

Implementation of Sustainable Development Goals (SDGs) Through Rumah Rempah Cafe at Universitas Anwar Medika

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Abstract

Health is one of the targets of sustainable development goals (SDGs). Many are related to the health aspect that determines health itself. Implementation of SDGs in the Indonesian context through traditional herbal medicine innovation development activities. Traditional herbal medicine based on spices is a legacy from generation to generation. This traditional herbal medicine can also be known as a short-term, medium-term, and long-term preventive measure. Although references and applications in society are many normative recommendations about potentially beneficial approaches, evidence regarding the implementation strategy adopted by the Rumah Rempah cafe is still limited. The findings show that the commitment of the Rumah Rempah Cafe at Universitas Anwar Medika is moving forward with research activities so that Rumah Rempah products could be scientifically accounted for. The generation that becomes a Rumah Rempah consumer in terms of age is dominated by the Millennial generation (64.1%) and Generation X (21.8%), female gender (74.6%) with a high level of education being the dominant consumer, namely 71.8%. Rumah Rempah Cafe is an alternative to maintaining ancestral heritage, providing positive drinks for the body and according to the tastes of the millennial generation and X-Generation. The consumption of spices as traditional herbal medicine is beneficial for boosting immunity, relieving pain, improving digestion, and detoxifying the body. Rich in antioxidants and anti-inflammatory compounds, herbal spice remedies also help maintain the body's balance and health naturally.

Keywords: generation, rumah rempah, SDGs, spices, traditional herbal medicine

Introduction

Indonesia has the second largest biodiversity in the world after the Amazon forest (Brazil, Peru, and South America), which is indicated by the high number of native medicinal plants (Helmalia *et al.*, 2019). Based on the richness of medicinal plant sources, most Indonesian people, especially in rural areas, use traditional herbal medicines known as jamu to treat diseases (Safitri dan Nurman, 2020). Jamu is a word in the Javanese language that means traditional medicine from plants. The main ingredients of traditional herbal medicine in Indonesia consist of various spices from the Zingiberaceae species (ginger, turmeric, temulawak and kencur) which have long lived side by side with the Indonesian people, especially in the community in Balongbendo District, Sidoarjo to be used as traditional herbal medicine.

Post-pandemic health care is a public concern (Hidayat *et al.*, 2021b). The health aspect is one of the basic aspects of humans feeling safe from a disease. Health is a vital aspect that demands fulfillment to maintain health (Safitri *et al.*, 2014; Safitri, 2018; Hidayat *et al.*, 2021a).

The health aspect is a fundamental aspect due to the well-being of a person's body, soul, and social conditions so that they can carry out productive activities from the economy. Conversely, a sick condition is a disruption of a person's health, so their economic activities are also disrupted (Mawonde dan Togo, 2019).

The formation of a strong immune system, among others, by consuming traditional herbal drinks that help provide freshness to the body (Septiana *et al.*, 2017). The content of various spices is very diverse and the active ingredients of these ingredients have distinctive properties (Azis *et al.*, 2020). The high antioxidant content found in these spices that are related to diseases include ginger and turmeric which function as antirheumatic, temulawak for antihepatitis, and kencur which functions as an anti-inflammatory and blood vessel relaxant (Widanti *et al.*, 2019). In certain aspects, these spices have also been proven to inhibit the oxidation of low-density lipoprotein (LDL) and cholesterol. Therefore, spices (ginger, turmeric, temulawak, and kencur) have been used for generations to prevent blood vessel blockage (Yusuf, 2002; Widanti *et al.*, 2019).

Traditional herbal medicine based on spices which are natural products is familiar among people who are over 40 years old and less familiar among millennials. Innovation of traditional herbal medicine continues to be carried out with the hope of bridging the gap among millennials, one of which is carried out by researchers who are members of the Rumah Rempah Cafe Universitas Anwar Medika. The development of traditional herbal medicine innovation is in principle an effort to maximize the empowerment of community groups, especially to improve community health (Allen *et al.*, 2018). This traditional herbal medicine innovation is a step forward to support global commitments through sustainable development (Sustainable Development Goals/SDGs). Traditional herbal medicine as an ancestral heritage can continue to be a legacy from generation to generation.

This research lies in its approach to revitalize traditional Indonesian herbal medicine (jamu) by adapting it to modern preferences and bridging generational gaps, particularly for millennials. While jamu has long been valued for its health benefits—utilizing the high antioxidant and anti-inflammatory properties of spices like ginger, turmeric, temulawak, and kencur its appeal among younger generations remains limited. This study, through the Rumah Rempah Café initiative by Universitas Anwar Medika, introduces a fresh, contemporary presentation of jamu that aligns with millennial tastes and lifestyles, promoting sustainable health practices. By packaging and serving these traditional drinks in innovative ways, this approach seeks to re-establish jamu as a relevant, appealing choice for health-conscious millennials, thus supporting the SDGs related to health and heritage preservation.

Based on the implementation of this Rumah Rempah innovation, traditional herbal medicine is packaged with a contemporary feel and presented through different methods, adjusting to the development of today's millennial children. The goal is to implement SDGs through the Anwar Medika Rumah Rempah Cafe so that this becomes a bridge and provides a color of drinks that are beneficial for health and are served in fresh condition.

Research Methods

This research is a descriptive study with a qualitative approach. The sample collection technique is carried out by applying the non-probability sampling rule which is classified based on age and preference for drinks served by the Rumah Rempah Universitas Anwar Medika cafe.

The data collection method is systematically divided into two categories, namely those obtained from surveys (offline and online invitation surveys and the results of in-depth interviews with consumers who come to the Rumah Masakan Universitas Anwar Medika. Data in data organization, sorting data and collecting data into data units that can be easily understood, synthesizing data, and interpreting data that can be described. More detailed stages

are data collection, data reduction, data presentation, and data interpretation. Qualitative research can reveal a real event that occurs in the field and also emphasizes the natural *nature of the events that occur*.

Results and Discussions

A. Implementation of SDGs at Rumah Rempah Cafe

The development of traditional herbal medicine has an impact on public health as a step to continue the ancestral heritage that has been passed down from generation to generation, where this is in line with the implementation of SDGs. The comprehensive SDGs approach is oriented towards sustainable development in several areas, namely economic, social, health, and environmental sustainability. The implementation of SDGs in the context of the country is certainly very broad, therefore the steps in developing herbal medicine certainly involve all elements of the SDGs approach that have been mentioned (Morton et al., 2017; Allen et al., 2018). As an illustration that in the development of traditional herbal medicine innovations certainly involves economic, social, health and environmental activities. However, there are still many agendas that must continue to be carried out to achieve several things that support the government in mainstreaming SDGs in the development of traditional herbal medicine innovations (Mawonde and Togo, 2019). The existence and concept of developing traditional herbal medicine at Rumah Rempah Cafe are mainstream SDGs, including maintaining a balance between ecological and economic functions. The basic ingredients of herbal medicine used certainly have concern for the environment. The environment in sustainable development needs to be considered so that it does not immediately exploit raw materials that ignore environmental interests or endanger existing ecosystems. The development of herbal medicine innovations is certainly based on environmental concerns, an effort to maintain the environment and the quality of the materials used so that herbal medicine in the future will remain the ancestral heritage of the Indonesian nation from generation to generation.

The Rumah Rempah cafe participates in preserving culture in the aspect of spice cultivation in the Balongbendo Sidoarjo environment. The community is the main subject in the management of natural resources so the community directly feels the positive impact of the Rumah Rempah cafe activities. Spice cultivation activities that have not been a priority have changed to a priority because spice cultivation activities have become positive economic activities (Septiana et al., 2017; Widanti et al., 2019). Planned activities and cooperation systematically move together in improving health aspects and economic activities at the same time that are sustainable. The community is one of the components of the state that must actively participate in preserving the environment so its active role is important in supporting sustainable development.

B. Characteristics of Rempah Cafe Rempah

Based on the results of data analysis in Table 1, it shows that the characteristics of respondents in the age group of 25-38 years (Millennials) are the highest respondents (64.1%). This can be understood that millennial generation visitors have the largest habit of consuming herbal medicine. However, for Z generation whose ages are between 15-24 years in this study, they also have a second order, namely 21.8%. In the in-depth interview process, the majority of respondents from the millennial generation are familiar with traditional herbal drinks and their different presentation methods add to the more enjoyable atmosphere, as well as in Z Generation.

“Traditional herbal drinks contain many high benefits and are also beneficial for body health. For example, if my body is weak and there are indications of a cold, I immediately consume turmeric. In addition, I read several articles about turmeric having high antioxidants and being good for the body. I didn't get sick, it could also be caused by the content”

"Consuming ginger drinks in winter without sugar can have many benefits, especially eliminating cold"

"If the body is tired and coughing, it is a habit to consume kencur since childhood. In addition, drinks made from these ingredients do not have side effects on the body".

Table 1. Characteristics of respondents at Rumah Rempah Cafe Universitas Anwar Medika

Characteristics	Percentage of Respondents
Age Group	
Z Generation (1995-2010) = 15-24	22.8%
Millennials (1981-1994) = 25-38	63.1%
Generation X (1965-1980) = 39-54	9.6%
Baby Boomers (1946-1964) = 55-73	4.5%
Gender	
Female	73.6%
Male	26.4%
Marital Status	
Unmarried	37.2%
Married/Divorced/Separated	62.8%
Education Level	
Middle School or below (low)	12.7%
High School (medium)	16.5%
Higher Education (high)	70.8%
Employment Status	
Employed	56.5%
Unemployed	45.5%

Generation X (39-54 years) and baby boomers (55-73 years) have a percentage value of 9.6% and 4.5%. This can be caused by the distance factor and the lack of familiarity with the Rumah Rempah cafe among those ages. In addition, we should be aware that the packaging and presentation methods require a contemporary touch and technique. The methods and techniques used by the Anwar Medikan Rumah Rempah cafe are a model for marketing traditional herbal medicine and nuances that adapt to the conditions of today's young people. So from this data, it is clear that young people from Generation Z and millennials do not mean they do not want to consume traditional herbal medicine. They do not consume traditional herbal medicine because of factors of place, presentation method, and other factors such as embarrassment. As we know traditional herbal medicine from ancient times was marketed by being carried by a mother, walking from house to house, and crowded places such as markets. Such marketing methods can be considered inappropriate for the conditions of children from Generation X and millennials because they are considered unhygienic, dirty, and consumed in places where they meet.

The gender characteristics of those consuming traditional herbal medicine at the Rumah Spice cafe are dominated by women (Table 1). This can be understood that women can be considered to prefer traditional herbal medicine compared to men. These data, explain several factors that traditional herbal medicine tends to be more by the needs of women compared to

men. Traditional herbal medicine is believed to have a positive effect on women, especially in several factors, namely a) it can eliminate unpleasant odors such as body odor, b) it can tighten skin muscles such as wrinkles (premature aging), and c) it can maintain female organs.

Characters on employment and marital status do not have a significant effect (Table 1). However, in terms of education, the differences are very striking. It is understood that higher levels of education have a positive correlation with the consumption of traditional herbal medicine. Increasing literacy about traditional herbal medicine is increasingly providing awareness regarding the importance of traditional herbal medicine in terms of health.

C. Remponden Preferences at Rumah Rempah Cafe

Based on the results of the analysis of consumer preferences for types of traditional herbal medicine, can be seen in Figure 1. Several ingredients are most often purchased by consumers. Turmeric is the most popular type of drink, while the lowest is in mixed products.

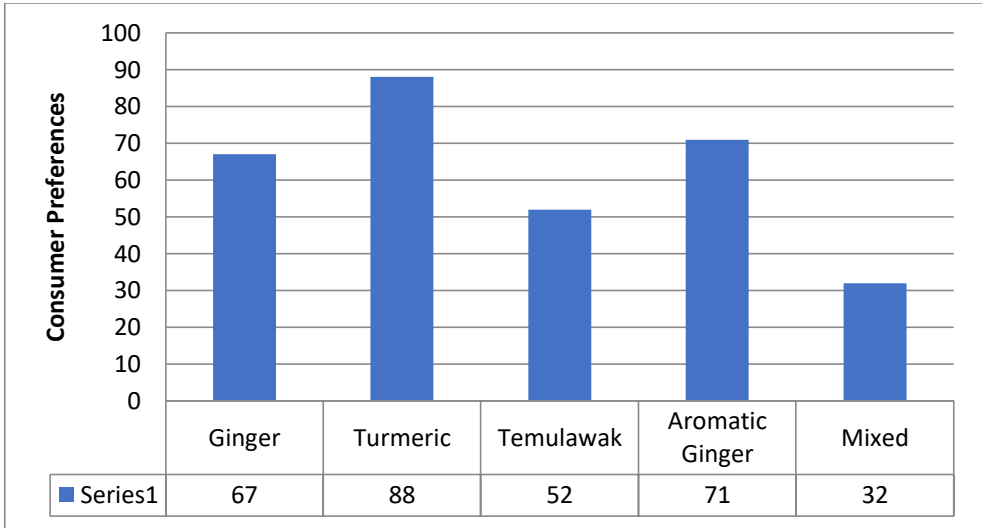


Figure 1. Consumer preferences for herbal medicine variants

Based on Figure 1, it can be seen that the type of turmeric drink is the most frequently consumed drink by respondents. As previously explained, respondents based on gender characteristics are dominated by women. Turmeric is believed to reduce mild to acute pain when women menstruate (menstruation). This is by what was stated by Safitri et al. (2014) that turmeric-based health drinks have been trusted for generations due to the content of active ingredients that function as analgesics, antipyretics, and anti-inflammatories that work to reduce pain in primary dysmenorrhea. The active compound contained in it is mainly curcumine. This curcumin component acts as an inhibitor of the cyclooxygenase (COX-2) reaction, as a result of this reaction it can inhibit or even reduce inflammation.



Figure 2. Various drinks at Rumah Rempah Cafe

The development of innovation at the Rumahrempah Cafe can be an alternative to maintaining health (Figure 2). The products presented are natural products packaged in models that follow current trends (Mamahit et al., 2021; Makkulawu et al., 2022). The products produced can be scientifically accounted for because they have gone through scientific principles. The findings of this study that are most in-demand besides turmeric are kencur. Kencur rhizomes contain essential oil compounds that are very beneficial for the human body. This compound functions as an analgesic, namely a substance that can reduce pain in the human body. Kencur rice herbal medicine is also useful for eliminating several diseases, such as coughs, canker sores, gastritis, bloating, and even neutralizing food poisoning (Puteri et al., 2021). The many benefits of traditional herbal medicine for body health prove that herbal medicine, which is traditional Indonesian medicine, if developed intensively will be able to improve the health of the Indonesian people and even the world (Rimiyati and Munawaroh, 2019; Puteri et al., 2021; Trijayanti and Gani, 2023). Thus, herbal medicine businesses need to be preserved and developed, especially supported by the availability of sufficient raw materials from farmers in Indonesia.

To support the growth of traditional herbal medicine, it should help farmers by providing training and incentives to grow medicinal plants. Investing in research to validate the safety and benefits of herbal medicine is crucial, as is preserving traditional knowledge through collaboration with local communities. Encouraging entrepreneurship in the herbal medicine sector and exploring export opportunities will help expand its reach. Finally, working with the government to establish strong regulations will ensure the quality and safety of herbal products. By collaborating in these areas, it can strengthen the industry and promote global recognition of traditional herbal medicine.

Conclusion

The development of traditional herbal medicine innovation through the SDGs approach is very strategic because of its orientation towards sustainable health development. The development of traditional herbal medicine involves several aspects of activities that have certainly become the main targets of the SDGs in addition to health, namely economic, social, and environmental sustainability development which can be understood as active activities in maintaining a balance between ecological and economic functions. Through the development of traditional herbal medicine innovation and presentation methods, it is something that needs to be considered in reaching consumers. Consumers of this Cafe Rumah Rempah are dominated by the Millennial generation (63.1%) and Z Generation (22.8%). Spiced drinks are a necessity for women (73.6%) with a higher education level (70.8%). Drinks based on types of spices have the potential to be developed and preserved.

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