

Socialization of Natural Medicines and New Perspectives on Traditional Indonesian Medicine for Pharmaceutical Workers

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Abstract: *Treatment traditional Indonesian herbs, which have been There is during centuries, now get increasing attention big in the middle change paradigm global health towards a more approach holistic and natural. Socialization about treatment traditional This important done for give perspective new that puts forward value and potential drug made from nature. Through activity socialization, society invited for understand more in about various available herbal concoctions, how to its use, as well as benefit for health. Knowledge This No only support sustainability practice treatment traditional, but also integrate it with modern medicine. In the context of modern health, proper understanding about treatment potion traditional can answer challenge in field health, such as increasing request to treatment natural and issues resistance medicine. Through socialization of a nature educational, community can empowered in choose alternative more treatment safe and effective, and contribute to preservation culture local. In addition, socialization this also becomes bridge connecting knowledge traditional and research scientific, encouraging research more carry on about efficacy herbs drug material nature. With Thus, socialization This expected can strengthen position treatment traditional Indonesian herbs as one of the pillars in system better health inclusive and sustainable.*

Keywords:

Jamu, Natural Medicine, Treatment Traditional Indonesian Herbs

Introduction

Indonesia, as an archipelagic country that is rich in diversity culture and resources Power nature, has tradition treatment that has been in progress during centuries. Treatment traditional Indonesian herb, known with the term herbal medicine is an integral part of inheritance culture nation This. Herbal medicine does not only reflect knowledge hereditary medical, but also the embodiment of from

connection harmonious between humans and nature. In the modern context, where health be one of focus main society, utilization drug made from Indonesia's nature is increasingly get attention. Socialization devotion to public This will discuss drug material nature, perspective new treatment traditional Indonesian herbs, potential traditional medicine Indonesian herbs and its relevance for today 's society.

Herb traditional Indonesian in general made from plant growing medicine fertile in various area. Diversity The abundant biodiversity in Indonesia provides opportunity big for development material standard medicine. Various type plants, starting from leaves, roots, to spices, have utilized in treatment traditional with various properties. For example, ginger (*Zingiber officinale*) is known effective for relieve nausea and fix circulation blood, while turmeric (*Curcuma longa*) has characteristic anti-inflammatory and antioxidant which can help overcome inflammation and increase Power stand body.

In addition, treatment traditional use herbal remedies also involve principle holistic, which emphasizes balance physical, mental, and spiritual. Approach this is very relevant in context health public moment this, where is the solution problem health No only focused on symptoms physical, but also on well-being psychological and social. Society is increasingly realize importance guard health in a way comprehensive, and this is where role treatment traditional become the more significant.

Potential usage drug material Indonesian nature is not only lies in its efficacy, but also in its sustainability and availability. source Power nature. With increasing awareness will health and trends life healthy, many people are switching to treatment with drug material natural as alternative or complement treatment conventional. This is open opportunity for farmer local for increase production plant medicine, at the same time support economy society. In addition, the use of drug experience tend own effect the more side a little compared to with drugs chemistry, making it more choices safe for many people.

However, the challenge in development treatment traditional Indonesian herbal medicine remains there is. One of them is lack of study comprehensive scientific so that can support effectiveness and safety use potion drug material nature. For increase trust community and interesting attention of academics as well as researchers, need done studies more carry on about composition, mechanism work, dosage, and potency therapeutic from plant drugs that exist in Indonesia. This is it is

important that the treatment traditional can integrated with practice modern and recognized medical in a way wide in the world of health.

With all potential and challenges that exist, treatment traditional Indonesian herbs have role important in increase degrees health society. In addition to providing alternative more treatment natural, existence herbal concoctions can also contribute to preservation culture local and source Power nature. Therefore that, effort for empowering public through knowledge and utilization drug made from natural should keep going driven. Through better understanding in about treatment traditional, expected public can utilise Indonesian herbal treasures optimally in guard health and well-being life daily.

In reaching objective all of these party, start from government, academics, practitioners' health, up to public general, must synergize in to educate yourself and develop as well as promote usage potion traditional with based approach research and innovation. With Thus, treatment traditional can become one of the important pillars in system health more national inclusive and sustainable.

Method

Devotion public through socialization in a way virtual face-to-face (webinar) held by STIKes Harapan Bangsa Jember. Activities devotion to public this done through a series activity for 3 months and started from September 16, 2024 to December 21, 2024. Activities This covers:

- a. Location survey, introduction to the surrounding community (especially those who will take part in the training) and identifying various problems and efforts to handle the problems.
- b. Coordination with Dinas Kesehatan Propinsi Jawa Timur, Dinas Kesehatan Kota Jember, Badan Kesatuan Bangsa dan Politik (Bakesbangpol) Propinsi Jawa Timur.
- c. Coordination with resource persons for topics tailored to participants' needs.
- d. Prepare an implementation plan for activities related to increasing knowledge about traditional medicine and traditional treatment.
- e. Preparing educational media in the form of leaflets, brochures, banners, and examples of medicinal plants.
- f. Implementation of socialization and education activities in the form of presentation of material on the basic concepts of natural medicine, traditional medicine and how to utilize them in cases in the community.

- g. The resource persons and training participants held discussions and learned about the potential of traditional medicine in the community.
- h. Discussion and evaluation with all stakeholders for the implementation of this activity and improvement efforts that can be made for future activities and continued with the closing of the activity, accompanied by saying goodbye to the parties involved during the implementation of the activity.

Place exposure for introduction and discussion is through virtual face to face with zoom meeting media. Implementation activity This is on December 19, 2024 at 09.00 – 12.00 WIB; with a total of participants as many as 87 people including resource person, lecturer at STIKes Harapan Bangsa Jember, Lecturer from college other high, D3 pharmacy and S1 pharmacy students STIKes Harapan Bangsa Jember, Member of ASPETRI (Asosiasi Pengobat Tradisional Ramuan Indonesia), practitioner medicine traditional Indonesian concoction, the committee came from from STIKes Harapan Bangsa Jember. Timeline of activities training This is opening with sing Indonesia Raya song, welcome chairman of STIKes Harapan Bangsa Jember, prayer, presentation material by resource persons (Dr. Apt. Teguh Setiawan Wibowo, M.M., M.Si., M.Farm., AIFO), discussion, closing, evaluation and photos together.

Result and Discussion

Socialization about understanding drug material natural own a very important role in society, especially in context treatment traditional and health society. Here is a number of reasons Why activity socialization This need done:

1. Increasing Public Knowledge and Awareness.

Socialization gives required information public about various material nature that can used as medicine. Knowledge This covers method usage, proper dosage, and potential benefits and effects side from herbal concoction. With clear and accurate information, society will more aware will choice existing treatments as well as can make more decisions informative in maintaining their health.

2. Proper and Safe Use.

Not all natural ingredients are safe to use without supervision or sufficient knowledge. Some medicinal plants can contain harmful ingredients if not used properly. Through socialization, the public can learn about safe use, avoid careless use, and understand contraindications or interactions with other

drugs. This helps prevent unwanted side effects and increases safety in the use of natural medicines.

3. Respect for Cultural Heritage.

Traditional medicine and the use of natural medicines are an important part of Indonesia's cultural heritage. Effective socialization not only introduces people to the benefits of natural medicine, but also fosters a sense of pride in local knowledge and existing healing traditions. With greater appreciation for this heritage, communities can preserve valuable traditional healing knowledge and practices.

4. Supporting the Local Economy.

A good understanding of natural medicines can encourage communities to develop and utilize local resources, such as medicinal plant farming. This not only improves the welfare of local farmers and entrepreneurs, but also reduces dependence on foreign pharmaceutical products. Thus, this socialization contributes to strengthening the local economy and creating new jobs.

5. Integration with Modern Medicine.

With increasing public understanding of natural medicine, it will be easier to integrate traditional and modern medicine. This socialization can open a dialogue between traditional and medical health practitioners, creating a more comprehensive and holistic treatment approach. This is important to create better harmony and utilization between the two health systems.

6. Addressing Global Health Issues.

Amid the increasing prevalence of infectious and non-infectious diseases, and the emergence of antibiotic resistance, natural medicines can be an alternative solution. Socialization that educates the public about the potential of herbal concoctions can promote the use of more natural and healthy medicines as a preventive and curative measure. This is in line with the global trend towards more sustainable and environmentally friendly health solutions.

7. Encouraging Research and Innovation.

Disseminating socialization information in a way wide can trigger interest study more carry on about plant drug from society and academics.

Research This can lead to discovery method new in treatment, development product new, and validation scientific from efficacy drug made from nature. This is very important for increase credibility and acceptance use material natural in public.



Figure 1. Ketua STIKes Harapan Bangsa Jember Gives a Welcome Speech and Opens the Event

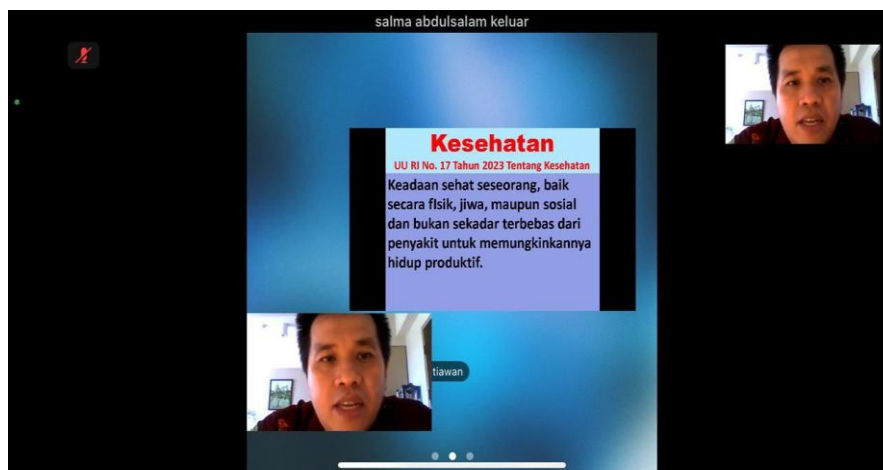


Figure 2. Presentation of Material by Speaker (Dr. Apt Teguh Setiawan Wibowo, MM., M.Si., M.Farm., AIFO)



Figure 3. Discussion of Speaker and Participants in the Socialization



Figure 4. Group Photo of All Participants with the Committee and Speakers

Conclusion

Socialization about understanding drug material nature and medicine traditional Indonesian herbs for public No only just activity informative, but also has impact term very significant length. Educating public with proper knowledge about treatment traditional and medicinal material natural can save Lots soul, improve quality live, and help realize a more society healthy and prosperous. Activities This must become part from a more comprehensive health program extensive, involving various parties, including government, institution education, and organization public.

Recommendation

Based on results activities and discussions, it is hoped participant socialization can apply the material that has been obtained, such as How choose drug material safe and quality nature, has positive outlook to medicine traditional Indonesian herbs, choosing place treatment that has been licensed, etc. In addition, it is expected

existence cooperation with government local or service health related more carry on for popularize drug material natural original Indonesian.

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