

## **.Jamu Potential as Tourism Attraction of Sukoharjo, Central Java – A Review**

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### **ABSTRACT**

*Sukoharjo Regency holds considerable potential to be developed as a jamu-based tourism destination by utilizing its cultural heritage and the community's expertise in traditional herbal medicine. This study finds that the integration of cultural preservation, product innovation, and digital promotion is crucial in strengthening the identity of Sukoharjo as the "City of Jamu." The existence of the Jamu Tourism Village, especially in Nguter Village, has provided a foundation that can be expanded through collaborative efforts among stakeholders. Based on these findings, several practical recommendations can be made. First, the local government needs to formulate supportive policies and provide incentives for jamu MSMEs to synergize with the tourism sector. Second, jamu tourism managers, such as those in Nguter Village, are advised to adopt integrated digital promotion models and offer jamu products as part of bundled wellness tourism services. Additionally, capacity-building programs for the community are necessary to improve service quality and ensure sustainable tourism management. Future research directions may include further studies on tourist perceptions of jamu tourism and its attraction elements, as well as quantitative studies to measure the economic impact of jamu tourism development on local businesses. Ethnographic research is also important to document the still-living traditional practices of jamu in the community, ensuring that cultural knowledge is preserved and passed down to future generations.*

### **Keywords :**

*Jamu; Sukoharjo; Tourism Attraction; Jamu Tourism; Cultural Heritage; Wellness Tourism; Community-Based Tourism*

### **A. INTRODUCTION**

Jamu has diverse meanings, derived from the combination of 'Jawa' and 'ngramu', referring to herbal concoctions made by the Javanese, or from the Old Javanese word 'djampi', meaning a method of healing with herbal remedies. Historical evidence shows that 'jamu' dates back to the Mataram Kingdom era, as seen in illustrations of its preparation in archaeological sites like Liyangan, temple reliefs, and the Madhawapura inscription, which mentions jamu practitioners as 'Acaraki'. During the colonial period, jamu gained scientific recognition, particularly when Jacobus Bontius used it to treat VOC Governor-General Jan Pieterszoon Coen in the 17<sup>th</sup> century. Today, jamu continues to evolve with various variants, with jamu gendong, originating from Nguter, Sukoharjo, Central Java, remaining the most popular (Kemenparekraf, 2024).

Jamu, a traditional Indonesian herbal beverage, has been recognized by UNESCO as an Intangible Cultural Heritage, highlighting its cultural significance. This recognition, granted on December 6, 2023, positions jamu as the 13<sup>th</sup> Indonesian cultural heritage to receive this honor (UNESCO, 2024). UNESCO values jamu as a cultural expression that fosters a connection between humans and nature, supporting Sustainable Development Goals (SDGs), especially Good Health and Well-being (SDG 3), Decent Work and Economic Growth (SDG 8),

Responsible Consumption and Production (SDG 12), Life on Land (SDG 15) (UN, 2024).

Sukoharjo Regency holds a strategic position in Central Java, directly bordering Surakarta City and being part of the (SUBOSUKAWONOSRATEN) strategic area. Key districts such as Nguter, Sukoharjo, and Grogol are traversed by inter-provincial routes, making Sukoharjo a promising area for development and the growth of strategic sectors (Rizqita, 2021).

The many studies related to jamu in Sukoharjo reflect the great potential but can also cause confusion because the focus and findings of each study can be different. The potential of herbal medicine in Sukoharjo is very large, both as a health product and a tourist attraction. With increasing public awareness of the importance of health post-pandemic, the consumption of herbal products, including herbal medicine, is increasingly in demand, especially among young people who are looking for healthy alternatives with practical packaging. Villages such as Nguter have the potential to become herbal medicine-based tourist destinations, where visitors can learn directly about the making and benefits of herbal medicine. In addition, branding Sukoharjo as a "Jamu City" can attract national tourists and introduce herbal medicine as part of local culture. With community empowerment and innovative products, herbal medicine can become an important pillar in the local economy and tourism sector of Sukoharjo (Astuti et al., 2022; Marimin &

Sugiman, 2016; Suryaningrum et al., 2024; Wahyudi et al., 2019).

This study demonstrates that jamu holds significant potential as both a health product and a tourism attraction in Sukoharjo. With the growing awareness of health, particularly in the post-pandemic era, jamu has gained popularity not only in traditional markets but also among younger generations. This trend presents a promising opportunity for Nguter Village to develop a tourism village centered around jamu, where visitors can learn about the traditional production process and experience its health benefits firsthand.

Sukoharjo's initiative to position itself as the "City of Jamu" holds great potential for enhancing its reputation as a national destination for jamu tourism. However, to fully realize this potential, efforts must be directed toward strong branding, consistent marketing strategies, and infrastructure development. The improvement of facilities and amenities will be crucial in supporting the growth of jamu-based tourism.

Furthermore, active community involvement in the development and promotion of jamu products is essential to creating a supportive ecosystem for the sustainability of this industry. Entrepreneurial education and training in jamu production will help local communities create innovative and high-quality products that meet market demands. This approach will not only contribute to the growth of jamu tourism but also improve the overall welfare of the local population.

Although challenges remain, such as the need for more effective marketing strategies and infrastructure development, the growing demand for herbal products and the promotion of Sukoharjo's cultural heritage present valuable opportunities for economic growth and tourism development. With an integrated approach, Sukoharjo has the potential to become a global icon for jamu tourism. To strengthen jamu's position as an essential part of Indonesia's cultural identity and healthy lifestyle movement, a collaborative approach is needed—bringing together government institutions, educational bodies, creative industries, and local communities. Partnerships with universities and research centers can help enhance product quality, encourage innovation, and provide scientific validation. By combining traditional wisdom with modern science, jamu can be developed into standardized herbal remedies that meet both national and international standards.

**Table 1.** Comparison of Prior Studies and This Review

Author(s)	Focus	Gap Identified
Astuti et al. (2022)	MSME empowerment in jamu production	Limited tourism integration
Suryaningrum et al. (2024)	Jamu branding strategies in Sukoharjo	Lack of youth and education-sector involvement
Marimin & Sugiman (2016)	Traditional jamu formulation and use	Absence of creative economy or tourism context

This study	Jamu as heritage, economy, and tourism nexus	Integrated approach including MSMEs and youth
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The purpose of this study is to explore in depth the role of the traditional herbal medicine heritage (jamu) as part of local identity that significantly contributes to the development of the creative economy in Sukoharjo Regency. This research also aims to analyze how the involvement of Micro, Small, and Medium Enterprises (MSMEs) and the younger generation serves as a key factor in the revitalization and innovation of jamu products, particularly in response to the growing trend of modern jamu consumption among millennials. In addition, the study seeks to identify the potential of jamu as a cultural-based tourist attraction that can support sustainable tourism development in Sukoharjo. Based on these findings, the research is expected to formulate strategies for developing an integrated jamu ecosystem that aligns with tourism development and sustainable community empowerment.

## B. RESEARCH METHODE

This study employs a qualitative literature review method aimed at collecting, analyzing, and synthesizing relevant literature sources to gain an in-depth understanding of the research topic. The method involves several key stages, including identifying literature sources, selecting articles based on inclusion and exclusion criteria, content analysis, synthesizing findings, and drawing conclusions to map patterns, trends, and gaps in existing research. This approach is highly effective for building theoretical frameworks or conceptual models and identifying areas that require further exploration.

The literature review process was conducted systematically following the 2020 PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines as outlined by Page et al. (2021). The initial step involved selecting the research topic and determining relevant keywords, namely "Jamu," "Tourism Attraction," and "Sukoharjo," which were combined using the Boolean operator "AND" to ensure a focused search.

Subsequently, a literature search was performed in the Google Scholar database, yielding 130 articles published within the last ten years (2015–2024). The screening process began with the removal of duplicates, leaving 124 articles. These articles were then assessed based on their titles, abstracts, and keywords for relevance to the research focus, resulting in the exclusion of 35 irrelevant articles. Of the remaining 89 articles, a more detailed evaluation was conducted based on predetermined inclusion and exclusion criteria (see Table 1). As a result, 81 articles were excluded for not meeting the criteria, leaving 8 articles for full eligibility assessment. One article was ultimately excluded due to insufficient quality or relevance, resulting in a total of 7 articles included in the final review.

Cultural and Historical Potential of Jamu in Sukoharjo. Several studies emphasize that jamu has strong cultural roots in Sukoharjo, especially in the Nguter area and its surroundings. Jamu is not only regarded as a traditional health product but also as a cultural heritage that can become a distinctive cultural tourism attraction. Utilizing the historical value and tradition of jamu can increase the interest of tourists seeking authentic cultural experiences (Marimin & Sugiman, 2016; Wahyudi et al., 2019).

The Role of Jamu in Local Community Empowerment. Research shows that the jamu industry in Sukoharjo provides economic opportunities primarily for women and local MSME (Micro, Small, and Medium Enterprises) actors. Community empowerment through training in production, packaging, and marketing of jamu has proven to improve income and community welfare. Support from the government and related institutions is essential to strengthen the capacity of these micro-businesses (Astuti et al., 2022).

Development of Jamu as a Tourism Product. Jamu has begun to be developed as a tourism product combining educational aspects and hands-on experiences, such as jamu tourism villages like in Nguter Village. Tourism activities offering workshops on jamu making, explanations of health benefits, and cultural attractions related to jamu have proven to attract both local and national visitors (Suryaningrum et al., 2024).

Innovation and Diversification of Jamu Products. Several articles highlight the importance of innovation in developing jamu products to compete in the modern market. Product diversification with more attractive packaging and the use of organic raw materials is a growing trend. This approach also involves digital technology for broader promotion and marketing (Wahyudi et al., 2019).

Marketing and Infrastructure Challenges. Despite the great potential of jamu, there are challenges in marketing and developing tourism-supporting infrastructure. Limited market access, lack of transportation facilities, and minimal tourism amenities are major obstacles that must be addressed to optimize the development of jamu as a tourist attraction (Marimin & Sugiman, 2016).

Stakeholder Synergy in Jamu Development. The involvement of various parties, including local government, academics, business actors, and local communities, is considered crucial for the success of jamu development. Cross-sector collaboration can strengthen the jamu ecosystem, from production and certification to product marketing and tourism destination development (Astuti et al., 2022).

Jamu's Contribution to Sustainable Development. Studies also link jamu development with sustainable development agendas, particularly concerning local economic empowerment, environmental conservation, and cultural strengthening. Jamu products based on local natural resources and environmentally friendly practices can serve as a model for sustainable and competitive creative economy development (Suryaningrum et al., 2024).

During the analysis phase, each selected article was qualitatively examined by reviewing its content, methodology, research focus, and findings. The findings from each article were then synthesized thematically to identify similarities, differences, and research gaps. This synthesis involved comparing key concepts and outcomes related to the development of jamu as a tourism attraction in Sukoharjo, community empowerment, product innovation, and the growth of a creative economy based on local cultural values.

The synthesized results served as the foundation for formulating strategic recommendations for developing jamu as a leading sector in Sukoharjo. Thus, the literature review not only functions as a collection of secondary data but also as a comprehensive and systematic analytical basis to support the research objectives.

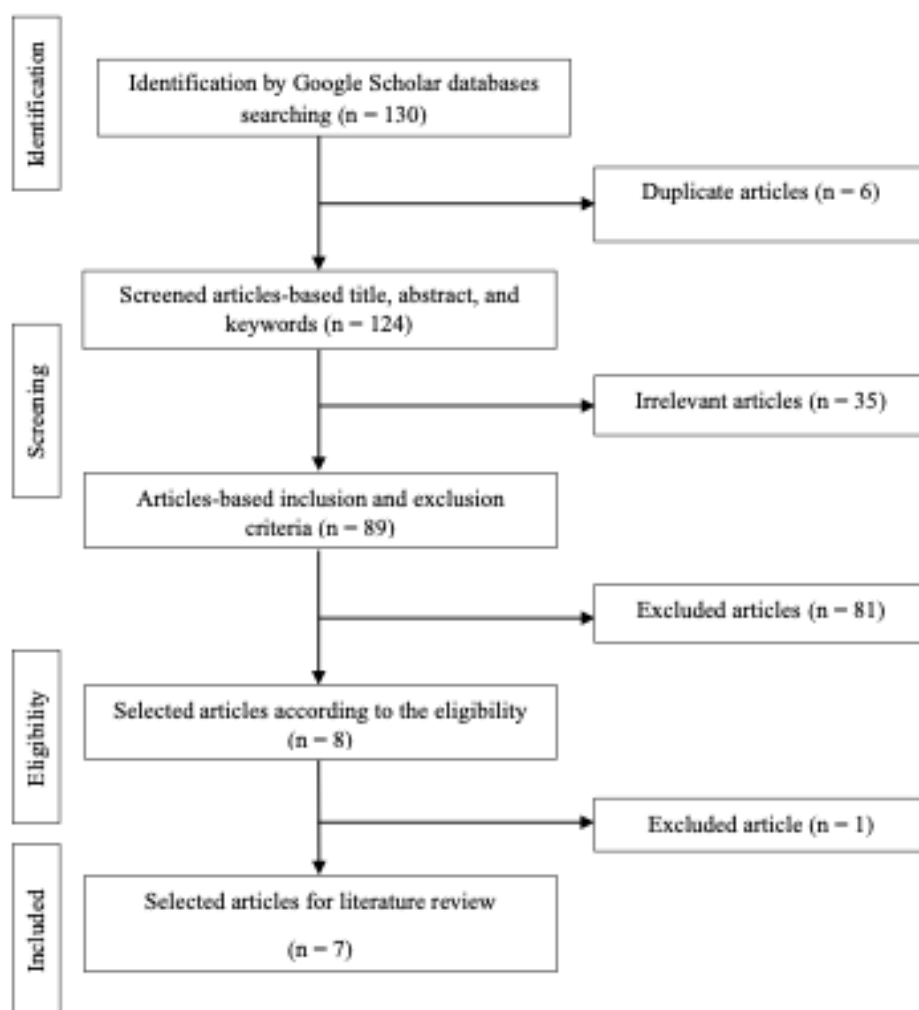
A detailed overview of the selection criteria and the article screening process is presented in Table 1 and Figure 1, illustrating the number of articles identified, screened, and selected at each stage.

The synthesis results indicate that jamu holds strategic value as a culturally based tourism attraction that has not yet been fully optimized. The concept of the "Jamu City" being promoted in Sukoharjo needs to be accompanied by strengthening the jamu tourism village ecosystem through product bundling strategies (such as wellness packages), involvement of local MSME actors, and promotion via digital channels such as social media and marketplaces.

For example, jamu products from Nguter Village can be thematically packaged (such as "3-Day Natural Detox Package" or "Women's Health Package") and promoted through digital platforms integrated with cultural narratives and healthy lifestyle themes.

A case study on the Jamu Café that has emerged in Sukoharjo also demonstrates great potential in presenting jamu as part of a culinary and health tourism experience. Although challenges exist regarding consumer education and branding, this model can be replicated in other jamu tourism villages with local adaptations. The case study offers valuable lessons in building a sustainable and competitive jamu ecosystem based on local culture.

## C. Result and Discussion



Gambar 1. Literature selection process

Table 1. Inclusion and exclusion criteria

Inclusion criteria	Exclusion criteria
Original article	Review article
Articles within the topic of jamu as a tourism attraction	Articles that are out the topic of jamu as tourism attraction
Article indexed by Google Scholar	Article is not index by Google Scholar
English or Indonesian language	Non-English or Indonesian language
Article published 2015 - 2024	Article published before 2015 or after 2024

This study highlights the significant potential of jamu in Sukoharjo, both as a health product and a tourist attraction. The increasing public awareness of the importance of health, especially after the COVID-19 pandemic, has led to a growing demand for herbal products, including jamu. This opens opportunities for businesses and jamu producers to develop products that are not only beneficial but also appealing to younger consumers, including students, who are becoming more health-conscious and interested in natural lifestyles (Suryaningrum et al., 2024).

Among the younger generation, particularly students, there is a preference for jamu products that are easily accessible, enjoyable to consume, and have a pleasant taste. This creates opportunities for producers to innovate in packaging, flavor, and

presentation, such as offering ready-to-drink jamu or bottled products. Such innovations can increase the appeal of jamu to a wider market, including those who may have previously been less interested in traditional herbal products.

Nguter Village in Sukoharjo has significant potential to be developed into a jamu-based tourism village. The village can offer tourists hands-on experience in the traditional preparation of jamu, its health benefits, and introduce various types of jamu native to the area. Visitors could be engaged in learning the process of making jamu from local natural ingredients, enriching their travel experience and making Nguter a unique and attractive tourist destination (Marimin & Sugiman, 2016).

The development of a jamu tourism village also provides opportunities for local communities to be directly involved in tourism and entrepreneurship. Through training and mentoring, local residents can be empowered to create and market their own jamu products. This development will not only enhance the local economy but also create sustainable livelihoods for the community. Active involvement from the local population in the jamu industry will strengthen the identity of the village and foster a greater sense of ownership over the success of the tourism village (Marimin & Sugiman, 2016).

Wahyudi et al. (2019) concluded that Sukoharjo's effort to brand itself as the "City of Jamu" has promising prospects. Although this branding is still in its early stages, the study indicates that positioning Sukoharjo as a national jamu tourism destination could increase interest among domestic and international tourists. To achieve this, an effective marketing strategy is essential to introduce Sukoharjo as a hub for high-quality jamu production. With a consistent approach, Sukoharjo's reputation as a jamu tourism destination can grow, attracting more visitors and boosting economic activities in the region. Furthermore, the success of the "City of Jamu" branding will depend heavily on the development of supporting infrastructure, such as transportation access, accommodations, and tourist facilities integrated with the jamu theme. Improving these facilities can support the growth of tourism and foster the development of new businesses in the tourism and creative economy sectors. Effective marketing and adequate infrastructure will strengthen Sukoharjo's appeal as a top jamu tourism destination.

In addition to the products themselves, the success of this development relies on comprehensive destination management. Therefore, collaboration between local government, private sectors, and the community is essential to create a high-quality and well-rounded tourism experience. This includes educational activities that involve tourists in the jamu-making process and providing detailed information about the health benefits of jamu. This enriched experience will add value to the jamu tourism destination and positively impact on the tourism industry in Sukoharjo.

The study on the "Kafe Jamu" in Nguter District, Sukoharjo Regency provides insightful findings that can significantly enhance the café's marketing and customer satisfaction strategies. By identifying the characteristics of the consumer decision-making process and analyzing customer satisfaction levels, the research offers a clear picture of where Kafe Jamu stands in terms of meeting customer expectations and what areas require improvement.

One of the key strengths of the study is its use of measurable metrics, such as the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA), which allow businesses to objectively assess customer satisfaction. The CSI value of 78.86%

suggests that the majority of customers are satisfied with the quality of products and services offered by Kafe Jamu. This finding is encouraging, but it also implies that there is room for improvement. The use of the IPA matrix further helps to pinpoint specific attributes that Kafe Jamu should focus on to boost customer satisfaction (Astuti et al., 2022).

The study highlights the attributes that are performing well and should be maintained, such as the taste of the products, cleanliness, availability of parking and toilets, and reasonable pricing. These are aspects that contribute positively to the overall customer experience and should continue to be prioritized. On the other hand, the analysis identifies attributes that need attention, such as advertising and promotion, signage, service quality, and speed of service. These are crucial aspects of the marketing mix that can significantly impact customer perceptions and purchase decisions.

However, there are several limitations to the study that should be addressed in future research. First, the analysis of the marketing mix itself lacks depth. While the study identifies areas of strength and weakness, it does not provide a comprehensive exploration of how these elements fit into a broader marketing strategy. A more detailed examination of each component of the marketing mix (product, price, place, and promotion) and how they relate to customer preferences would provide a more holistic understanding of Kafe Jamu's marketing effectiveness.

Moreover, the study does not compare Kafe Jamu's marketing mix with that of its competitors in the local market. A comparative analysis would allow Kafe Jamu to better understand where it stands relative to other businesses and identify unique selling propositions that could set it apart. By evaluating the performance of similar establishments, Kafe Jamu can make more informed decisions regarding its marketing strategies. The study lacks consumer demographic data, which could provide valuable insights into the specific needs and preferences of different customer segments. Understanding the demographics (such as age, income, occupation, and lifestyle) would enable Kafe Jamu to tailor its marketing efforts more effectively and create personalized offerings that resonate with its target audience.

The development and advancement of tourist attractions require strategic planning and effective marketing to ensure they reach a wider audience. As tourism continues to grow, detailed and easily accessible information about destinations becomes essential for attracting prospective tourists. When tourists are well-informed about the attractions that meet their needs and preferences, they are more likely to choose those destinations. Therefore, strategic initiatives, such as the bundling strategy, can significantly impact the success and growth of these attractions.

A bundling strategy is a popular marketing approach where two or more related products or services are sold together at a price lower than their individual cost. In the context of tourism, this strategy can be highly effective in attracting visitors by offering them a more economical and attractive package. By grouping different types of attractions or activities, such as nature tourism, water tourism, museum visits, cultural heritage sites, sports events, shopping experiences, religious landmarks, and educational tours, the bundling strategy encourages tourists to experience a variety of attractions in one trip. This approach not only boosts the number of tourists but also enhances the overall experience of visitors, as they can enjoy multiple experiences at a discounted price.

In regions like the Ex-Surakarta Residency, which boasts diverse tourist offerings, bundling strategies can be customized to cater to different tourist interests. For instance, a tourist package could combine a visit to a natural reserve, a local cultural museum, and a religious site. These types of bundles make it easier for tourists to plan their trips by offering all-inclusive experiences, which can be particularly appealing to both local and international tourists. This could also enhance the visibility of lesser-known attractions by including them in popular packages, leading to an overall increase in tourism traffic (Yuliari & Riyadi, 2019).

The key to successful bundling lies in its ability to attract a diverse range of tourists. By offering something for everyone, whether it's nature lovers, history enthusiasts, or shoppers, bundles can address the varying interests and needs of different traveler segments. Moreover, this strategy can improve the competitiveness of local destinations by offering unique combinations that stand out in the marketplace.

However, the success of this strategy requires careful planning and collaboration between tourism providers. It is essential to ensure that all components of the bundle are well-coordinated, that the pricing is attractive, and that the marketing is clear and effective. Local stakeholders, including hotels, transport services, guides, and other businesses, should be engaged to create a seamless experience for tourists.

In addition, innovation in planning is crucial to keep the offerings fresh and exciting. The tourism industry is dynamic, and visitor preferences can change over time. Thus, continuously updating and enhancing the bundles, based on tourist feedback and emerging trends, will help keep the destinations relevant and appealing (Wahyudi et al., 2019).

Ultimately, the bundling strategy is an effective tool for increasing the attractiveness and competitiveness of regional tourist attractions. As more tourists visit, the destinations will evolve and improve, leading to the overall growth and sustainability of tourism in the area. By making it easier and more affordable for tourists to explore various attractions, bundling can play a pivotal role in

enhancing the local economy and fostering long-term tourism development.

Susanti et al., (2023) on the role of digital media in tourism branding in Sukoharjo Regency provides valuable insights into how digital-based branding strategies can play a significant role in the development of the tourism sector, particularly in rural tourism villages. Sukoharjo, with its vast potential for tourism development, demonstrates that digital technology is a crucial strategy in promoting tourist destinations. The success of tourism promotion through digital media requires effective collaboration between stakeholders, including village governments, local communities, and other tourism-related businesses.

The use of digital media for tourism branding offers several advantages, one of the most significant being its broad reach. Digital media allows tourism information to be disseminated quickly and efficiently, making it easier to reach a larger audience, both local and international. Digital platforms enable the presentation of content in various forms, such as text, images, and videos, which can engage a wider range of tourists. Therefore, it is essential for tourism village managers in Sukoharjo to take full advantage of various digital platforms, such as social media, websites, and apps, to effectively showcase their tourism potential.

However, the success of tourism promotion through digital media is not only reliant on the technology itself but also on the effective collaboration between various stakeholders. Local governments, communities, and tourism businesses must work together to create engaging and relevant promotional content that resonates with their target audience. Additionally, the ability to manage digital technologies is also a critical factor, as engaging content requires a good understanding of how to effectively use digital platforms.

The necessary steps for implementing a digital-based promotion strategy include preparing digital promotional strategies, creating and managing content in the form of text, images, and videos, and continually evaluating the effectiveness of the strategies in place. It is vital to have a continuous evaluation process to assess whether the strategy is effectively attracting tourists and increasing visits to the tourism village. This evaluation could be based on social media interactions, website traffic, or direct feedback from tourists who visit the destinations.

Furthermore, the development of digital-based tourist villages requires increased human resource capabilities. Community members and tourism managers must be trained and supported in digital media management, content creation, and the use of relevant technology. Without this capacity-building, the enormous potential of tourist villages may remain untapped. Strengthening human resources also plays a key role in ensuring the long-term sustainability of

digital tourism management, so that tourism can be continuously developed and maintained.

Sukoharjo has significant potential to integrate jamu into the creative economy. Creative developments such as jamu-themed souvenirs, digital educational content, and interactive exhibitions can attract younger audiences. Cultural events, such as an annual Jamu Festival, can serve as platforms for education, celebration, and tourism, attracting visitors from across Indonesia and abroad.

In the education sector, integrating jamu into vocational and higher education—especially in hospitality, culinary arts, health sciences, and pharmacology—can preserve traditional knowledge while equipping students with practical skills for innovation and entrepreneurship in the herbal industry.

Establishing a Jamu Innovation Center in Sukoharjo could become a central hub for research, product development, SME incubation, certification processes, and intellectual property support. Sukoharjo may also develop a Jamu Tourism Route that connects production villages, herbal museums, and jamu-based wellness centers, offering tourists immersive, hands-on experiences.

In terms of sustainability, jamu aligns well with green economy and eco-tourism principles. Many of its raw ingredients are locally sourced and can be grown organically using regenerative farming techniques. This opens opportunities for environmental conservation and increases farmers' income through the cultivation of medicinal plants.

Women also play a crucial role in the jamu ecosystem, especially as traditional producers and sellers. Supporting women through entrepreneurship training, financial literacy, and access to digital tools can strengthen their independence and boost inclusive economic growth.

The global rise of wellness tourism presents an excellent opportunity for Sukoharjo. Its serene natural environment and proximity to Surakarta make it an ideal location for wellness retreats, herbal spas, and health-focused tours centered on jamu. Collaborations with wellness influencers, content creators, and travel platforms can help expand its reach to a broader market.

To truly position Sukoharjo as the World's City of Jamu, a strong and consistent branding strategy is essential. Jamu should be presented as a product that is not only rooted in tradition but also modern, innovative, and science-based. This identity must be reflected across promotional materials, digital platforms, product packaging, and public messaging. A tagline such as "Sukoharjo: Wellness from Nature, Strength from Culture" could represent the spirit of the region's jamu-based development vision.

Overall, this study demonstrates that to maximize the potential of tourism, an integrated and sustainable approach is required when using digital media for branding and promotion. This involves collaboration between local governments,

communities, and the private sector to effectively use technology to attract more tourists and enhance the tourism sector in the region. If this strategy is implemented successfully, digital tourism promotion in Sukoharjo could serve as a model that can be replicated in other regions to promote sustainable and digital-based tourism development on a broader scale.

## E. CONCLUSION

Sukoharjo Regency holds significant potential to be developed as a jamu-based tourism destination rooted in local culture. Nguter Village and its surrounding areas can serve as educational tourism centers that introduce visitors to traditional jamu preparation processes and its health benefits. This development not only preserves cultural heritage but also empowers the community through active involvement in the production and marketing of jamu, contributing to economic growth and the creation of sustainable employment opportunities. Branding Sukoharjo as the "City of Jamu" offers great opportunities to attract both domestic and international tourists, provided it is supported by effective marketing strategies and improvements in tourism infrastructure. Collaboration among the government, business actors, and local communities, along with the utilization of digital promotion, is key to realizing this vision.

Furthermore, the development of jamu tourism in Sukoharjo directly contributes to the growth of the creative economy, especially in sectors such as culinary arts, traditional medicine, wellness services, and cultural crafts. Jamu production involves not only herbal knowledge but also packaging design, branding, storytelling, and experience-based services — all of which are pillars of the creative economy. By encouraging innovation in jamu-based products and experiences, local communities can generate added value and open new entrepreneurial opportunities within the broader creative industry ecosystem.

As recommendations, local government should develop regulations and provide incentives for jamu MSMEs to integrate with the tourism sector. The management of Nguter Tourism Villa is advised to implement integrated digital promotion strategies and package jamu products into attractive wellness tourism offerings. Improving facilities and visitor services should also be prioritized to enhance visitor comfort and strengthen the destination's appeal.

For future research, studies exploring tourists' perceptions of jamu tourism will help better understand market needs and preferences. Quantitative research is also needed to measure the economic impact of jamu tourism development on local entrepreneurs and community welfare. Additionally, ethnographic studies documenting traditional jamu-making practices can help preserve this living cultural heritage and add value to cultural tourism development in Sukoharjo.

With an integrated approach combining cultural preservation, product innovation, and strengthened digital media, Sukoharjo has great potential to become an iconic jamu tourism destination that boosts the local economy while sustainably maintaining traditions.

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