



## Marketing Strategies to Enhance Consumer Repurchase Interest in Herbal Beverage Products

Nur Muhammad Qolbi<sup>1\*</sup>, Vembri Aulia Rahmi<sup>2</sup>

Faculty of Economics and Business, Universitas Muhammadiyah Gresik

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### Abstract

This study identifies the strengths, weaknesses, opportunities, and threats faced by the Cap Barokah turmeric and tamarind business and develops strategies to boost consumer repurchase interest. Using phenomenological research with SWOT analysis, data were collected through interviews and field observations to understand internal and external factors influencing consumer behavior. The findings highlight key strengths such as high product quality, hygienic production processes, and competitive pricing. However, weaknesses include limited distribution, lack of halal certification, and minimal use of digital marketing. Opportunities arise from growing public awareness of health benefits linked to herbal drinks and potential product diversification. Conversely, threats include competition from similar products, changing consumer preferences, and economic challenges due to the pandemic. To address these issues, the micro, small, and medium enterprise (MSME) should strengthen its marketing strategy by utilizing digital media, expanding distribution networks, and obtaining halal certification to enhance consumer trust. By leveraging its strengths and opportunities while mitigating weaknesses and threats, the business can foster consumer loyalty and maintain its competitive edge in the local market. Continuous innovation and strategic improvements are essential for achieving sustainable growth in the future.

\*Nur Muhammad Qolbi

Jl. Sumatera No.101, Gn. Malang, Randuagung, Kec. Kebomas,

Kabupaten Gresik, Jawa Timur 61121

e-mail: [vembriaulia@umg.ac.id](mailto:vembriaulia@umg.ac.id)



## **INTRODUCTION**

Gresik Regency, as one of the regencies located in East Java, is one of the areas with quite rapid economic development. This regency is famous for its advanced industrial sector, but the agricultural sector and herbal products also have great potential to be developed. One of the prominent local products is Kunyit Asam Cap Barokah which is produced in Suci Village (Badan Pusat Statistik, 2024). Kunyit Asam is a traditional drink with various health benefits, including antioxidants and anti-inflammatory. This product is not only important as a healthy drink, but also as part of the local cultural heritage that has been passed down from generation to generation. This product relies on natural ingredients and local wisdom in its manufacture, making it popular as a healthy drink choice (Fitriani et al., 2024). However, although initial demand was quite positive, consumer repurchase interest is still fluctuating. With the potential it has, it is important to understand how the right marketing strategy can increase consumer repurchase interest in this product. This shows the need for a marketing strategy that is able to attract new consumers and maintain the loyalty of old consumers. According to Syafriani, et al., (2024), local health-based products require a unique marketing approach, because consumer perceptions of these natural products can influence repurchase interest.

Effective marketing is a crucial point for traditional products such as turmeric and tamarind in Suci Village, especially in creating stable repurchase interest. Several factors that will determine the effectiveness of marketing to build consumer purchasing interest include product quality, attractive promotions, proper distribution, and competitive prices (Falah, et al., 2024). Previous research emphasized the importance of communication that is able to explain the health benefits of products and the positive impacts of natural products on the body as one way to increase consumer appeal (Sari & Habib, 2023). In the Gresik area itself, health drinks such as herbal medicine have long been part of local culture and some people still tend to trust traditional products. However, an inappropriate marketing approach can make it difficult for products to compete with modern drinks that often attract more public attention. Therefore, a marketing strategy that is not only effective but also relevant to local culture is the key to increasing consumer repurchase interest in Cap Barokah turmeric and tamarind products (Feriyati & Deslia, 2024).

The challenge in increasing repurchase interest in Cap Barokah turmeric and tamarind products also comes from competition with similar products from various brands, both traditional and modern. Several previous studies have revealed that repurchase interest is influenced by a combination of product quality, price, and customer service (Purnamawati et al., 2020; Aripin & Leliana, 2024)). However, there is still very limited previous research that focuses on how certain marketing strategies, such as empowering local communities, using digital platforms, and consumer loyalty programs can help maintain repurchase interest, especially for traditional products such as turmeric and tamarind and in dynamic local markets such as in Suci Village, Gresik Regency. In this context, the emergence of various herbal and natural products gives consumers many choices which ultimately requires local producers to innovate in terms of marketing to ensure the sustainability of products in the market. The existence of this research gap provides an opportunity to explore more innovative and integrated strategies to attract consumers to repurchase these products.

One of the unique factors that distinguishes consumers in Gresik from other areas is the high level of trust in natural and local products. Studies conducted by



Purwaningtyas, et al., (2024) and Najiha (2024) show that Gresik people prefer natural-based products because they are considered safer and have greater health benefits than modern products containing chemicals. This indicates that a marketing approach that emphasizes the authenticity and efficacy of the product can increase consumer loyalty. For example, the use of marketing communications that emphasize the health benefits of turmeric and tamarind can have a significant impact on consumer perceptions. In addition, promotional activities that involve collaboration between various parties in the community, such as education from MSMEs and the long arm of the government about the benefits of turmeric and tamarind to the provision of product exhibitions at the local level can increase consumers' emotional attachment to the product. This marketing strategy that utilizes local cultural values and beliefs has the potential to encourage consumers to continue to make repeat purchases of Cap Barokah turmeric and tamarind products (Sudirjo, 2023).

Through the gaps in previous research, this study offers a new research, namely an in-depth exploration of the combination of local and digital marketing strategies to increase repurchase interest in turmeric and tamarind products. Previous research has focused more on product quality and price as the main factors influencing purchasing decisions. However, this study will try to understand how marketing strategies involving local communities and the use of digital media can be an additional attraction for consumers. Thus, the approach to be implemented in this study not only aims to help MSMEs retain old consumers but also opens up opportunities for producers to expand the market more widely without leaving behind local cultural elements. The results of this study are expected to be able to provide new guidelines in marketing herbal products, especially in semi-urban areas that still have great potential such as in Gresik Regency.

This research is important to do because it is expected to provide a useful contribution to local producers in designing and implementing marketing strategies that are relevant and adaptive to market characteristics in Gresik Regency. This study also seeks to strengthen the position of Cap Barokah turmeric and tamarind products in the local market by increasing more stable consumer repurchase interest. Haisah, et al., (2024) revealed that local wisdom applied in marketing strategies can provide added value to products in the eyes of consumers. With this research, it is expected that producers of Cap Barokah turmeric and tamarind can have clear guidelines to utilize market potential and face competitive challenges in the modern era. Implementing a strategy that not only follows the latest marketing trends but also adapts to local values will be a significant step in strengthening the existence of traditional herbal products amidst modernization.

This study will use SWOT analysis as the main method to identify relevant factors for entrepreneurs in formulating more effective marketing strategies to increase sales of Cap Barokah turmeric and tamarind products in Gresik Regency. SWOT analysis is a useful strategic tool in understanding the internal and external environments that affect business. Furthermore, this analysis can be used to help entrepreneurs identify opportunities that arise from consumer trends that are increasingly concerned about natural health products, as well as recognizing threats from competing products or changes in market preferences. The main objective of this study is to obtain a comprehensive picture of the strengths, weaknesses, opportunities, and threats that can be utilized to plan effective marketing strategies. With a deeper understanding of these factors, it is hoped that entrepreneurs can increase consumer



repurchase interest in Cap Barokah turmeric and tamarind products in Gresik, so that they can compete in local and regional markets.

## METHOD

The approach used in this study is a descriptive qualitative approach with a phenomenological type. The phenomenological approach was chosen to allow the author to understand more deeply the experiences and views of subjects who are directly involved with the Cap Barokah turmeric and tamarind product in Suci Village, Gresik Regency. In this study, the author focuses on exploring the main variables that are relevant to consumer repurchase interest in this product, both from the perspective of customers and business owners and workers. In this way, the study seeks to understand the unique experiences of each subject through observation, in-depth interviews, and documentation. Suci Village, Gresik Regency was chosen as the research location because of its growing local market potential, while the research subjects included 5 customers, 1 informant from the Cap Barokah turmeric and tamarind business owner, and 1 key informant from among workers, who were selected using the snowball sampling technique. This technique begins with collecting data in small amounts, which then develops with references from existing subjects, allowing researchers to gain a comprehensive view of the research object.

In the data collection process, researchers apply the triangulation method to ensure the validity of the data through triangulation of time, technique, and source. The collected data were analyzed using descriptive data analysis techniques with several important stages, namely data display, data reduction, and conclusion drawing. This study also applies SWOT analysis to develop marketing strategies that can increase consumer repurchase interest. The SWOT analysis process is carried out through several stages, including evaluating external and internal factors, creating an internal-external factor matrix, creating a SWOT matrix, and the decision-making stage to determine the most appropriate strategy. The combination of a phenomenological approach through SWOT analysis is expected to provide a comprehensive understanding of market dynamics and effective marketing strategies for the turmeric and tamarind business in Suci Village.

## RESULTS AND DISCUSSION

### Research Result

**Table 1.** Respondents by Gender

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>a. High product quality from natural ingredients</li> <li>b. Hygienic production process</li> <li>c. Competitive price</li> <li>d. Popular among health conscious consumers</li> </ul>	<ul style="list-style-type: none"> <li>a. Limitations in product distribution</li> <li>b. Lack of halal certification</li> <li>c. Need to increase the use of digital marketing technology</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>a. Increasing awareness of health and herbal drinks</li> <li>b. Product diversification</li> </ul>	<ul style="list-style-type: none"> <li>a. Competition of similar products</li> <li>b. Changes in consumer preferences</li> <li>c. Economic impact of the pandemic</li> </ul>

Source: Primary Data, 2024



Based on the SWOT analysis on table 1 above, we can examine in more depth the strengths, weaknesses, opportunities, and threats related to the turmeric and tamarind marketing strategy in Suci Village, Gresik Regency (Ika Fatmawati, 2021; Harinta & Arianti, 2021; Wibawati et al., 2023)

**Table 2.** Respondents Based on Type of Work

<b>Last education</b>	<b>Amount</b>	<b>Percentage (%)</b>
Student	20	45.4
Freelancers	8	18.2
Employee Part time	7	15.9
Businessman Beginner	5	11.4
Other	4	9.1
Total	44	100

*Source: Primary Data, 2024*

Based on Table 2, the majority of respondents (45.4%) are full-time students, followed by freelancers (18.2%), part-time employees (15.9%), start-up entrepreneurs (11.4%), and others (9.1%). These data show that the majority of respondents are still active in academic activities, but some have also started to get involved in the world of work or entrepreneurship, either full or part time.

#### *Strength*

Kunyit Asem Cap Barokah has several strengths that provide higher value in the herbal beverage market. One of its main strengths is the high product quality produced from selected natural ingredients such as turmeric, tamarind, and other herbal ingredients known for their health benefits. The selection of these natural ingredients not only increases the health benefits of the product, but also attracts the attention of consumers who are increasingly concerned about health and tend to choose herbal products. In addition, the production process of Kunyit Asem Cap Barokah is carried out hygienically, ensuring that this drink is free from contamination and safe for consumption. The competitive price of the product is also a significant strength, allowing consumers from various circles to enjoy this product without worrying about the price. This product is also popular among health-conscious consumers who see it as a healthier choice than artificially flavored drinks. These advantages make Kunyit Asem Cap Barokah have a solid position in attracting and retaining customers.

#### *Weaknesses*

Despite having high product quality, Kunyit Asem Cap Barokah faces several weaknesses that need to be addressed to strengthen its competitiveness. One of the most striking weaknesses is the limited distribution of the product, which makes the marketing reach only cover certain areas. This has the potential to limit growth and close the opportunity for expansion into new areas that may have high demand for herbal drinks. In addition, Kunyit Asem Cap Barokah does not yet have halal certification which can be an obstacle in attracting consumers, especially from the Muslim community who prioritize halal-certified products. This deficiency has the potential to limit the market segment that can be reached by this product. The use of digital marketing technology is also still less than optimal, so that product promotion is still limited to conventional methods that cannot reach a wider consumer base. Optimization of digital marketing technology is very necessary to be able to increase awareness and expand the consumer base for Kunyit Asem Cap Barokah products.



### *Opportunities*

Kunyit Asem Cap Barokah has a great opportunity to grow in the herbal beverage market along with the increasing trend of public awareness of health and herbal drinks. With more and more consumers caring about health, especially after the COVID-19 pandemic, herbal drinks that are known to have various health benefits, such as Kunyit Asem Cap Barokah, are now increasingly in demand. This is an opportunity for manufacturers to expand the market and increase sales volume. In addition, product diversification is a strategic opportunity that can be taken, for example by introducing different flavor variants or packaging forms to attract more consumer segments. By presenting various product variants, Kunyit Asem Cap Barokah will not only answer the varying preferences of consumers but also increase its competitiveness in the market. Taking diversification steps can also help this brand strengthen its position in the increasingly competitive herbal beverage market.

### *Threats*

Kunyit Asem Cap Barokah faces various external threats that can affect its business performance in the market. One of the main threats is the tight competition from similar products, because more and more other brands are also offering turmeric and herbal-based drinks. This competition can affect the selling price and attractiveness of the product in the eyes of consumers. In addition, changes in consumer preferences for certain types of products are also a threat. For example, consumers who previously might have preferred herbal drinks may switch to other health drinks that are more in line with new trends or offer additional benefits. In addition, the economic impact of the COVID-19 pandemic is still being felt on people's purchasing power, especially in the lower-middle income consumer segment. These challenging economic conditions can reduce purchasing power and encourage consumers to be more selective in their spending, especially for non-basic necessities such as herbal drinks.

## **Discussion**

Based on the SWOT analysis above, several internal and external aspects have been identified that influence the marketing of the turmeric and tamarind product business in Suci Village, Gresik Regency. Based on the results of this identification, there are several strategies that can be formulated to maximize strengths and opportunities, as well as overcome weaknesses and face threats (Tedjalaksana & Trimo, 2022; Cipta & Satrio, 2023).

### ***Strengths-Opportunities Strategies***

This strategy is a way of marketing the Barokah Brand Turmeric and Tamarind product to utilize its strengths to seize opportunities in the market. With high product quality and natural ingredients used, this product can stand out even more amidst the trend of increasing consumer awareness of health and a healthy lifestyle. This strategy can include a marketing campaign that highlights the superior quality of the product and its health benefits to attract health-conscious consumers. In addition, product diversification can maximize the potential for appeal, for example by presenting different flavors or packaging variants. Thus, the company can increase its competitiveness while expanding its market. Through the use of digital platforms, Kunyit Asem Cap Barokah can reach more consumers outside the current distribution area, strengthen the brand in a wider market, and meet the needs of consumers who



increasingly prioritize high-quality herbal products. This approach has the potential to increase repeat purchase interest and significantly expand market share.

### ***Weaknesses-Opportunities Strategies***

The WO strategy aims to take advantage of market opportunities while improving the weaknesses of Kunyit Asem Cap Barokah. In this case, optimizing digital marketing technology can be an important step to expand market reach and increase consumer awareness of this product. The use of social media and e-commerce, for example, can help reach consumers outside the traditional distribution area and provide easier access to new consumers. In addition, obtaining halal certification will be a strategic step to reach a significant Muslim market segment, so that it can expand the customer base and increase consumer confidence. Thus, market opportunities from increasing health awareness can be utilized more optimally, especially with wider product promotion and increased accessibility. Increased distribution and halal certification are two aspects that allow Kunyit Asem Cap Barokah to overcome previous limitations, while taking advantage of growing market opportunities.

### ***Strengths-Threats Strategies***

ST strategy focuses on utilizing the company's strengths to reduce the impact of external threats, such as intense competition and changes in consumer preferences. In this case, the high quality of Kunyit Asem Cap Barokah is an important factor in maintaining its position in a competitive market. By highlighting aspects of quality and safe and hygienic natural ingredients, this product can differentiate itself from competing products that may focus more on price. Increasing product innovation through diversification of flavors or practical packaging can also help overcome changes in consumer preferences, who tend to want more varied and easy-to-consume products. In addition, competitive prices are an advantage that can be used to attract cost-conscious consumers. Through this strategy, Kunyit Asem Cap Barokah can maintain its appeal despite increasing competition and changes in consumer tastes, as well as strengthen the loyalty of existing consumers.

### ***Weaknesses-Threats Strategies***

The WT strategy focuses on efforts to overcome internal weaknesses while reducing external threats that can affect the sustainability of the Kunyit Asem Cap Barokah business. Limited distribution and lack of halal certification, if not immediately addressed, can make it difficult for this product to compete in an increasingly crowded market. Therefore, this strategy can include improvements in the distribution system so that products are more easily accessible to consumers in various regions, thereby expanding the previously limited market coverage. Halal certification also needs to be prioritized to increase consumer confidence and attract more customers, especially among Muslim consumers. The use of digital marketing must also be increased, especially in the post-pandemic economic situation that demands efficiency. By optimizing distribution, obtaining halal certification, and improving the digital marketing system, Kunyit Asem Cap Barokah can strengthen business resilience in facing external threats and reduce the impact of internal weaknesses.

In addition to the strategies based on the SWOT analysis above which aim to support marketing and increase consumer repurchase interest in turmeric and tamarind products in Suci Village, there are several other strategies that can be used to support



marketing and increase repurchase interest in turmeric and tamarind consumers in Suci Village. As the results of the interview and elaborated with existing theories, the following are recommended strategies (Prihartini & Damastuti, 2022; Putri et al., 2022; Hasanudin, 2023).

### ***Marketing Strategy for Turmeric and Tamarind Products Differentiation***

Differentiation strategy needs to be practiced in order to influence the competition that occurs with other entrepreneurs. Differentiation can be done by improving in terms of quality, products, or services through the uniqueness of the goods offered.



**Figure 1.** In-depth Interview with the Owner of the Barokah Brand Turmeric and Tamarind Business

Based on the results of interviews with the owner of the barokah brand turmeric tamarind business on figure 1, it can be seen the uniqueness and quality of the barokah brand turmeric tamarind:

*“Jamu kunyit asem cap barokah ini berbeda dari jamu kunyit asem yang lain atau jamu-jamu lainnya, karena sejak awal kita memiliki komitmen untuk tetap mempertahankan cita rasa yang autentik dari resep-resep turun temurun sejak dahulu kala, namun juga tidak takut memberi sentuhan rasa modern di dalamnya supaya ada perbedaan. Kami mengutamakan rasa jamu yang segar agar bisa dinikmati oleh pelanggan dalam segala suasana. Kami menjaga kualitas produk ini dengan cara selalu konsisten memilih bahan baku bagus seluruhnya, mulai dari pemilihan buah asam, kunyit, sampai gula merahnya kami pilihkan yang terbaik. Selain itu peralatan yang bersih dan steril juga kita gunakan dalam proses pengolahannya.”*

The owner of the turmeric and tamarind brand barokah explained that their main differentiation lies in preserving the authentic taste of turmeric and tamarind herbal medicine that has existed since long ago with a modern blend of flavors from the right amount of brown sugar, making turmeric and tamarind brand barokah different from its competitors' herbal medicines. In addition, according to the owner of turmeric and tamarind brand barokah, this herbal medicine is also in demand by customers





because of its unique fresh taste. This herbal medicine is made with ingredients that are of guaranteed quality and processed with equipment that is guaranteed to be sterile.

#### *Innovation*

Each product with various brands can continue to maintain its existence if business actors innovate periodically. Product innovation needs to be carried out continuously so that the image of a product remains fresh, follows the times, and sticks to consumer tastes. Logos and packaging need to be updated periodically to adjust to what is trending at that time is a way to innovate effectively to attract customer interest.



**Figure 2.** Interview with one of the workers of turmeric and tamarind barokah

From the results of an interview in figure 2 conducted by the researcher with one of the workers of kunyit asam barokah is as follows:

*“Perihal inovasi, yang menjadi prioritas kami adalah packaging Kami berusaha memilih kemasan atau botol yang bukan hanya berfungsi untuk melindungi produk, tetapi juga bisa nyaman dipegang oleh konsumen saat akan meminumnya serta bisa dibawa ke mana-mana dengan mudah. Selain itu kami juga memilih botol yang desainnya unik agar mudah diingat oleh pelanggan. Logo yang ada pada kemasan tersebut juga kami desain sebagus mungkin agar dapat menarik pembeli serta membedakan branding kunyit asem barokah dengan branding produk minuman pesaing lainnya.”*

Based on the description of the results of the interview with one of the workers at kunyit asem cap barokah, it was answered that kunyit asem cap barokah prioritizes innovation in packaging design. They prioritize the comfort of the bottle when held by consumers so that it does not spill easily when used. In addition, the logo on the bottle packaging is also made as attractive as possible to attract customer interest and differentiate the barokah cap turmeric tamarind product from other competing products. With this innovation, this turmeric tamarind product can maintain its customers and the existence of this business.

#### ***Strategy to Increase Interest in Repeat Purchases of Turmeric and Tamarind Products*** *Referential Interest*

Referential interest is the willingness of customers to recommend products they have consumed to others. Referential interest can show how far a product or brand can stick in the hearts of its consumers, causing consumers to happily spread the advantages of the product to others. Of course, this is an important asset for an industry because



the more often the product is distributed, the number of buyers can automatically increase. Referential interest can also create a positive domino effect, because by leaving a positive impression on customers, it can increase the growth of buying interest naturally. To find out the referential interest in turmeric asem barokah, researchers interviewed loyal customers of turmeric asem barokah who have been routinely consuming this herbal medicine for a long time, the explanation is as follows:

*“Saya sudah lama langganan beli kunyit asem ini, karena cocok di lidah saya. Rasa asem manisnya juga pas, ga bikin tenggorokan saya sakit. Kunyit asem merek ini rasanya mirip seperti jamu yang saya minum sejak kecil tapi ada keunikannya tersendiri. Apalagi kalau diminum pas cuaca lagi panas-panasnya. Mangkannya saya sering ngandalin jamu ini kalau ada acara-acara di rumah, atau kalau mau ngasih saudara, teman juga saya mesti beli di sini.”*

Turmeric and tamarind brand Barokah has succeeded in building strong and positive referential interest by providing an impressive experience to customers, so that it can meet customer needs during hot weather that suits their tastes. The freshness and uniqueness of the taste of turmeric and tamarind brand Barokah is able to stick in the hearts of customers so that customers can voluntarily promote the herbal medicine to others which of course makes the name of turmeric and tamarind brand Barokah better known by local residents.

#### *Preferential Interest*

Preferential interest is consumer behavior that makes the product the main choice that is of interest to them. This preferential interest is able to grow a deeper impression and connection in the hearts of consumers compared to other brand products. The basis for the emergence of this interest is the creation of a positive experience for consumers when consuming it, so that they have strong trust and do not hesitate when they will buy the product repeatedly. Customers who already have a preferential interest in a product have a high level of loyalty so that they are reluctant to try other similar products. The researcher wanted to find out the preferential interest of customers of turmeric and sour cap barokah by interviewing them. The answers are as follows:

*“Ketika terpikir ingin minum jamu yang segar-segar, selalu teringat rasa dari kunyit asem cap barokah. Karena rasanya segar, unik, dan sesuai sama selera saya. Dibanding sama jamu-jamu lainnya, ini yang paling pas. Setiap kali saya beli, rasanya selalu sama dari awal sampai saat ini ga berubah, mangkannya saya senang langganan di sini dan masih belum pengen coba merek lain.”*

Based on the results of the description from one of the customers of the Barokah brand turmeric tamarind, the referential interest in the Barokah brand turmeric tamarind is very strong and sticks in the hearts of its customers. The conclusion of this interview describes the satisfaction of buyers based on the consistency of the taste and quality of the Barokah brand turmeric tamarind that does not change over time. This is certainly an important point that causes the Barokah brand turmeric tamarind customers to always come back again and again to enjoy it.

#### *Explorative Interest*

Explorative interest through good marketing describes the interest and attraction of consumers to repurchase a product or brand based on attractive visual stimuli. Product marketing strategies with visual branding are important key points in stimulating consumer curiosity so that they want to continue to explore the products



they are interested in. In the context of turmeric and tamarind brand barokah or other brands, this explorative interest is based on the uniqueness of the packaging, logo design, and the comfort of the packaging when held which makes the interest of customers not diminish. From the results of interviews conducted with Diyah Widyaningrum as a loyal customer of turmeric and tamarind barokah.

*“Dulu saya pertama kali tahu ada jamu kunyit asem barokah ini dikasih tau sama tetangga saya kalau di desa ini ada jamu kunyit asem yang enak. Terus saya cicipi ternyata cocok sama selera saya. Selain itu desain botolnya juga nyaman pas dipegang jadi ga gampang tumpah bikin saya tertarik dan kemudian beli lagi.”*

Based on the results of the interview with Ayu Puspita, who is a regular customer of Barokah brand turmeric and tamarind herbal medicine:

*“Saya sering mantengin instagramnya kunyit asem barokah, di isntagram itu sering diposting testimoni dari orang-orang yang udah suka dari lama, trus konten-kontennya juga menarik jadi kadang saya komen yang positif.”*



**Figure 3.** Interview with two customer of turmeric and tamarind barokah

From the interviews with the two customers on figure 3 above, the conclusion is that the visual branding of the Instagram belonging to Turmeric Asem Barokah has an equally important role in increasing customer interest. The customer first learned about this brand from his neighbor's recommendation and then bought it himself, while other customers prefer to see Turmeric Asem Barokah's Instagram and like every post made by Turmeric Asem Barokah on the social media platform.

## CONCLUSIONS

Based on the findings in this study, it can be concluded that the Cap Barokah turmeric and tamarind product business in Suci Village, Gresik Regency has the main strengths in the form of high product quality with natural ingredients, hygienic production processes, competitive prices, and popularity among health-conscious consumers. However, the weaknesses faced include limited product distribution, lack of halal certification, and suboptimal use of digital marketing technology. With increasing public awareness of health and consumption of herbal drinks, great opportunities are open for this MSME to expand the market and diversify products. On the other hand, the challenges that must be faced are competition with similar products, changes in



consumer preferences, and the economic impact of the pandemic which may affect purchasing power. Marketing strategies that can be applied to increase repurchase interest include the use of digital technology for marketing through social media, creating websites or e-commerce, and collaborating with marketplaces. Taking care of halal certification will also help increase consumer confidence. By implementing a customer loyalty strategy through discount programs or product bundling, it is hoped that this business can increase repurchase interest in old consumers and attract new buyers.

The author provides suggestions for the Cap Barokah turmeric and tamarind MSME to increase the use of digital marketing to expand market reach, and immediately take care of halal certification to increase competitiveness and consumer trust. The author also hopes that the local government can support this MSME by providing digital marketing training and facilitating capital assistance or soft loan programs to develop the business further. In addition, the government can also provide wider access to halal certification and assistance in product diversification to meet wider market needs. For further researchers, it is recommended to conduct a study on the effect of digital marketing strategies on consumer loyalty in herbal beverage businesses and analyze changes in consumer preferences for health products. This further research is expected to provide new insights for the development of MSME marketing strategies and support the sustainability of local herbal beverage businesses.

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