

## **Jamu Empon-Empon the Preservation and Protection of Indigenous Knowledge as a Community District of Central Java Province Kebumen**

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**Abstract:** This research aimed to observe the preservation and protection of Empon-empon herb (ginger, turmeric, curcuma) of Kebumen Regency community from Central Java Province. Empon-empon herb had been believed from generation to generation by the community as herbal medicine which can cured various diseases, one of which is antedote of cancer. Using qualitative descriptive method, the result showed that Kebumen Regency community had been preserving Empon-empon herb by conducting processing training to improve its economic value which formed micro, small and medium enterprises (UMKM) along with financial aid in micro-credit, fostered along with the help of tools to improve the product packaging quality and marketing assistance through the exhibition along with the selling of the product in Kebumen Distric Griya Exhibits. Products which was produced consituted herbal medicine drinks extract in powder form of Empon-empon. The product brand was ZHRIN which had permission from food and drug administration and the halal label that facilitated by the Department of Trade Kebumen. Branding, BPOM permission and halal permission were methods to protect the knowledge of Kebumen community concerning Empon-empon.

**Key words:** Preservation, protection, Empon-empon herb, indigenous knowledge, Kebumen community, Central Java Province

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### **INTRODUCTION**

Indigenous Knowledge (IK) is knowledge that was verbally passed down from generation to generation, held by local communities which was obtained through personal experience. Moreover, IK is concern with tacit domination that are embedded in the practice and experience of the perpetrator and usually disseminated through private communication. IK is also known to be essential to our ability to keep individual know-how available (Agrifoglio and Metallo, 2015). IK in Indonesia is very diverse because of the various tribes. One of the traditional knowledge that exist in Indonesia is jamu (herbal medicine). IK of herbs, many are owned by people from Central Java. This is caused by a number of medicinal plants such as ginger, turmeric, curcuma and many others that called Empon-empon by Kebumen Distric community. Empon-empon was classified as medicinal traditional plants derived from roots. Empon empon usage in Kebumen Regency of Cental Java province has been around since the days of ancestor. From generation to generation they passed on knowledge of empon empon utilization to cure various diseases. Knowledge about empon empon utilization from ancestor

to the generation can called as indegenous or indegenous knowledge. Indegenous knowledge is integral part of culture and history of the local community (Nicolas, 2016). Kebumen Regency is one of regency in Central Java Province with the capital city of Kebumen, located 97 km west from Yogyakarta. The southern part of Kebumen is lowland while in the nothern part is mountains and hills that part of South Serayu Mountains. This mountain area has highly abundant cultural potential of empon empon. This research was discussed about empon-empon knowledge preservation process in Kebumen Regency.

### **Literature review**

**Empon-empon Herb:** The research results of Indonesian Institute of Sciences (LIPI) in Traditional Medicine Industry Bank Indonesia said that Indonesia has 30.000 species of medicinal plants from 40.000 species on around the world. Muslimin also reported, Indonesia has an advantage in terms of the development herbal medicine with 9.600 species of medicinal plants that can be used as a basic ingredient of herbal medicine (Kajian, 2009). According to the Dictionary of Agriculture the term “jamu” has meaning herbal medicine made from roots, leaves and so on 10. Medicinal is one of the herbs that

comes from the root (rhizome) branched tubers such as a ginger, among other kinds of ginger, turmeric, ginger and so on (Handayaningsih, 2014; Kamus, 2013).

**Knowledge preservation:** Basically, knowledge preservation is knowledge that has been accumulated remain in the organization which would be not lost because of the organization's members leave the organization. One of knowledge types is indigenous knowledge. Indigenous knowledge is tacit domination of indigenous knowledge that embedded in the practice and experience of the perpetrator and usually disseminated through private communication such as the teacher explains to the student, parents to their children as well as from neighbor to neighbor. Indigenous knowledge of a region must be preserved and protected. Promotion of indigenous knowledge is become more prioritized then the protection.

**Kebumen regency profile:** Kebumen regency is one of regencies in Central Java province with an area of 1281.115 km<sup>2</sup> with the condition of some areas are coastal and hilly areas while most of it is the lowland. Hilly area is an area suitable for growing medicinal plants.

## MATERIALS AND METHODS

This research used qualitative method. Qualitative research aimed to describe the process of preservation of knowledge in the form of herbal medicinal-empon undertaken by the community of Kebumen, Central Java.

**Informants:** This research used purposive sampling method to determine informants. Informants criteria that chosen by the authors was one of Kebumen residents who already had a business of empon-empon in the form of medicinal herbal extracts from the results of government's target. The business constituted UMKM which sold herbal beverage product. The brand of this extract herbal drinks was "ZHRIN" which was managed by Mrs. Wahyuti.

**Data collection methods:** There are three types of data collection in qualitative research, observation, interview and documentation (Creswell, 2014). This research only used observation and interview methods.

**Data analysis techniques:** The stages of data analysis in this research correspond to the steps proposed by Miles (2007) through three stages data reduction, data presentation and drawing conclusions.

## RESULTS AND DISCUSSION

**Preservation of indigenous knowledge in Kebumen regency community:** Indigenous knowledge possessed by of a community must be preserved and must be updated continuously to improve the knowledge use value. Kebumen regency Community of Central Java Province has a knowledge that the use of traditional medicinal plants, namely Empon-empon herb. It used by the community in order to cure a sick family member such as colds, stomachaches and cough since a long time. Its processing was still very modest before the coaching by the Local Government of Kebumen and Central Java Province. The local government through some local agencies provide guidance to the public regarding the processing of empon-empon herb so that it have economic value. Coaching by the Local Government Kebumen regency can be known through statements from informants.

Beginning of training conducted by the Department of Agriculture and Livestock by trained to make instant ginger in powder form. The materials needed are also very easy such as ginger, spices and sugar. Before the training, we use it in a very traditional way, by shredded then squeeze and drink.

The training conducted by the Local Government of Kebumen increased the public knowledge about how the processing of empon-empon herb to be more valuable. The government expects an output of bussinesss such as UMKM. The following is a statement of the informant.

After being given training on processing methods we are taught to form an bussiness such as UMKM and funding assistance in the form of micro loans. Agriculture and livestock in collaboration with Bank Rakyat Indonesia. We also get additional fund from the Regency Project Management Unit using the funds of the National Program for Community Empowerment (PNPM). Both loans are very helpful to us in opening a new bussiness for mortgage interest was very light. After we get the funds then we bought equipment and raw materials. We call it Instant Healthy Drink without preservatives.

Preservation of community indigenous knowledge was applied in the form of Micro, Small and Medium Enterprises (UMKM). The economic value of indigenous knowledge will be returned to the owner of that knowledge. Bussiness opened by Mrs. Wahyuti has been evolving with the time. The following is a statement of the informants about her bussiness.

Be began our bussiness around 2003 it has been through a long journey. The development begins with the demand from consumers for increasing the type of our product at the beginning, we only produce instant ginger

but later, there was a demand from consumers who have complaints such as gastric asked for instant curcuma and instant white turmeric for consumers who have a lump or tumor. Mothers who are breastfeeding also asked for instant Turmeric products.

Bussiness that initiated by Mrs. Wahyuti has been running for around 13 year and continues to grow by increasing the types of products that instant fragrant ginger, instant curcuma, instant turmeric, instant white turmeric. Development of Mrs. Wahyuti and her group businesses also cannot be separated from sustainable coaching by other local offices. There are some of the local offices that participate in developing Mrs. Wahyuti's business.

We continue to be developed by several offices in terms of improving product quality and marketing. Department of Industry and Trade of Central Java province trained us more about attractive product packaging to make products that we produce can compete in the market. Before the training we use a hecter or stapler to pack product and then we use press or sealer machine for pressing the product by the Department of Industry and Trade of Central Java province so that our products more attractive and safe. Our marketing is assisted by the Department of Cooperatives and Micro, Small and Medium Enterprises through routine product exhibition organized at the regency as well as provincial level. Besides the exhibition of our products are also sold at the Griya Pamer belong to the National Crafts Council Kebumen.

From the discussion above it can be concluded that the indigenous knowledge about empon-empon herb in Kebumen can be done by training about processing to improved economic value, establishment of businesses in the form of Micro, Small and Medium Enterprises as well as funding assistance in the form of micro-credit, development as well as assistance and tools to improve product quality packaging and marketing assistance through the exhibition and sale of products in Griya Pamer in Kebumen Regency of Central Java Province.

**Protection of indigenous knowledge in Kebumen regency community:** After the indigenous knowledge in Kebumen Regency community widely known by the public through pomotion, the next step is protection. As well as the promotion, protection is also supported by local agencies. There is the government efforts to protect indigenous knowledge about empon empon herb.

We were facilitated with some business license from the Department of Industry, Trade and Market Agency, received permission BPOM Food and Drug Administration and license brand products. From some of

the brands that we submitted, ZAHRIN band is the one that accepted. I take part of my daughters's name which means flower. Other permissions are lawful permit facilitated the Ministry of Commerce through the Department of Trade and Industry.

## CONCLUSION

The method done by the community with the government of Kebumen regency to preserve indigenous knowledge in the form of empon-empon herb was a way to preserved and protected. Empon-empon herb like ginger, curcuma, turmeric white, turmeric is very useful to cure various diseases such as colds, stomach ulcers and prevent and treat tumors. Preservation was done by several stages such as training to increase the economic value, establishment of UMKM along with financial aid in the form of micro-credit, coaching along with the help of tools to improve the quality of the product packaging and marketing assistance through the exhibition along with sales of the product in Griya Pamer Kebumen, products produced in the form of herbal drinks herbal extract in powder form of Empon-empon. The product brand is ZAHRIN which has obtained permission from the Food and Drug Administration and the Halal label which is facilitated by Department of Trade Kebumen. Branding, BPOM permission and permission is lawful method to protect public knowledge in Kebumen community about Empon-empon.

## SUGGESTIONS

Beside the physical protection, community indigenous knowledge should be protected and preserved in the form of an online database (website) so it can be accessed by the public. Preservation of indigenous knowledge especially in Kebumen regency either has economic or non-economic value should be developed.

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