

Distribution of Herbal Juice Products to the Elderly and Residents Who Have Non-Communicable Diseases Through E-Commerce Technology

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Abstract The Stimulus Community Partnership Program (PKMS) of Posbindu Mangga RW10 is a form of development of community service activities from the ITL Trisakti Team in partnership with Posbindu which was carried out on August 2022. This activity was carried out because Posbindu had not yet optimally in distributing herbal products that are self-produced as a form of health services to residents who need them. The purpose is to optimize the distribution of the product so that they can be consumed by the elderly and residents who have non-communicable diseases in order to have endurance or stay healthy in carrying out their daily activities, especially during a pandemic. Covid-19 currently. The main problem is to increase the number of products through marketing, including the distribution of e-commerce logistics of these herbal products, given the conditions of the Covid-19 Pandemic which have begun to subside but there is a new variant of Omicron so it is necessary to be careful during product distribution process is carried out with keep up the Covid-19 process. The method used was socialization in the form of special training on how to market and distribute products using digital platform marketing techniques. The result is the successful creation of an electronic shop using shopee with inventory that has increased 4 times from the previous 48 bottles at the beginning till it is optimally distributed, in addition to this program a guide is made through videos and posters related to the knowledge transfer's flow and transportation technology and logistics.

Keywords Socialization; Optimization; Health; Distribution; E-commerce

INTRODUCTION

The dangers of non-communicable or degenerative diseases to the community, especially residents of RW10 Wisma Mas such as hypertension, cholesterol, diabetes, gout, and also decreasing stamina due to age and the atmosphere of the Covid-19 pandemic before, supported the POSBINDU Mangga RW10 to carry out disease prevention the activities. As for prevention in addition to early detection of Health in the form of services to the elderly on a regular basis by checking weight, waist circumference, blood pressure checking, blood sugar, uric acid, the Mangga Posbindu Cadre has also taken the initiative to produce herbal juice which consists of 5 main ingredients, either spices, fruit and other useful substances.

The distribution technology for herbal products or herbal juice is easy, in terms of production and marketing management including the logistics of these herbal products to Posbindu Mangga partners. Verbal delivery of information when there are Posbindu activities and through community gatherings, as well as community interest as a whole has not been so great because the information provided by the Posbindu has not been evenly distributed. So that only 12 bottles of herbal medicine can be absorbed by residents in a month. Make the distribution of these products less than optimal.

Based on the analysis of the situation and conditions or phenomena, the Transportation & Logistics Institute of Trisakti Service Lecturer Team was encouraged to do community service as a form of obligation to each university as explained in the Tri Dharma of higher education, namely Education, Research and Community Service. One of these obligations for educational institutions is to carry out Community Service, this is carried out in connection with the concern of every institution or institution engaged in education, especially universities by following technological developments and advances, especially Indonesia as a country that has the potential of natural resources and that cannot be compared to developed countries. Traditional Indonesian herbal medicine that has been practiced for centuries in Indonesian society is still very popular for maintaining health and treating disease, because it is more believed to be safe from chemical drugs (Sumarni et al., 2019). One of the ingredient is using garlic. By garlic consumption has gained particular attention due to its therapeutics properties against cancer, cardiac disease, blood pressure, diabetes, bone and skin diseases and other pathologies (Ansary et al, 2020). Meanwhile, according to data from the Ministry of Industry, sales of herbal herbs in the country are only around Rp. 20 trillion. And abroad only about Rp 16 trillion. This is very small compared to the number of industry players, which amount to 900 herbal and herbal business players. Of that amount, around 65% of the total actors are businesses that fall into the category of small industries, 30% are medium-sized businesses, and the remaining 5% are large businesses. From the production side, 45% fall into the category of ancestral powdered herbal medicine, 55% are standardized herbs or Standardized Herbal Medicines (OH) such as liquid herbal medicine, capsule herbal medicine, herbal drink. Meanwhile, herbs that are classified as phytopharmaceuticals or modern herbs that have passed clinical trials have only reached 5%. This data illustrates that the development of national herbal and herbal products is still very limited. To improve the standard of herbal and herbal products, since 2011 BPOM as the agency authorized to supervise drugs and food has issued a regulation in the form of Technical Requirements for Good Traditional Medicine Manufacturing Practices (CPOTB). The aim is to increase the added value and competitiveness of Indonesian traditional medicinal products in facing global competition (Rachmat Gobel, 2020). So the purpose of this service through the Stimulus Community Partnership Program is to socialize related to optimizing the distribution of herbal juices to Posbindu Mangga RW10 cadres at Wismamas Cinangka-Sawangan Housing so that health is created where the herbal juice products can be absorbed or utilized by people in need through the transfer of knowledge and technology owned by the lecturers of the Trisakti ITL service team, in the form of the latest knowledge and technology of transportation and logistics. On the figure 1 below can be found the general activity of POSBINDU, and type of non medical degenerative disease that can be solved by herbal juice.

Figure 1 : Posbindu Cadre's activity and Herbal Juice Tips



(source : KemenkesRI and Yayasan Sehat Islami Holistic)

METHOD

This Stimulus Community Partnership Service (PKMS) uses the socialization method in the form of special training on how to market and distribute products through shopee e-commerce information technology with the target and achievement after this PKMS is to optimize the efforts of Posbindu Mangga in distributing herbal products. In addition, because Posbindu is a partner who is not economically productive, the ITL Trisakti Lecturer Service Team also provides capital assistance of 40% of the service grant funds obtained to Partners.

RESULTS AND DISCUSSION

In planning, the service team started the activity by holding a meeting with partners in terms of conveying the goals and objectives of the service program and asking for time and partners' willingness to actively participate in the socialization. The service team also designs banners, and banners that are used to promote online outreach activities. The banner will be installed during the face-to-face socialization process as a form of information, as well as standing banners will be installed during the socialization and used by partners after socialization as a media to help product promotion.

The following are the results of the banner and banner designs that the Service Lecturer Team has used.

Figure 2 : Banners and banners for socialization and promotion measuring 4 x 1 meter.



Source: ITL Trisakti PKMS Team 2022

In the implementation on August 11, 2022 at Balai RW10, our research team shared tasks, and as speakers of the socialization material, we conveyed how the optimization could be done well because the Service Lecturer Team was also assisted by 2 students from the vocational Transportation Management and Logistics Department of ITL Trisakti.

The following are photos of activities during the socialization implementation. There were 25 participants as part of the attendance list in the picture. The socialization began with a speech from the Chair of RW10, represented by Mrs. RW10 as well as the head of the PKK where Posbindu is sheltered and also the head of Posbindu Mangga RW10.

Figure 3. Photos during the socialization activity, after the socialization and the attendance list of participants on 11 August 2022 at Balai RW10.



(source: ITL Trisakti 2022 PKMS TEAM documentation)

In the second session on August 12 or the following day we monitored and received reports from Posbindu cadres, that approximately 20 bottles of herbal juice had been produced, after shopping for ingredients where the main ingredients were single garlic, red ginger, lemon, apple cider vinegar, and honey. and reported processes and production activities can be seen in the image below

Figure 4 : Equipment needed Processing stages of 5 ingredients Herbal juice



Source: ITL Trisakti PKMS Team 2022

Furthermore, on the same day, initial packaging activities with bottles and storage activities in the refrigerator were also carried out so that the product lasts longer.

Figure 5: Packaging and Storage of Herbal Juice Products (Packing & Storage)



Source: ITL Trisakti PKMS Team 2022

In this production process herbal products with the main raw material is garlic which can reduce the bad effects of fat. Garlic should not be taken lightly (Untari, 2010), besides sterilization of the final product also needs to be done so that the final product is protected from contaminant micro organisms that enter during filling (Sitoresmi et al., 2019) On August 16, 2022, we were assisted by students logistics, assisting the creation of electronic stores and product registration on the e-commerce platform, namely Shopee.

Where the stages of product registration can be seen in the activity figure below

Figure 6: Product registration and marketing through e-commerce shopee

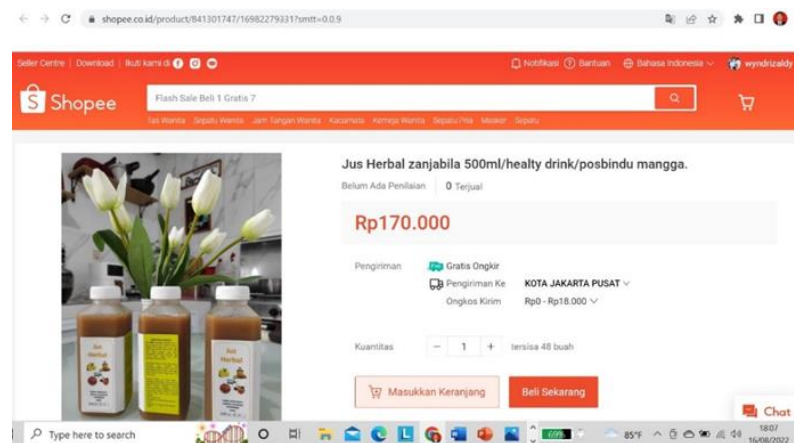


Source: ITL Trisakti PKMS Team 2022

So, from the activities on the 11th, 12th coupled with the 13th of August, we offer an innovative solution to solve the problems faced by partners to support the transformation of higher education through key performance indicators (KPI). The first KPI is the result of our research and dedication as lecturers by conducting socialization optimizing the distribution of herbal juice products to the elderly and residents who have non-communicable diseases through digital e-commerce technology so that they can be applied to partners and provide great benefits to the surrounding community. At the same time, by involving students in order to gain experience outside of campus, we have also implemented the second KPI. The logistics department student who accompanied us

immediately registered herbal juice products through digital e-commerce information technology that was agreed upon as an example of Shopee and would monitor the progress of distribution transactions through the application and report their progress in the third month. The e-commerce business is also a major need for the public in transacting during this pandemic, considering that people are afraid to shop directly so that purchases of some necessities are made online through e-commerce platforms (Sudaryono et al., 2020).

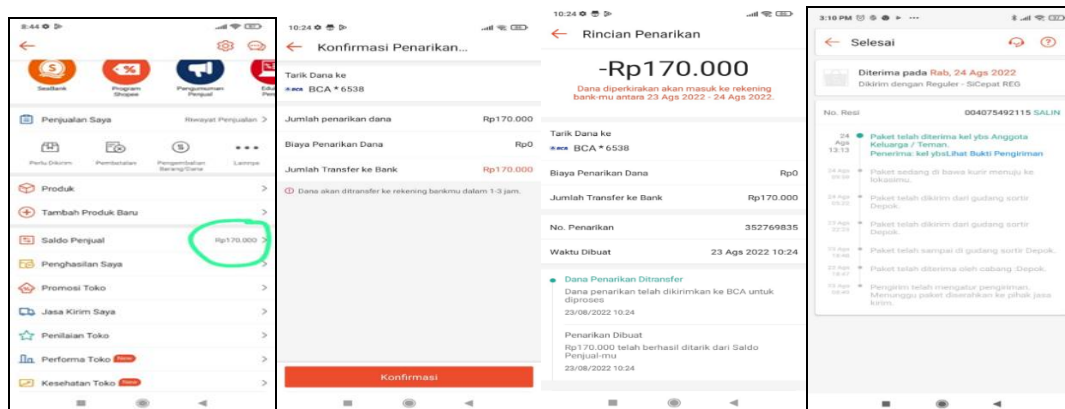
Figure 7: Link and display of herbal juice products in e-commerce shopee



Source: ITL Trisakti PKMS Team 2022

As we consider modern medicines and product storage and disposal so that they can be used as best as possible by users and partner producers, by involving students, at the same time students can apply courses related to problems found in the field as well as assist lecturers in accelerating the process of solving problems from Partner. Meanwhile, students majoring in transportation with a transportation background prepare for more effective and safe work transportation operations to be applied, monitor this workflow and report progress in the third month, will be accompanied by one proposer. When implementing the use of digital e-commerce applications, partners will continue to be accompanied by second lecture as member who propose the services.

Figure 8 : Progress of sales and delivery of herbal juices by courier via e-commerce



Source: ITL Trisakti PKMS Team 2022

In production we still pay attention to the health aspect, especially when assisting delivery staff, truck drivers and other transportation workers to reduce direct contact with customers and ensure personal hygiene habits such as washing hands and using hand sanitizers (ILO, 2020).

Meanwhile, with the help of the promotion of herbal juice products through a banner that we have created for use by the Mangga Posbindu Team, then on August 23, 2022 when Posbindu Cadres carry out health service activities and at that time the Chair of the Trustees of all PKK, Bu Lurah Cinangka, is willing to buy herbal juice products and getting to know these products, as well as appreciating the efforts made by the Posbindu team who have collaborated with the Trisakti ITL service lecturer team, where he stated that he would include this activity as one of the P2PTM (Prevention and Control of Non-Communicable Diseases) programs for the Cinangka village area.

Figure 9: Appreciation from Bu Lurah Cinangka towards Posbindu Mangga herbal juice products.



(Source: ITL Trisakti PKMS Team 2022)

So from the results of these activities, we have tried to unite two transfers of science and technology which will later be made as a guide that can be used for activities related to other products and e-commerce. the following is a figure of the poster for the implementation of the transfer of science and technology.

Community Development Corporation (CDC) in America found that the CDC dominated by market-oriented interests, economic logic of exchange values, and the social logic of neighborhood use-values (Kirkpatrick, 2007).

Community Development Corporation has a structure open to community leaders, interest, and institutions and set in social context. The aim of CDC is positive external neighborhood. The community like the corporate business have the financial report, financial resources, and strategic planning to evaluation, control, and monitoring (Squazzoni, 2009).

The success of community development corporation is define that the CDC give the contribution to the residents to have opportunity to the financial, economic and political influence for the country (Gittell & Wilder, 1999).

Figure 10 : Poster for the Transfer of Science and Technology for PKMS socialization in landscape form



(Source: ITL Trisakti PKMS Team 2022)

CONCLUSION

This socialization activity can increase public knowledge, especially Mangga Posbindu mothers in using digital e-commerce technology to market herbal products to the wider community, so that it is beneficial for the advancement of Posbindu, Posbindu Mangga managers and the community who enjoy herbal juices to stay healthy.

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