



Volume 8 Issue 1, June 2025, pages: 99-110

## **JAMU PRESERVATION AND PURCHASE INTENTION: INNOVATION STRATEGIES IN ACARAKI JAMU**

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Received: 31/03/2025

Revised: 20/05/2025

Accepted: 20/06/2025

### **Abstract**

This study explores innovation as a strategy to preserve traditional jamu and increase consumer interest in the modern era, focusing on Acaraki Jamu as a case study. Using a qualitative descriptive method, data were collected through observation, in-depth interviews with five informants (a marketing manager, a barista, and three young consumers), and documentation. The findings show that Acaraki Jamu implements innovation through product presentation, modern café concepts, and the use of coffee-style preparation methods. These strategies have successfully transformed the image of jamu from a traditional herbal drink to a contemporary lifestyle choice, especially among younger consumers. Acaraki also utilizes digital marketing and minimalist interior design to support consumer engagement. The study concludes that innovation plays a vital role in reviving traditional cultural products by making them more accessible and appealing to modern audiences. This research contributes to the understanding of how cultural heritage can adapt to current market demands through creative transformation, offering insights for businesses aiming to preserve tradition while attracting new market segments.

**Keywords:** Innovation, Preservation, Purchase Intention, Jamu

### **1. INTRODUCTION**

Jamu is a traditional Indonesian drink that is believed to have various health benefits. In Old Javanese, the term jamu comes from the word "djampi," which means prayer, and "oesodo," which means health. Since the era of the Mataram Kingdom, jamu has become an important part of the community's health culture. At that time, the process of making jamu was largely carried out by women, while men played a role in sourcing herbal ingredients from nature. This is reinforced by the discovery of artifacts such as mortars and pestles at the Liyangan archaeological site in Central Java, as well as the reliefs and inscriptions of Madhawapura that mention the term "acaraki," which refers to traditional herbal medicine makers.

The Traditional Medicine and Herbal Research Data (RISTOJA) conducted by the Indonesian Ministry of Health states that there are 32,013 traditional medicine formulations and 2,848 species of plants used as raw materials for traditional herbal medicine. This finding confirms that traditional herbal medicine has great potential in supporting public health. The benefits of traditional herbal medicine have also been widely recognized, such as turmeric for addressing inflammation, temulawak for

increasing appetite, and beras kencur and ginger for relieving muscle soreness. The government has also provided support by declaring May 27 as National Jamu Day, and in 2023, UNESCO officially recognized jamu as an Intangible Cultural Heritage of Humanity.

However, the existence of jamu faces significant challenges due to the changing lifestyles of modern society. Some members of society, especially the younger generation, are starting to abandon the tradition of drinking jamu because it is considered outdated, has an unpleasant taste, and lacks assurances of product safety. Although herbal medicines like jamu are often seen as natural alternatives, recent safety reviews have highlighted concerns. For example, medicines containing *Andrographis paniculata*, commonly known as sambiloto in Indonesia, the Therapeutic Goods Administration (2024) issued a safety advisory regarding *Andrographis paniculata*, warning that it may cause rare but potentially life-threatening allergic reactions, including anaphylaxis, even in individuals with no prior history of allergies.

In addition to product-related concerns such as taste and safety, the broader shift in societal consumption trends has also contributed to the declining popularity of traditional beverages like jamu. This presents a significant challenge for traditional beverages. As lifestyles become more practical and fast-paced, people tend to prefer modern convenience products. Nadimin et al., (2023) state that fast food products are more popular among the younger generation because they can cater to their preferences, including favored flavors, even though they tend to contain chemicals that potentially endanger consumer health. With society's increasingly modern consumption trends, traditional beverages are at risk of losing their popularity and relevance among the Indonesian population, especially among the younger generation.

Although jamu has received international recognition as an Intangible Cultural Heritage by UNESCO and has been approved for circulation by the Indonesian National Agency of Drug and Food Control (BPOM), its presence in society, especially among the younger generation, still does not hold a dominant place in beverage consumption preferences. This is supported by a survey conducted by Populix involving 3,138 millennials and Gen Z in 2023, which stated that the most frequently purchased beverage is coffee (39%). Then, followed by bubble drinks (24%) and tea (20%), which are other options besides coffee.

Therefore, the development of coffee shops in Indonesia is increasing, as well as other modern beverages, because the majority prefer coffee, bubble drinks, and tea as their favorite drinks. Meanwhile, the number of places selling jamu is still very far behind the modern coffee shops and cafes that exist. This indicates a gap between the symbolic status of jamu as a cultural heritage and its actual acceptance in society, especially among the younger generation. In other words, jamu is culturally recognized, but it has not yet been fully revitalized commercially and culturally to be relevant to the lifestyle of the current generation.

From the existing challenges, the concept of innovation in traditional beverages can be one of the potential solutions as an effort to preserve traditional cuisine and increase customer purchasing interest in the modern era. Kotler & Keller (2015) state that innovation is a product, service, or perception that has undergone a renewal process, thus becoming a new product, service, or perception in the eyes of consumers. The concept of innovation aims to develop existing products by making modifications to make them more adaptive without losing the identity of the product itself. The innovation presented is expected to increase purchase interest. According to Schiffman & Kanuk (2015),

consumer buying interest is an individual behavior pattern towards a product that effectively assesses perceptions of a specific category of product, service, or brand.

Amid the numerous coffee shops and trendy cafes being established in Indonesia, especially in the capital, Acaraki Jamu has emerged as one of the popular jamu cafes. Seeing the numerous coffee shops being built, the founder of Acaraki Jamu was inspired to revive jamu, a traditional drink known for its bitterness, to emerge amidst the trend of changing beverage consumption in the modern era. Changes in consumption trends align with modernization, according to Koentjaraningrat (2015), who explains that modernization cannot be separated from cultural aspects. He mentioned that the success of modernization in Indonesia greatly depends on the extent to which society can change the old cultural value system and adopt new values that support development. Cultural attitudes that modern society should possess include being future-oriented, believing in self-efficacy, being open to innovation, and being disciplined and efficient.

Compared to previous studies, such as Roh Pujiati & Marni (2024), which focused on community empowerment through batik-making training for women in Gunungkidul, and Khotimah et al., (2022), which emphasized product innovation training for jamu entrepreneurs using rosella tea, this research offers a distinct contribution by specifically focusing on innovation as a dual strategy, both for cultural preservation and for increasing market appeal among younger consumers. Neither previous studies examined how modern innovation strategies in presentation, branding, and customer experience directly influence the revitalization of jamu consumption. This study fills that gap by analyzing how Acaraki Jamu integrates traditional values with contemporary cafe culture to transform jamu into a product that resonates with modern consumer preferences. Through this approach, the study aims to provide insights into how innovation can serve as a bridge between heritage and modern market demands.

Therefore, this background aims to analyze how the innovations implemented by Acaraki Jamu contribute to the preservation of jamu and its increased appeal among the changing lifestyles of modern society. This study aims to analyze the innovation strategies implemented by Acaraki Jamu in preserving traditional herbal drinks and increasing purchase intention among younger consumers in the modern era. Specifically, this research seeks to identify the types of innovations applied by Acaraki Jamu in terms of product, process, and marketing, understand the perceptions of young consumers toward modernized jamu, explore how Acaraki Jamu's innovation strategies contribute to the cultural preservation of jamu, and evaluate the influence of these innovations on customers' purchase intention.

## **2. LITERATURE REVIEW**

### **2.1 Innovation**

According to Kotler & Keller (2015), innovation refers to the development of new or significantly improved products, services, or processes that offer added value to consumers and help differentiate a brand in the marketplace. Innovation plays a central role in shaping consumer perception, attracting attention, and building brand identity, especially in saturated or traditional industries. Innovation is a critical aspect of business strategy that allows companies to remain relevant and competitive in changing markets.

Tjiptono (2015) further explains that innovation can be categorized into three main types: product innovation, process innovation, and marketing innovation. Product innovation involves changes to the product's features, materials, or formulations to meet consumer expectations. Process innovation refers to improvements in how a product is

produced or delivered, often increasing efficiency and consistency. Marketing innovation includes the introduction of new strategies in branding, promotion, or customer engagement. These three dimensions form a holistic innovation framework, particularly relevant for businesses operating in cultural or heritage-based sectors.

Acaraki Jamu embodies these perspectives of innovation. From a product, it combines traditional herbs like turmeric and tamarind with modern ingredients such as milk, yogurt, or sparkling water to create new taste profiles that appeal to younger generations. In terms of process, Acaraki uses coffee brewing techniques to prepare jamu, enhancing both flavor extraction and customer experience. Through marketing innovation, Acaraki presents jamu in cafe-style environments with minimalist design, engaging storytelling, and active social media branding, effectively repositioning jamu as a modern, healthy lifestyle beverage.

Thus, in this study, innovation is viewed as a multidimensional strategy that enables cultural products like jamu to remain relevant in contemporary markets. It also provides a bridge between cultural preservation and consumer appeal by transforming tradition into a modern experience.

## **2.2 Modernization**

According to Koentjaraningrat (2015), modernization refers to the transformation of traditional societies through the adoption of new values, technologies, and behaviors, while still preserving essential aspects of cultural identity. This concept becomes particularly relevant when analyzing how traditional practices, such as the production and consumption of jamu, are evolving in response to changing consumer preferences and modern lifestyles.

Modernization is not necessarily a rejection of tradition, but rather a process of reinterpretation. Traditional products that undergo modernization are often reintroduced to society in ways that are more aligned with modern aesthetics, efficiency, and rational consumer expectations. In this context, jamu is not only retained as a health-oriented beverage but is also presented as a contemporary product that fits into today's lifestyle trends, especially among younger generations.

Inkeles (2017) describes a modern individual as someone open to new experiences, future-oriented, and rational in their decision-making. These characteristics are reflected in Acaraki Jamu's target market, young consumers who are health-conscious, curious about tradition, but also driven by visual appeal and modern branding. Acaraki's cafe-style interior, barista service, and interactive workshops (such as Acaraki Journey) represent deliberate efforts to modernize the jamu experience while retaining its traditional core.

Lerner (2016) emphasizes that modernization in developing societies often requires finding a balance between innovation and cultural continuity. Acaraki exemplifies this balance by using traditional ingredients and historical narratives while adapting product presentation and customer experience to modern sensibilities. The modernization of jamu in this context becomes not just a commercial strategy but also a cultural effort to sustain relevance in an era where younger generations often overlook heritage products.

Therefore, modernization theory in this study provides a framework for interpreting how Acaraki Jamu addresses tradition in a modern business format. It allows the researcher to analyze how elements of heritage and modernity interact, merge, and coexist in the consumer marketplace.

### **2.3 Purchase Intention**

Purchase intention is a central concept in consumer behavior studies, referring to the likelihood that a consumer will plan to or decide to buy a product or service based on their perceptions, motivations, and external influences. Schiffman & Kanuk (2015) argue that purchase intention is shaped by a combination of psychological factors, such as needs, attitudes, and perception, and sociocultural influences like peer recommendations, media, and lifestyle trends. These factors are particularly relevant in understanding how younger consumers perceive and engage with traditional products that have been modernized, such as jamu.

Perception plays a crucial role in forming purchase intention. When a product is perceived as relevant, trustworthy, and beneficial, consumers are more likely to develop a desire to try or repurchase it. In the case of Acaraki Jamu, the rebranding of jamu as a healthy and stylish beverage helps transform negative or outdated perceptions into curiosity and willingness to explore. Modern presentation and social value have led young consumers to reconsider their previous perception of jamu as merely bitter or medicinal.

The AIDA model, which is Attention, Interest, Desire, and Action, also provides a useful framework for interpreting consumer behavior in this context (Kotler & Keller 2015). Acaraki captures attention through its visual design and storytelling, generates interest through ingredients and preparation methods, builds desire through social engagement and health narratives, and encourages action by providing an accessible and memorable customer experience. The emotional and sensory engagement created by Acaraki's innovations aligns with contemporary consumption behavior, where aesthetic value and experiential quality are as important as functional benefits.

Furthermore, peer influence and digital exposure significantly affect the purchase intention of younger generations. With social media playing a large role in shaping lifestyle choices, consumer testimonials and visual content can drive curiosity and behavioral change. Acaraki's efforts in building its online presence and community-oriented activities contribute to creating a social environment in which trying jamu becomes a trendy and meaningful act.

In this study, the concept of purchase intention serves as a lens to analyze how Acaraki's innovations influence the psychological and social drivers that lead young consumers to not only accept jamu but also adopt it as part of their lifestyle. This approach helps explain the relationship between innovation and consumer engagement in traditional product markets.

### **2.4 Preservation**

Cultural preservation involves maintaining and revitalizing heritage to ensure it remains meaningful and accessible for future generations. Alwasilah (2021) emphasizes that cultural preservation is not about freezing traditions in time, but rather ensuring that cultural expressions continue to live and evolve within society. Preservation is both protective and adaptive, allowing tradition to be practiced and appreciated in changing contexts.

Indonesia's cultural heritage, including jamu, is recognized not only as a historical asset but also as a dynamic part of the nation's identity. The Indonesian Law No. 5 of 2017 on the Advancement of Culture acknowledges traditional knowledge, practices, and expressions, including culinary heritage, as areas that require active protection and development. Jamu, as a form of traditional knowledge and practice, holds cultural,

medicinal, and social significance and is now also listed by UNESCO as part of Indonesia's intangible cultural heritage.

However, cultural preservation in today's globalized and urban society cannot rely solely on historical or governmental protection. It requires innovation and participation, especially from younger generations who are often distanced from traditional practices. Modern businesses like Acaraki Jamu play a crucial role in this regard by integrating traditional elements into formats that resonate with contemporary lifestyles.

By reintroducing jamu through modern packaging, storytelling, aesthetic presentation, and interactive experiences, Acaraki helps bridge generational gaps and make traditional culture more relatable. This supports the idea that preservation is not about resisting change, but about ensuring continuity by adapting culture to modern life. In this study, preservation theory provides a conceptual foundation for analyzing how innovation can serve not as a threat to tradition but as a tool for sustaining it. The case of Acaraki Jamu illustrates how cultural continuity can be maintained through adaptation and how preserving tradition can coexist with commercial and creative reinvention.

### **3. RESEARCH METHODS**

This study employs a qualitative descriptive approach using a case study method. The case study design was chosen to gain an in-depth understanding of how Acaraki Jamu implements innovation as a strategy to preserve traditional jamu and to increase purchase intention among the younger generation. Data were collected using three techniques, in-depth interviews, direct observation, and documentation. Five informants participated in this research which including one marketing manager, one barista, and three young consumers who have experienced Acaraki Jamu products. These informants were selected purposively to obtain rich and relevant insights related to innovation and consumer perception.

The observation was conducted at Acaraki Jamu's cafe located in Kota Tua, Jakarta. The researcher observed the product presentation, customer interaction, interior atmosphere, and menu items. Documentation included taking photographs of the cafe, products, promotional materials, and social media content. Data analysis followed a thematic analysis framework involving three stages: data reduction, data display, and conclusion drawing. To ensure data validity, the researcher used source triangulation (comparing data from different informants) and technique triangulation (cross-checking between interviews, observation, and documentation). Member checking was also conducted to verify the accuracy of interpretations with the original informants.

This study is limited by the small number of informants and a single-location case study, which may not fully represent the broader market context of traditional beverage innovation in Indonesia. Nevertheless, the findings offer meaningful insights into how innovation can support cultural preservation and appeal to modern consumers.

### **4. FINDINGS AND DISCUSSION**

#### **4.1 Product Innovation**

Acaraki Jamu presents a distinctive product innovation strategy by modifying traditional jamu recipes with modern ingredients and techniques. Variants such as Golden Yogurt, Golden Sparkling, and The New Wave of Jamu incorporate elements like turmeric, soda, yogurt, creamer, milk, and coconut sugar to create new taste profiles that are more appealing to the younger generation. One customer stated, "Although I usually don't like ginger, Acaraki's combination with coconut sugar made it enjoyable" (N3).

This reflects how flavor innovation can shift consumer attitudes toward traditional products.

From a product development perspective, these innovations align with Kotler & Keller (2015) concept of innovation as the process of renewal that transforms an existing product into a new one in the eyes of consumers. Rather than altering jamu's core health function, Acaraki enhances its sensory appeal, taste, aroma, and presentation, making it competitive with popular modern beverages such as coffee and bubble tea. Moreover, the visual appeal of the drinks, served in glassware with vibrant colors and contemporary plating, adds to their attractiveness. According to another informant, "I was drawn in by how the drinks looked. It felt like ordering something from a coffee shop, not a herbal medicine stall" (N4).



**Figure 1.** Golden Yogurt  
Source: Researchers (2025)

By reimagining traditional jamu through product innovation, Acaraki successfully balances cultural preservation with modern consumer demands. These efforts show that traditional products can be revitalized through adaptation and creativity without losing their original identity. These innovations are not merely aesthetic but serve as a strategic repositioning of jamu in a saturated beverage market. By offering taste profiles that align with modern flavor preferences while retaining herbal benefits, Acaraki differentiates itself from both traditional jamu sellers and mainstream cafes. This strategic positioning helps Acaraki target a niche yet growing segment of health-conscious young consumers who seek novelty and tradition simultaneously.

#### **4.2 Process Innovation**

Acaraki Jamu not only innovates in product design but also in the processes involved in preparing, standardizing, and presenting jamu. One of the most notable process innovations is the use of coffee brewing techniques, such as V60, siphon, french press, etc, to serve jamu. This method modernizes the jamu preparation ritual and creates a unique customer experience while maintaining the authenticity of herbal ingredients. As stated by a barista, "We use coffee methods to explore different flavor profiles. Each variant has its own SOP, and we are trained to ensure consistency in taste and quality" (N2). This standardization is reinforced by barista training programs that last up to three months, which also emphasize presentation and storytelling. These training efforts reflect modern hospitality practices and ensure that jamu is presented not just as a drink, but as an experience.

From a theoretical perspective, such process innovations align with Koentjaraningrat (2015), the idea of modernization is the transformation of traditional practices through cultural adaptation and efficiency. By professionalizing the preparation of jamu, Acaraki shifts the perception of jamu from informal street-sold drinks to a curated, high-quality beverage served in a cafe environment.



**Figure 2.** Soap Made from Jamu Pulp Waste  
Source: Researchers (2025)

In addition, Acaraki integrates sustainability into its process innovation. For example, jamu pulp waste is repurposed into natural soap, adding value to the production chain and supporting an environmentally conscious brand image. This initiative not only enhances brand identity but also appeals to eco-aware consumers, a trait increasingly common among younger urban audiences. The combination of modern equipment, consistent preparation standards, and storytelling during service reflects a holistic approach to innovation, in which process design is integral to both cultural preservation and market relevance.

### 4.3 Marketing and Branding Strategy

In addition to product and process innovation, Acaraki Jamu employs strategic marketing and branding approaches that modernize the traditional image of jamu and make it appealing to contemporary consumers, particularly millennials and Gen Z. One of the key elements is the visual branding and café ambiance that mimics the atmosphere of third-wave coffee shops. The minimalist interior creates a comfortable space where jamu consumption becomes part of a lifestyle rather than just a health practice. According to one customer, “It doesn’t feel like a traditional herbal stall, the café looks like a coffee shop, so I’m more comfortable trying jamu here” (N4).



**Figure 3.** Acaraki Jamu Situation  
Source: Researcher (2025)

Acaraki's open bar concept also serves as a branding tool. Customers can watch the preparation process and engage with baristas, who act not only as servers but as storytellers. This immersive experience contributes to brand authenticity and helps reshape consumer perceptions about jamu. One barista stated, "We often have to explain to first-time visitors that jamu isn't medicine, it's part of a healthy lifestyle. The story behind it matters" (N2).



Figure 4. Acaraki Journey Workshop Poster  
Source: Researcher (2025)

Educational experiences such as "Acaraki Journey" workshops, where customers can learn about jamu brewing, batik making, or shadow puppet culture, further reinforce Acaraki's brand identity as a guardian of cultural heritage. These activities align with Kotler & Keller (2015) the idea of experience-based marketing, where brand engagement extends beyond the product to emotional and educational touchpoints.

Furthermore, digital marketing, especially via Instagram, plays a major role in reaching young consumers. The use of aesthetic product photography, customer testimonials, and wellness-themed storytelling allows Acaraki to resonate with health-conscious, trend-aware audiences who seek both meaning and identity in the brands they support. Acaraki's branding is thus more than packaging, it is a strategy to position jamu within modern cultural consumption patterns, where health, identity, and lifestyle intersect.

#### 4.4 Consumer Perception and Purchase Intention

Consumer perception toward jamu has traditionally been shaped by associations with bitterness, medicine, and outdated traditions. However, Acaraki Jamu's innovation strategies have successfully reshaped this perception, particularly among younger consumers. The visual transformation of jamu, the cafe atmosphere, and the addition of modern ingredients have made jamu more accessible and appealing. As stated by one informant, "I don't usually drink jamu, but Acaraki's version looks and tastes modern. It doesn't feel like herbal medicine anymore" (N4). Another added, "I was invited by a friend, and I was surprised jamu could be this creative and enjoyable" (N5).

According to Schiffman & Kanuk (2015), purchase intention is influenced by individual perception, internal motivation, and social encouragement. The decision to try jamu at Acaraki is often initiated by curiosity or peer influence, but the motivation is strengthened by perceived benefits, aesthetic appeal, and novelty. This aligns with the AIDA model (Attention, Interest, Desire, Action), in which consumer interest is triggered visually, enhanced through storytelling and flavor, and finally leads to the action of purchasing.

Observational data confirm this pattern. Many first-time visitors, especially domestic and foreign tourists, were observed engaging with the baristas, asking about ingredients, and photographing their drinks before consumption, demonstrating both emotional engagement and perceived social value. The weekly workshops also contribute to creating deeper meaning and emotional ties, as one informant stated, “After attending the jamu making workshop, I saw jamu as something more cultural and valuable, not just a drink” (N3).

Despite the generally positive perception, some customers still express hesitation to consume jamu regularly due to lingering taste preferences. However, the willingness to try and the curiosity to explore new variants suggest that Acaraki’s innovations have lowered psychological barriers and opened new pathways for customer adoption. In summary, Acaraki Jamu’s modern branding and product design successfully influence consumer perception and stimulate purchase intention, not only through the product itself but also through the broader experience, storytelling, and community interaction it provides.

#### **4.5 Challenges in Promoting Modernized Jamu**

While Acaraki Jamu has made significant progress in transforming the image of jamu, several challenges persist, primarily related to consumer mindset and market competition. One major obstacle is the strong public perception that jamu is medicinal, bitter, and only consumed when ill. Despite modern innovations, many customers still equate jamu with traditional remedies. As noted by a barista, “We often meet first-time customers who expect coffee, then hesitate when they find out we only sell jamu. We have to explain that jamu is more about prevention and lifestyle” (N2).

This perception gap was also evident during observations. Some groups of visitors chose not to order drinks after realizing that Acaraki does not serve coffee. They stayed for the food but avoided jamu, showing that consumer expectations shaped by cafe culture remain heavily tied to coffee-based beverages. Another challenge is related to taste preference and habit formation. One informant explained, “The taste of jamu is still difficult to accept for me, even if the presentation looks good” (N4). This illustrates that while Acaraki has lowered aesthetic and psychological barriers, taste remains a hurdle for frequent consumption, especially for those unfamiliar with herbal flavors.

Moreover, market competition from popular beverages like coffee, bubble tea, and soft drinks presents structural challenges. These drinks dominate youth preference and are often perceived as more “trendy” despite offering fewer health benefits. This makes jamu a niche product that requires persistent education and positioning to grow its appeal. The effort to reposition jamu as both culturally meaningful and modern requires not only innovation but also sustained storytelling, market education, and cultural reframing. As Koentjaraningrat (2015) notes, modernization in Indonesia succeeds only when society can adapt and internalize new values without losing traditional roots. Acaraki Jamu is working within this delicate balance.

## 5. CONCLUSION

Based on the analysis of Acaraki Jamu's innovation strategies, several key conclusions can be drawn regarding the role of innovation in preserving traditional jamu and increasing consumer engagement in the modern era: (a) acaraki Jamu has successfully utilized innovation as a strategy to preserve jamu while making it appealing to younger, modern consumers. Product, process, and branding innovations have changed the perception of jamu from a bitter traditional medicine into a trendy lifestyle drink. (b) product innovations include the use of modern ingredients such as yogurt and soda, while process innovations involve coffee-style brewing methods, SOPs, and barista training. Branding efforts, like storytelling and the Acaraki Journey workshops, enhance consumer engagement and cultural appreciation. (c) the research contributes academically to the discourse on culture-based innovation and modern cultural entrepreneurship. Practically, it offers a replicable model for other traditional products seeking to remain relevant in today's market. (d) the findings suggest the need to strengthen visual brand identity at Acaraki outlets, expand collaborations with health and culture-focused influencers, and develop new non-carbonated product variants combining herbs with traditional teas. (e) for consumers, especially the younger generation, there is a clear role to play in supporting cultural preservation by engaging with jamu in modern forms, such as trying new variants, attending workshops, and sharing experiences online. (f) future research could apply quantitative or mixed-methods approaches to measure the impact of innovation on purchase intention, explore the effectiveness of digital marketing, and conduct comparative studies with other modern jamu brands.

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