



Development of Partnership Model as a Local Biopharmaceutical Marketing Strategy Specifically Jambi in Supporting the Community Economy of Jambi Province

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Abstract. The purpose of this research is to produce a partnership model as a marketing strategy for biopharmaceutical products to support the economy of the community in Jambi Province. The analytical method used in this study is a qualitative descriptive method by means of observation and *in-depth interviews*. The tool used in this study uses ASOCA analysis. This study seeks to design a partnership model for local biopharmaceutical products, in which we know that the trend of consuming medicinal plants has become prima donna and has increased with the Covid-19 pandemic phenomenon. Currently, many biopharmaceutical plants thrive in almost all regencies in Jambi Province, but in reality, the results of biopharmaceutical plant products are not balanced with marketing results. Therefore this research is useful for developing a partnership model for biopharmaceutical products to be marketable. From the results of the ASOCA analysis, it can be explained that the opportunities for biopharmaceutical products are very large in economic potential, coupled with interested parties engaged in these fields and universities that provide facilities for lecturers to conduct research, especially research on biopharmaceutical plants so that the results of these studies can be products that have a good selling value among the public. Thus, a partnership model can be developed, in which the university is the centre for the study of biopharmaceutical plants to produce ready-to-market products.

Keywords: Biopharmaceuticals · Partnership · Marketing Strategy · ASOCA Analysis

1 Introduction

The phenomenon of the Covid-19 pandemic at the beginning of its entry into Indonesia, there were many reports that medicinal plants were able to increase the body's immunity. There is an increase (trend) in the use of natural ingredients as drugs or often referred to as biopharmaceuticals. On the other hand, Indonesia for generations has considered that medicinal plants or biopharmaceuticals are the ancestral heritage or the

ancestral cultural heritage of the Indonesian nation. Coupled with the campaign “Back To Nature” and the news of the economic crisis that led to a decline in purchasing power of modern medicines, which are relatively expensive.. With local wisdom that has been passed down from generation to generation, they have the ability to process plants as raw materials for making medicines (Katili *et al.*, 2015).

One of the characteristics of developing countries is that traditional elements are still dominant in daily activities. This is reinforced by the existence of biodiversity that is owned in various ecosystems, which have gone through a long process until now it has become culture. The tradition of traditional medicine is inseparable from the culture they believe is hereditary (Mulyati Rahayu 2006).

The potential of biopharmaceuticals (medicinal plants) in Indonesia can be proven by a large number of contributors to medicinal products spread all over the world. Around 45 types of drugs are produced by the United States, the basic ingredients of which are plants derived from tropical, medicinal plants, 14 of which thrive in Indonesia. This is a very big opportunity for us (Indonesia) to pay more attention to the cultivation of medicinal plants (biopharmaceuticals) in terms of the production and processing industry on a fairly large scale (Herdiana, 2013).

The use of medicinal plants as traditional medicine is an opportunity to improve the nation’s economy. We can see from the data from the Directorate General of Pharmaceutical and Medical Devices of the Republic of Indonesia that in 2006 herbal medicines were widely distributed in the market, reaching Rp 5 trillion. Meanwhile, from 2007 to 2018, there was an increase of IDR 6 trillion to IDR 7.2 trillion. In 2012 the herbal medicine market had reached Rp 13.2 trillion with a domestic value of Rp 12.1 trillion and an export value of 1.1 trillion.

In the development of traditional medicinal products, they continue to transform from traditional herbal products into biopharmaceutical products and standardized herbal medicinal products (OHT). However, the number of standardized herbal medicines and biopharmaceuticals registered with the POM is still very minimal. For the period January 1 to September 18, 2020, the POM Agency has issued permits for 241 traditional medicines, 3 phytopharmaceuticals, and 604 health supplements with properties to help maintain the immune system.

Based on Regional Regulation No. 3 of 2009 concerning the Regional Long-Term Development Plan (RPJPD) of Jambi City, it is stated that the city of Jambi has a vision and mission to make Jambi province a centre of religious and cultural trade. Through this vision, the development of the city of Jambi is directed at optimizing the utilization of the potential possessed from all fields, including the field of utilization of biopharmaceutical plants in Jambi Province (Table 1).

The data above shows that the economic structure is determined by the role of the economy in producing a good. In 2020 agriculture will still be the main source of income in Jambi Province. Besides that, in terms of trade, Jambi city is the largest contributor, followed by Sungai Penuh city and Bungo Regency. This is a very good opportunity to increase production even better.

If we think ahead, then we will take advantage of these two things. From the agricultural side, we can increase the production of medicinal plants (biopharmaceuticals),

Table 1. Economic Structure by Business Field in Regency/City according to GRDP at current prices 2020 (per cent).

Category	District/City										Provinsi Jambi	
	kerinci	merangin	Sarolangun	Batang hari	muaro jambi	tanjung timur	tanjung barat	tebo	bungo	Jambi city		sungai penuh
1	2	3	4	5	6	7	8	9	10	11	12	13
Agriculture	51,15	46,9	27,7	40,14	42,88	18,33	25,17	49,1	21,53	1,11	4,97	328,97
Mining	1,48	2,37	20,87	10,14	10,2	50,13	38,15	6,66	13,93	1,78	0,8	156,51
Industry	2,72	7,04	3,68	10,36	15,39	7,04	16,93	5,86	5,97	10,09	0,62	85,7
Electricity and Gas	0,04	0,07	0,03	0,06	0,04	0,02	0,02	0,09	0,07	0,22	0,02	0,68
Water Supply	0,36	0,18	0,14	0,08	0,11	0,06	0,06	0,04	0,19	0,27	0,29	1,78
Construction	5,66	6,96	14,85	6,59	5,25	4,55	4,67	7,61	13,3	9,08	10,79	89,31
Trading	10,73	13,46	8,7	9,93	6,39	7,35	3,98	11,2	16,34	31,48	29,79	149,36
Transportation	2,22	1,77	2,02	1,63	3,43	1,22	0,82	1,45	2,6	12,02	3,17	32,35
Dining Accomodation	0,81	2,19	2,17	0,43	0,68	0,38	0,52	0,39	2,79	2,38	1,15	13,89
Infocom	7,22	4,52	3,8	4,15	2,74	1,64	2,06	4,03	5,29	4,66	14,22	54,33
Finance, Insurance	1,02	1,48	2,53	1,74	1,69	0,79	1,05	1,4	3,93	5,34	4,57	25,54
Real Estate	1,79	2,22	1,36	1,36	1,48	0,63	0,74	2,04	2,72	2,55	2,89	19,78
Company Service	0,05	0,14	0,27	0,09	1,3	1,33	1,19	0,06	0,22	3,02	5,77	13,44
Admin Government	7,43	4,7	6,18	5,2	3,93	2,34	1,82	4,94	4,78	8,53	6,7	56,55
Education	4,38	3,36	2,85	4,88	2,05	3,32	1,82	2,47	5,1	4,53	9,87	44,63
Health Service	1,48	1,38	1,41	1,57	1,06	0,54	0,48	1,03	0,66	2,28	2,28	14,17
Other Service	1,47	1,27	1,41	1,06	1,39	0,3	0,5	1,69	0,57	0,68	2,11	12,45

Source: BPS Jambi Province

Table 2. Production Data of Jambi Province Biopharmaceutical Plants

Region	Biopharmaceutical Plant Production							
	Ginger		Galangal		Aromatic Ginger		Turmeric	
	2009	2020	2009	2020	2009	2020	2009	2020
Jambi Province	1 526 997	1 526 997	871 277	871 277	199 469	199 469	779 496	779 496
Kerinci	318 045	318 045	86 496	86 496	511	511	76 343	76 343
Merangin	969 268	969 268	599 152	599 152	139 165	139 165	320 234	320 234
Sarolangun	40 876	40 876	34 983	34 983	11 321	11 321	64 546	64 546
Batanghari	3 650	3 650	270	270	40	40	273	273
Muaro Jambi	123 245	123 245	108 814	108 814	36 388	36 388	272 741	272 741
East Tanjung Jabung	8 954	8 954	3 330	3 330	557	557	6 993	6 993
West Cape Jabung	12 038	12 038	9 778	9 778	2 711	2 711	5 271	5 271
Tebo	24 766	24 766	14 375	14 375	2 383	2 383	9 534	9 534
Bungo	2 627	2 627	3 070	3 070	1 533	1 533	2 207	2 207
Jambi City	1 613	1 613	698	698	216	216	2 005	2 005
Sungai Penuh	21 915	21 915	10 311	10 311	4 644	4 644	19 349	19 349

Source: Jambi City BPS data

and from the trade side, we can make a design or strategy to increase the selling value of local products originating from the Jambi province (Table 2).

From the data above, it can be concluded that most of the districts in Jambi Province already have medicinal plants (biopharmaceuticals). This means that Jambi Province is very suitable for cultivating medicinal plants because the air temperature in Jambi Province ranges from 23 to 34 °C and has an area of about 53,435 km², of which 60% is plantation land and forest land, which is a producer of products in the Sumatra region.

Jambi Province is an area that has three urban forests, which are buffer zones for districts and cities which are very useful for life and ecosystems, four national parks, several protected areas, and a grand forest park. The natural wealth of Jambi Province is evidence of a fairly high diversity of flora, including medicinal plants (biopharmaceuticals).

The strategy that can be applied in the development of this biopharmaceutical is to adopt growth patterns and institutional strengthening based on local product producers,

mainly producers of biopharmaceutical products that have been commonly cultivated, such as Curcuma, ginger, turmeric, aromatic ginger, and so on.

Based on Law Number 9 of 1995, the partnership is a collaboration between business owners accompanied by paying attention and considering the principles of mutual need, mutual benefit and mutual strengthening of each other (Putri Indraningrum, 2015). Partnership in the development of an important business is applied as a way to develop a business.

The partnership can be regarded as one of the business strategies that can be carried out for the purpose of obtaining mutual benefits with the principle.

of helping each other and having the principle of wanting to grow the business that is being run (Jafar Hafisah, 1999).

Jambi Province, in addition to producing many local biopharmaceutical plants, also has researchers who focus on researching medicinal plants (biopharmaceuticals) in the Jambi University environment. With the support of the Business and Technology Incubator (IBT), which is a special laboratory as a research centre within the scope of Jambi University with a vision by 2025 to become an innovative, competitive, and sustainable business and technology incubator with a global reputation. In addition, Jambi University currently has a centre of excellence in science and technology (centre of excellence) for ethnomedicine and nutraceuticals that focuses on integrating traditional medicine and food into the health system.

Thus, to improve the economy of the people of Jambi Province with all the potential, it has, including a special laboratory for all research prepared by the Jambi University, large areas of land, biopharmaceutical plants which are almost all over the district can be cultivated. So, it is interesting for further studies regarding the development of a partnership model as a marketing strategy for local biopharmaceuticals typical of Jambi in supporting the economy of the people of Jambi Province.

2 Literature Review

2.1 Marketing Strategy

The marketing concept occupies the top position to achieve success in a business. Even though a product has good quality, it cannot produce doubled profits if it is not accompanied by a mature marketing strategy. The absence of a good marketing strategy means that it is very difficult to develop a business. Moreover, the risk of losing competitiveness will definitely occur.

Strategy can be interpreted as the key to success in dealing with changes in the business environment that can occur at any time. If the concept taken is not clear, it will greatly affect the actions taken (Fandy Tjiptono, 2008).

2.2 Strategic Management Framework

Strategic management, according to Suwarsono (1994), is defined as a business that develops the strengths and potentials of the company to exploit existing business opportunities in order to achieve the goals that have been set according to the vision and mission of a company.

According to Salusu (1996), strategic management is a method of controlling the organization effectively and efficiently until the implementation of the goals and objectives are achieved.

When the organization develops in a complex manner, which makes it more complicated so that the situation indirectly realizes that the importance of strategic management in an organization or in a company if we talk about the concept of strategic management, it will automatically relate to the environment—both internally and externally.

2.3 Partnership

According to Law No. 9 of 1995 in chapter 1, it is concluded that partnership is a cooperation between small, medium and large businesses with the development and development of businesses by taking into account the principle of mutual benefit to each other so that the foundation for business development can be carried out properly.

Cooperation or partnership will not run by itself without the awareness of everyone who runs the partnership consciously and conceptually.

Lan Lion (1995) said that partnership is the attitude of individuals who want to do business and have long-term characteristics, have a vision of building a business together, and have mutual trust. (Linton, 1995).

Currently, there are many new terms regarding partnerships, including cooperation with suppliers (*supplier alliance*), cooperation with customers (*customer alliance*), and the use of partnership resources (*partnership sourcing*).

1. Partner actor

In this study, partnership actors can be grouped from several elements, including farmers or producers of biopharmaceutical plants, researchers of biopharmaceutical plant content, and the drug industry in Jambi Province.

In order to achieve the desired partnership model, it is necessary to have parties who take part in the following roles:

- a. Research centre or special laboratory to examine the content of biopharma plants so that they are worthy of being marketed.
- b. BPOM is the authorized institution in testing the content, whether it is feasible or not to be marketed and testing whether the ingredients contained are materials that are safe for the human body so that feasibility can be proven by the issuance of a certificate or halal certification.
- c. In the drug industry, when the content has been tested with halal certification, it is no longer impossible for the product to be circulated in industries spread across Jambi Province.

2. Partnership Stage

For the realization of the partnership that has been designed, it is necessary to take several stages involving several parties, a star from farmers, institutions engaged in the field of medicine, as well as agencies or industries specifically for drug processing (Angsriawan, 2002).

The stages in the partnership are as follows:

1. the initial stage (preparation) includes a selection of local biopharmaceutical products or plants that will be tested for feasibility and have efficacy in curing diseases, partnership patterns, determining companies that will become partners, as well as procedures for partnering
2. The second stage (socialization) is the stage where there is an understanding of how to implement partnerships and at this stage, suggestions and responses are very much needed for the achievement of a good partnership.
3. The last stage (implementation) or can be referred to as holding the execution of what has been prepared.

2.4 Local Biopharmaceuticals

Medicinal plants (biopharmaceuticals) are plants that have content or properties in the prevention or cure of a disease. This efficacious means that there is an active substance that can cure the disease or if it does not contain an active substance but has a synergy of substances that can treat it (Flora, 2008).

Medicinal plants are not only special plants as medicinal plants but also function as plants that can be classified as a group of spices, cooking spices, hedge plants, vegetable plants, fruit plants, even wild plants that accidentally grow can be used as medicinal raw materials. The discovery of modern medicine makes traditional medicine far out of date, even though if we look at many modern medicines whose raw materials come from medicinal plants. It's just that the processing and mixing have used sophisticated tools and are carried out in clinical laboratories so that the impression is more modern (Daily, 2008).

3 Research Methods

This study uses a qualitative method. The qualitative method is a method that emphasizes meaning rather than generalization (Sugiyono, 2016).

The data collection method in this research is observation and *in-depth interviews*.

The data analysis method used in this research is a qualitative analysis of the *Grounded theory* with the aim of obtaining all information in the field regarding the process, determination, and implementation of partnership development strategies.

This research uses the ASOCA analysis tool. This analysis is based on the logic that can maximize *ability* (ability), *strength* (strength), *opportunity* (opportunity), *culture* (culture), and *Agility* (intelligence). ASOCA analysis adds elements of *culture* (culture) and *Agility* (intelligence) as important elements in finding problem-solving strategies and can be developed in following changes, times, and needs. (Ermaya Suradinata, 2013).

4 Results and Discussion

4.1 Strategy Analysis

According to the Department of Agriculture, food crops and horticulture, it is emphasized that in Jambi province recently there has been an increase in demand for medicinal plants, this is supported by local government programs that are implemented every year, and there are several central districts (such as; Merangin, Tanjung Jabung Barat, Kerinci which are producers of ginger) in cooperation with PT. Sido Muncul. But it didn't go well; it only lasted for about one year due to constraints on the production demand from these plants, which could not be met by medicinal plant farmers in Jambi province.

Regarding the plants that are cultivated in Jambi province, most of them are ginger, turmeric, aromatic ginger, galangal and so on. Medicinal plants or the wider community are more familiar with the toga plant, which are widely cultivated in Jambi Province, but in the data collection, the Department of Agriculture strongly emphasizes that in the data collection carried out in the field, only plants that have been cultivated from the beginning for sale have a value. Commercial. So that the toga plant is not included in the data collection because it is not commercial in nature and is only consumed personally by the public.

Until now, the demand for biopharmaceutical plant products is increasing with the existence of *Back To Nature* and coupled with current conditions that require people to consume healthy food and drinks to maintain the body's immune system to avoid exposure to disease. Eating healthy foods and drinks alone is not enough to be balanced with taking vitamins. Most people still believe in the concoction of medicinal plants that are deliberately cultivated. Because people believe that ingredients derived from these plants have no side effects if consumed continuously, this is the reason for the increasing demand for biopharmaceutical plant products.

The marketing strategy must pay attention to the opportunity component of the business being run. The following are opportunities that can have an impact on marketing activities,

1. Raw materials that are relatively easy to cultivate
2. Fertile soil conditions
3. Consumer Trust
4. HR engaged in research and development

There are also inhibiting factors consisting of;

1. Raw material supplier
2. competitor
3. Issuance of halal certification

The table of results from the ASOCA analysis that has been carried out is given in Table 3.

Table 3. ASOCA Matrix Table Supports Jambi Province Community Economic Improvement

<p>IFAS EFAS</p>	<p>Ability (Ability-Ab) 1. Experts engaged in biopharmaceutical plant research. 2. Farmer training. 3. Biopharmaceutical product education.</p>	<p>Strength (S-strength) 1. Cultivation of biopharmaceutical plants is relatively easy. 2. Relationships in cooperation. 3. College party. 4. Permit fit for circulation or halal certification.</p>	<p>Agility (Agility-Ag) 1. Research lecturer. 2. Innovation. 3. Using digital marketing in marketing.</p>
<p>Opportunity (opportunity-O) High market demand.</p>	<p>AbO Strategy 1. Provide training to farmers 2. Provision of facilities and infrastructure for researchers 3. Provide education to the public about biopharmaceutical products 4. Increase public knowledge through counselling so that the community is able to optimally utilize the potential of the land.</p>	<p>SO Strategy 1. Increasing knowledge to farmers about the cultivation of biopharmaceutical plants 2. Build wider relationships in the marketing of biopharmaceutical products 3. Maintain quality so that demand is increasing 4. Provide direction to universities that have research lecturers in the field of biopharmaceuticals to further improve the quality and quality of the results studied so that the research results can be marketed.</p>	<p>AgO Strategy 1. Provision of facilities and infrastructure for researchers 2. Make innovations in the manufacture of biopharmaceutical products 3. Establish cooperation not only with small traders but large companies in the pharmaceutical sector 4. Increasing knowledge about Digital Marketing</p>
<p>Culture (culture- C) The public believes in herbal ingredients (hereditary inheritance).</p>	<p>AbC Strategy 1. Maintain the quality of biopharmaceutical products. 2. Training of farmers is carried out regularly 3. Provide an intense understanding of biopharmaceutical products. 4. Still maintain the ancestral heritage of traditional herbs that are able to cure and prevent various diseases.</p>	<p>SC Strategi Strategy 1. Provide direction to farmers in cultivating land so that they can produce biopharmaceutical plants regularly and continuously 2. Further, expand networks and relationships. 3. Educate producers about the importance of filing for halal certification and fit for circulation for biopharmaceutical products. 4. Provide full support to research lecturers at the university level.</p>	<p>AgC Strategy Provide training to researchers or producers to add innovation in production and marketing systems.</p>

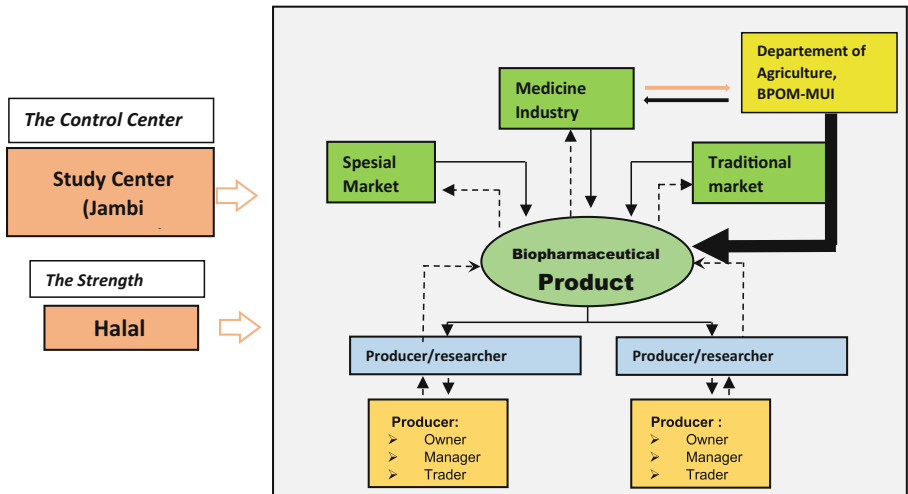


Fig. 1. Biopharmaceutical Product Marketing Partnership Model

4.2 Biopharmaceutical Product Marketing and Partnership Model Development Design

With the current conditions, the proposed design of partnership model development and marketing of biopharmaceutical products is as follows:

1. Jambi University is a Study Center consisting of research lecturers who are able to produce biopharmaceutical products so that they can be marketed.
2. Researchers can obtain raw materials for making biopharmaceutical products from farmers.
3. Products that have been produced can be sold not only among the local community but can also be marketed in herbal medicine companies by staying through the supervision department of agriculture and also BPOM-MUI.
4. All products produced must be tested for feasibility and also have halal certification so that companies do not hesitate to market them (Fig. 1).

Information:



Money Flow



Flow of Goods



Guidance and supervision

5 Conclusion

This conclusion is the result of the analysis taken from the data that has been collected:

1. For the development of local biopharmaceutical products in Jambi Province, there is an increase in demand for medicinal plants, this is supported by local government programs that are implemented every year, and there are several central districts in collaboration with PT. Sido Muncul. But it didn't go well. It only lasted for about one year due to constraints on the production demand from these plants, which could not be met by medicinal plant farmers in Jambi province.
2. The opportunities that can influence marketing activities are (1) raw materials that are relatively easy to cultivate, (2) fertile soil conditions, (3) consumer confidence, (4) human resources engaged in research and development. While the inhibiting factors consist of; (1) Raw material suppliers, (2) competitors, and (3) Halal certification issuance.
3. The partnership development and marketing model developed is to make Jambi University a study centre that provides researchers engaged in biopharmaceutical plant research so that the results of the research can be marketed.

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Authors' Contribution. All authors conceived and designed the study. All authors conducted the analyze the data and wrote the paper. All authors contributed to manuscript revision. All authors approved the final version of the manuscript and agreed to be held accountable for the content therein.

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