

Cross-cultural business influence based on communication and social media to improving marketing traditional drinks *jamu* in Surakarta

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Abstract. The main focus of this review is detailed and holistic description of the role of social media in developing traditional product marketing is very important. Public interest in traditional drinks is still high today. This is evidenced by the number of conventional beverage traders in Solo, both traditional and online traders by utilizing technology. Today, social media plays an essential role in marketing community products that have benefits for life. Based on data, social media has proven to have a role in popularizing traditional drinks to the broader community. It also provides a way out in traditional beverage business businesses that are marketed across cultures. This is evidenced by the interest of people from outside Surakarta who are interested in buying traditional Javanese beverage products. Thus, advanced technology, diverse social media, and community business can develop together to build cross-cultural enterprises to.

1. Introduction

The culture as one of the frameworks of the nation that should be maintained continuously developed raised from time to time, appreciate cultural heritage for the wealth of the nations. Since the first, *jamu* has become a feature in the social and cultural. *Jamu* is the products of the original natural materials in the form of Indonesian onions from the powder and ready to be used with how to brew. Indonesia is very rich with a diverse range of biological natural resources. Recorded not less than 30,000 of plants

grow in the earth of the archipelago, at least 2500 including types can be used as raw herbs, including spices plants essential which are a green gold national pride and sought by the foreign nations since ancient times[1].

Indonesia is a country rich in natural results. The forest with various species of plants thrives in this country. Plants in Indonesia has many benefits if a man can be transformed with good. Some of the natural results in Indonesia can be used as primary material, textiles, food, and medicines[2]. The wealth of drugs in Indonesia gave birth to an advanced civilization in the medical world glossary of traditional medicines in the form of processed herbs.

Also, *jamu traditional* medicines can also represent the characteristic of the culture of the nation. Around us very easily we met, especially for those who live in the region of the village, now from the price is reachable by all among, and have a willingness to not limited[3]. Traditional medicines are traditional medicines that are seemingly by successive, based on a rasp that has been taught by their fathers, based on customs, based believing, or the hallmark of local people; good is supernatural or traditional. Traditional Medicines already exists in Indonesia since thousands of years ago, and traditional medicines is a treatment to help speed up the process of recovery using grow plants that have improved as medicine.

Jamu (herbs) need to be developed and marketed to all people because *jamu* have many benefits for life[4]. One real example is herbal medicine consumed by people in Surakarta, Central Java. *Jamu* has a significant role for the community in Surakarta. This can be seen from the daily lives of Surakarta people who are sellers and many people like to drink herbal medicine. This phenomenon becomes an excellent business opportunity in efforts to strengthen the economy of the community. One shot that can be done is to market herbal medicine through social media so that people who are in the national and international regions are known and interested. In this paper will describe the role of herbal medicine in the community and the marketing of good herbs through social media today because social media users are developing rapidly around the world, including also in Indonesia. For individuals, motivation using social media is looking for information, information sharing, entertainment, relaxation, and social interaction[5].

The existence of social media continues now penetrate human life. In social media, development can utilize for various interests, start making friends, specific program campaign (education, social, religious, environmental, health, and so on), until promotion and marketing particular products or services. There is rapid progress in the field Information technology is balanced with advances in transportation technology and logistics management. This is more and more facilitate traffic humans and goods[6]. Two things it should be an opportunity business that must be utilized.

2. Method

This research is a descriptive qualitative approach. The resulting data is a detailed description of Surakarta people who like to consume *jamu* as herbal medicine. Drinking herbal medicine also reflects

the cultural richness found in Indonesian society. The culture is excellent and needs to be developed through the marketing of herbal products in national and international environments. The data in this paper were obtained from observations in Surakarta City and interviews with informants. Selected speakers are herbal consumers, herbal medicine sellers, social media experts, and cultural observers.

3. Discussion

Social media allows market participants to communicate with each other, customers, and prospective customers. Social media gives "identity" to "brand" or brand that is put on and help people to spread your message in a relaxed and communicative way. With social media we can explain our identity and our products, creating relationships and communication with others by using social media so that they know our products and companies and make good relations between cross-culture[7]. By using social media capabilities with optimal, targeted results can be achieved maximally. It's important to know with profound media capabilities social as a marketing communication tool, what skills do social media have so that it can be used as a marketing tool, and what results can be achieved if using social media as a marketing tool.

Peer communication can affect attitudes and behavior towards products or brand. In social media users, the recommendations are often or trusted by Other social media users are called influencer or opinion leader[8]. Marketers can use the role of opinion leader to do marketing communication to target consumers, because of recommendations of them are more trusted and can affect the *hearing* or peer influence. Besides that, a brand community can be categorized into two, namely the community formed by the brand and community created by the customer. For the development of communication, social media allows improvement of the value of the perpetrators, using the principle of building relationships between companies and followers or fans. The intended value here is how after intertwining both sides of social media actors materialized, there is a positive impact not only affects one party just but also penetrated on broader coverage. Media viewfinder social to corporate imaging or brand, even capable reduce the cost of the campaign usually must be done conventionally by the company.

Social media is used as a tool for marketing communication for *jamu* as traditional herbal medicine must be following the program and marketing targets. Several consequences or results can be generated through social media marketing, including increased brand awareness, improved reputation, expanded the relationship, brand development, and increases purchase intention. In developing a brand or products that follow needs or consumer tastes, information is needed regarding consumer behavior and requirements. By using social media through online community will be possible to get the information. Strategy's brand innovation through social media is by getting information or knowledge about consumers by using social media. In traditional marketing usually, the relationship that has been built with consumers will lead to relationships that are oriented to exchange relationships [9]. Whereas in the current era, the marketing approach will always be required to be able to build and

maintain good relations that have long been fostered by consumers. Consumers want to get more personal treatment, like friendships, romantic relationships, or family relationships that are not merely transactional.

Although integrated, the effectiveness of using social media remains dependent on the brand owner. Social media is not just a tool related to its devices, such as having a *Facebook*, *Twitter*, *Instagram*, *WhatsApp*, etc. First of all, brand owners must change their marketing mindset which has been vertical to horizontal. Social media stimulates two-way communication. Because it is user generated, involvement and participation, its effectiveness depends on the readiness of the company/brand to provide its infrastructure and work patterns that are different from before [10]. Only companies that are advanced and open minded can accept this. In the cross-cultural arena, the marketing of *jamu* in the Surakarta area must be done through social media to be approved by the international community.

Marketing communication to introduce *jamu* in an international community with social media is one promotion mix, inside essential marketing mix implemented by the company marketing products and services. On the essence of promotion is a form marketing communication, that is actively selling that is trying to spread information, influence or persuade, and or remind the market targets for the company and its products to be willing to accept, buy, and loyal to the product offered company[11].

Business people must be smart and take advantage of every opportunity to develop their business. And with the development of technology that facilitates information and mobilization, it would be a pity if the chance to create is not maximized. Therefore, business people need to have an open mind and want to learn[12]. And this will encourage every businessperson who wants to expand his business to connect with the outside world, where they will, of course, be faced with cross-cultural communication, if doing business cooperation with other countries, activities such as negotiations cannot be avoided.

Negotiation is an activity that is closely related to communication[13]. So that cross-cultural negotiation requires the ability to intercultural communication. In the theory of talk, some parties who are collaborating will negotiate and discuss something that will be an agreement. Where the agreement is chosen is sought to benefit all parties. Those who will conduct cross-cultural negotiations are very important to recognize each background, point of view, perception, and character from business partners so that they can negotiate well[14]. To hone skills in business, new business people must learn a lot from the experiences of business people who have developed. Also, they also need to increase knowledge and learn about the business they will do. With adequate cross-cultural communication skills, business people will be facilitated in exploring knowledge and adding relationships with other business people[1].

4. Conclusion

Jamu is a genuine product of Indonesia is a good manufacturing process, and its use is the cultural heritage of the ancestor of the Indonesian nation. *Jamu* can be marketed and introduced internationally through social media because social media as marketing communication tools that can be categorized based on reason or motivation marketers use social media (*antecedents*) and targets of programs marketing (*consequences*) that can be achieved by using social media in cross-culture arena.

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