variety of traditional herb (*jamu*) products, as well as a variety of flavors. This, of course, will increase the income of the surrounding community.

**Keywords:** preservation, nature and culture, traditional tourism village, traditional herb

### RESEARCH BACKGROUND

Tourism is the most valuable asset, because tourism is an industry that never dies. Currently, many local people are starting to look into the world of tourism, because they are starting to realize that tourism has an important role in supporting the economy of the surrounding community. The development of the tourism sector will be successful if the wider community can have more of an impact or participate actively, then the community needs to be given an understanding of what is meant by tourism and what benefits and benefits will be obtained.

Culinary tourism is relatively new in the world of tourism, Eric Wolf as President of the International Culinary Tourism Association ratified the birth of this Association (International Culinary Tourism Association). Beginning in 2007, it began providing several culinary tourism development solutions to face the increasing number of requests.

One of the developments in the culinary tourism industry is culinary tourism for traditional drinks. This traditional drink made from natural ingredients and can also be used as medicine is a cultural heritage that has been passed down from generation to generation for health purposes, which we are familiar with calling herbal medicine. *Jamu* is a preparation of spices that are mixed together so that it becomes a herbal medicine that has many properties and benefits and does not provide side effects.

*Jamu* is a historical legacy of processed drinks with unique and rare concoctions. *Jamu* consists of herbal ingredients, spices and kitchen herbs which were combined into one unique taste from ancient times by the ancestors which should be preserved and brought back to be used as a typical regional

souvenir. Director General of Culture, Hilmar Farid, explained that herbal medicine is a traditional Indonesian medicine made from natural ingredients for prevention, treatment, recovery and maintenance of health and beauty. Herbal medicine is one of the scientific legacies of the ancestors of the Indonesian people which has been mentioned in reliefs, primbons, inscriptions and old books in the archipelago. As Indonesia's cultural and natural wealth and local knowledge and local wisdom, herbal medicine has quite strategic economic value in economic.

The Healthy Culture of herbal medicine has officially become the 13th Intangible Cultural Heritage from Indonesia to be included in UNESCO's Intangible Cultural Heritage list. The appointment of Jamu Wellness Culture to UNESCO's Representative List of the Intangible Cultural Heritage of Humanity was carried out at the 18th session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage in Kasane, Republic of Botswana, on December 6, 2023. Minister of Education, Culture, Research and Technology Nadim Makarim stated: "This designation will strengthen Indonesia's efforts to protect and develop herbal medicine as a cultural heritage, as well as contribute to global health and prosperity."

Almost all people in Indonesia know and consume herbal medicine as traditional medicine, herbal medicine even became an alternative treatment when the pandemic hit the world. The cultural tradition of drinking, mixing and selling herbal medicine is a daily habit carried out by the people of Canden Village, so this culture is difficult to escape from their lives because it is hereditary.

The name of Jamu Gendong comes from the ancestors who sold herbal medicine by carrying them around the village, then it was continuously passed down to their children and grandchildren, and finally this profession was imitated by many local people so that it developed into a village that sells herbal medicine as it is now, so that this village is famous with Jamu Gendong Tourism Village.

The potential that exists in the community in Canden Village is "Seruni Putih" cooperative, which is a gathering place for women selling herbal medicine and is a destination sector for carrying herbal medicine products. The various types of herbal medicine that people mix from each type of herbal medicine have medicinal functions, not only for medicine but herbal medicine can also be consumed to maintain body fitness. In serving herbal medicine, herbal medicine sellers use coconut shells or "shells", then the people of Canden Village innovated herbal products which initially could only be consumed in one day but it can now be enjoyed for a long period of time, namely with the innovation of herbal medicine powder and syrup.

In this area there are around 125 herbal medicine sellers who are still selling their herbal medicine every morning and evening. Apart from being producers in making herbal medicine, the herbal medicine sellers also act directly as distributors. The tenacity and high interest of herbal medicine sellers in the community, Canden Village began to become the center of the herbal medicine industry since 2000, with support from the Bantul Regency government, Canden Village became the center of the herbal medicine industry which will have an influence on the community in the village.

Seeing the existence of herbal medicine, which is rarely found and enjoyed by the community, Canden Village produces herbal medicine and increases promotion so that Canden Village can become an icon of herbal medicine in Yogyakarta. Concerns about the extinction of the above culture have given rise to the idea of preserving cultural heritage which can improve the economy of the surrounding community.

Based on the background above, the problem of this study is to determine the potential of Kiringan Hamlet community as a herbal medicine tourism village.

## REVIEW OF RELATED LITERATURE

### Potential

Potential in the Big Indonesian Dictionary means ability that has the possibility of being developed, strength and ability. Lukman Ali in Yoewe (2014) explains that what is meant by potential is an ability that has the power to be developed through planned and programmed efforts through appropriate planning strategies in order to obtain maximum results as targeted.

### Tourism Village

Kusumastuti (2020) explains that a tourist village is a combination of attractions, accommodation and supporting facilities packaged in a pattern of community life that is integrated with the prevailing procedures and traditions, thus making the village a tourist destination. Meanwhile, Fandeli (2002) stated that a tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the village, both in terms of socio-cultural life, customs, daily activities, building architecture and village spatial structure, as well as the potential that can be developed as a tourist attraction

### Culture Tour

In several literatures, several definitions of cultural tourism are mentioned. Damarjati in Pambudi in Vitri Millenia (2022) cultural tourism is tourist movement or activities that are stimulated by the presence of tourist objects in the form of local arts and culture products, such as customs, ceremonies, religion, local people's way of life, relics. historical relics, artistic products, folk crafts, and so on. Meanwhile, Pendit (1999) explains that cultural tourism is a trip that aims to study objects in the form of people's habits, customs, ways of life, culture and art or activities with historical motifs

### Traditional Herbs (Jamu)

Jamu is a traditional medicine made from natural cultural heritage that has been passed down from generation to generation for health. The definition of herbal medicine in Minister of Health Regulation no. 66 of 2015 article 1 are ingredients or concoctions of ingredients in the form of plants, animal ingredients, mineral ingredients, extract preparations (galenic) or mixtures of these ingredients which have been used for generations for treatment and can be applied in accordance with the norms applicable in society

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Use the APA reference format. In-text citation is written this way: (Last Name, Year, p.page number). Follow this example: (Jones, 2021; Jones & Smith, 2021; Jones, Smith, & Williams, 2021). If you quote one or more sentences, write it this way “put a comma in front of the end quotation mark like this,” (Jones, 2021, p. 13).

Quotation that consists of more than three lines uses Times New Roman font type, 12 pt, single space. Quotation in languages other than English is written in *italic* and should be provided with the translation. (Jones, 2021, p.77)

## RESEARCH METHOD

This research uses a qualitative descriptive method, namely a method that describes actual conditions when conducting research in the field and aims to collect actual and detailed information. Qualitative research is a research method based on the philosophy of post positivism, used to research the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out in combination, data analysis is inductive/qualitative and the results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2018)

## RESULTS AND DISCUSSION

### General Description of *Jamu* Kiringan Tourism Village

Kiringan Hamlet is included in the Candan sub-district, Kapanewon Jetis, Bantul Regency, Yogyakarta Special Region Province, the distance of Kiringan Hamlet is ± 25 km from the city center. Based on the Kiringan Hamlet profile book, the area of Kiringan Hamlet is 40,132 m<sup>2</sup> in Kiringan Hamlet, most of the women work as traditional herbal medicine craftsmen. They sell *jamu* gendong by traveling from one hamlet to another. The proceeds from selling herbal medicine can help the local economy. The community also formed a cooperative association of herbal medicine sellers called "Seruni Putih". "Seruni Putih" association started from the community's desire to further equalize people's income levels.

### The Potential of Kiringan Tourism Village

#### 1. Tour Package and Facilities of *Jamu* Kiringan Tourism Village

##### a. Personal Package

Table 1.1 Personal Tour Package of *Jamu* Kiringan Tourism Village

Domestic	International	Facilities
Rp200.000	Rp300.000	Welcome drink, merchandise, travelling , <5 <i>jamu</i> receipt, snack and beverages, certificate and documentation (soft file)
Rp150.000	Rp250.000	Welcome drink, merchandise, travelling, >5 ingredients, snack and beverages, certificate and documentation (soft file)

**b. Group Package**

Table 1.2 Group Package and Facilities of *Jamu Kiringan* Tourism Village

Package	Local	Intenational
Min 20 pax	Rp35.000/pax	Rp50.000/pax
Facilities	<i>Welcome drink, merchandise, travelling, 3 of Jamu recipes, snack and beverages, Meeting Hall, Certificate and Documentation (soft file)</i>	
Additional	Snack (Rp. 5000 – Rp. 10.000) Lunch ( Rp. 15.000 – Rp. 25.000)	

**c. Facilities**

In Kiringan tourist village, there are some facilities such as Homestay with 1 room for 2 people as well as additional facilities including green open space, meeting hall, sound system and bicycles.

**2. Herbal (Jamu) Education Tourism**

In the *Jamu Kiringan* Tourism Village there are also educational tours, tourists can practice directly making herbal medicine. There are several types of herbal medicine that can be studied directly, such as:

- a. Juicy squeezed herbs, such as *Uyub-uyub, kunir asem, parem minuman, pege linu, bagolan* etc.
- b. Herbal syrup such as ginger syrup, *lenkuas* syrup, turmeric syrup, ginger, *secang* etc
- c. Instant herbal medicine, mangosteen rind, ginger, red ginger, *sunti*, galangal, linzi white turmeric, etc
- d. Herbal dip, mangosteen rind juice, *wedang uwuh, secang*, slimming, sour turmeric, diabetes herbal medicine etc
- e. *Empon-empon* Powder (SIMPLISIA)
- f. Tuber Flour: *Garut, midro, ganyong*

Apart from learning about the types of herbal medicines, the tourists will also be given education regarding to:

a. Herbal Processing Process

People are looking at products that come from nature. This is based on people's belief that natural products whose ingredients are taken directly from nature are healthier and fresher. This belief makes herbal medicine producers flock to create products made from nature such as turmeric, galangal, tamarind fruit, ginger, and others. The herbal medicine processing process in Kiringan Hamlet, from start to packaging, still uses traditional tools. Mrs. Murjiati's traditional herbal medicine maintains its traditional values

b. How to Serve Herbal Medicine

The way Kiringan hamlet serve herbal medicine products is still using coconut shells, mixed and pressed in front of the buyers, so the freshness of this herbal medicine is different from instant herbal medicine

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### 3. Cultural Preservation of *Jamu Gendong*

Canden Tourism Village has unique characteristics to be developed as a conservation-based Tourism Village. One of the things that Canden village is famous for is herbal medicine, so herbal medicine has become an icon for the village. *Jamu* in Kiringan Hamlet is also a tradition, because drinking herbal medicine is an activity passed down from generation to generation from the ancestors. Most people in Kiringan Hamlet work as traders in carrying herbal medicine and others work as farmers and livestock breeders. Conservation efforts carried out by Kiringan Hamlet to maintain traditional culture; herbal medicine sellers sell their products by carrying them. Not only can sellers of carrying herbal medicine preserve traditional culture, but this is also an attraction for buyers, because it is unique and interesting and it is rare to find sellers of carrying herbal medicine by carrying them. Apart from being producers in making herbal medicine, herbal medicine sellers also act directly as distributors of their herbal medicine.

### 4. Medicinal Plant Grand as a Natural Library

*Jamu* Kiringan Tourism Village has a medicinal plant garden. Tourists can learn about medicinal plants and their functions, how to grow medicinal plants, how to make herbal medicine and the process of packaging herbal medicine. Most of the people of Kiringan Hamlet plant spices as ingredients for making herbal medicine, so that they can become raw materials for herbal medicine produced from their own gardens without buying raw materials from outside. People are looking at products that come from nature. This is based on people's belief that natural products whose ingredients are taken directly from nature are healthier and fresher. There are approximately 30 gardens containing medicinal plants with their names and benefits. The highlighting of agricultural attractions, cultivation of herbal raw material plants, the process of making herbal medicine, arts and cultural performances, hamlet exploration, makes Kiringan Hamlet a Herbal Tourism Village based on health and educational tourism.

## CONCLUSION

By understanding the various potentials that exist in Kiringan Hamlet as a conservation-based herbal tourism village, conclusions can be drawn, including:

The development of herbal medicine products in Kiringan Hamlet, Canden Village has had many positive impacts on the local community, especially in the economic sector because there is many buyers interest in consuming herbal medicine products in Kiringan Hamlet, because apart from the variety of products provided, there are also various flavors. So, the human need to consume herbal medicine is increasing, especially during the recent pandemic season.

The development of tourism has made the people of Kiringan Hamlet aware of the conservation or preservation of nature and culture which is increasingly in danger of being lost, so that the community has formed a cooperative group of herbal medicine sellers which has become a motivator for other communities to participate in preserving nature and culture which of course will increase the income of the surrounding community.

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