

Business Development Strategy of Family Medicinal Plants From The Economic Side (Case Study of Seuriget Village of West Langsa Sub District)

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Abstract – This research was conducted with the aim of identifying, collecting, processing and analyzing data about strength factors, weakness, opportunity, threats in developing the family medicinal plant business from the economic and business development strategy of family medicinal plants from the economic side of the research area.

The population in this study is the people who grow the family medicinal plants in the yard of the house in the village of Seuriget District Langsa Barat. The sample is the entire population of 35 families. The data sources in this study was primary and secondary data. Data analysis method used was descriptive analysis with SWOT analysis.

From the research result, it was that the strength in the development of family medicine plant business from the economic side was taken an organic medicine. The weakness in the development of family medicinal plant business from the economic side is the price is still low from the economic and plant side which was used as slow drug result. Opportunities in the development of family medicinal plant business from the economic side are always needed by the community, in addition, to being used as medicine and apply the pattern of life back to nature with organic materials. Threats to the development of family medicinal plant business from the economic side are fewer enthusiasts who use family medicinal plants as the alternative to drugs and prefer to use chemical-based drugs. The development strategy of the family's medicinal plant business was focused on increasing the community's interest in the needs of family medicinal plants that can be taken as an organic medicine besides raw materials for cooking and can be processed into food or other forms of more economic value. To increase community interest in family medicinal plants must be done continuously through socializing the benefits of family medicinal plants from the economic side either through counseling or training to the community, especially in the research area.

Keywords: *Strengths, Weaknesses, Opportunities, Threats.*

I. INTRODUCTION

Medicinal plants are one important element in the effort of health control implementation. Medicinal plants have been known since the first in traditional medicine, but its use as a raw material has not been optimally utilized, while efforts have been made still focused on the efficacy and usefulness only.

Traditional medicine using medicinal plants is not foreign to the people of Indonesia, because before the people of Indonesia's independence, villagers have been using the medicinal herbs until now, traditional medicine is still recognized its existence in the wider community. This is in line with government policies that continue to nurture and develop, primary health care (PKP), both as preventive medicine and as a traditional treatment. In addition, medicinal plants can be processed into various types of food that is more valuable economy.

This is supported by the Ministry of Health's policy on traditional medicine as stated in Act No. 23 of 1992 article 47 on traditional medicine and in Kepmenkes No. 1076 / SK / VII / 2003 on the administration of traditional medicines using medicinal plants. Indonesia as an archipelagic country is an area rich in biodiversity. Until now it has been known about 30,000 species of plants that are wild plants and that have been cultivated, as traditional medicinal plants (Food and Drug Supervisory Agency-BPOM, 2003).

On the other hand to develop this medicinal plant is not as easy as turning the palm of the hand. As it has grown today the drugs manufactured by the factory are more rapidly perceived than the medications made from medicinal plants. And also to anticipate the low economic value of these family medicinal plants, it is necessary to do a strategic step to increase its economic value. To get around these conditions researchers interested in conducting research on what strategy should be done to

be able to develop this medicinal plant from the economic side, especially in families in the Village Seuriget District Langsa West.

II. LITERATUR REVIEW

Family Medicinal Plants – According to the Ministry of Health of the Republic of Indonesia (1990) family medicinal plant is a plot of land either in the yard or garden that is used to grow medicinal plants in an effort to meet the family's need for drugs. Under certain conditions, family medicinal plants can also be made by harnessing pots, or other objects that can and are suitable for growing plants that have medicinal properties.

Family medicinal plants are basically plants grown in the yard, garden or a plot of land that is used as a cultivation of medicinal plants as a drug in order to meet the family's need for drugs. Family medicinal plants also serve as the utilization of the environment around the house and garden.

The word family medicinal plants can be interpreted with the word "Garden" shows the existence of an attempt to increase the aesthetic value of plants in this medicinal plants with the arrangement in accordance with the potential of land and pleasing to the eye. While the word "Family" shows "medicinal garden" serves to maintain the health of all family members and made in the family environment, which is in the yard of the house, can also be in the yard school or office.

Family medicinal plants is an effort to improve the utilization of medicinal plants. Besides as a means to maintain public health, toga also serves as a means of reforestation, means for nature conservation, means of improving nutrition, means for income distribution, means of propagating greening movement and means of beauty of yard or environment (Poerwadarminta, 2007).

The Family Plants Medicinal Economy Value – There are many prospects for the development of family medicinal plants in Indonesia, with increasing demand for medicinal herbs, in line with the increasing population, the increasingly expensive price of medicines from the West, the increasing number of pharmaceutical industries and traditional medicine, and the tendency of the world community to back to nature. With the availability of human resources, experts and research institutions will develop the use of family medicinal plants and discover new drugs (Zuhud & Siswoyo 2001)

Utilization of family medicinal plants has evolved into a business sector that attracted many investors, ranging from the scale of home industry, small industry to the scale of the village industry. This

condition causes the demand for family medicinal plants to increase from year to year, which further stimulate the harvesting which continues to increase. In addition, harvesting of medicinal plants from its natural habitat (forest, or other wild areas) has not been fully based on its natural regenerative power (Zuhud et al., 1994)

The three basic elements in the strategy of conserving natural resources are protection, preservation, and utilization, serve as the basis for the purpose of preserving the diversity of medicinal plants of tropical forest of Indonesia, that is to utilize continuously the diversity of tropical forest medicinal plants, preserving the potential of tropical forest tropical plant diversity, and studying the diversity of medicinal tropical plants. The key to preservation of the use of medicinal plants is grouped into 4 aspects, namely conservation aspect, utilization aspect, research aspect, and policy aspect and institutional of medicinal plant management (Zuhud & Haryanto, 1994).

As a reference in efforts to preserve the use of medicinal plants in Indonesia, conservation strategies can be implemented by various parties at the district, sub-district to village levels with the following action programs (Zuhud & Siswoyo, 2001):

1. Land use / space (Family Medicinal Plants)
2. In-situ conservation
3. Ex-situ conservation
4. Cultivation
5. Increasing the value added of medicinal plants through utilization in formal health services
6. Apply certification / ecolabeling system to indigenous drug product of Indonesia
7. Establish an agribusiness information center of medicinal plants
8. Building the participation of all stakeholders, including businessmen, farmers, policy makers, and the press.
9. Protection and intellectual property of the community
10. International cooperation

The patterns of development of medicinal plants and plants in Indonesia consider and integrate assessments of various aspects including the current goals of treatment, public health, economic, social, institutional, technological, preserving and plant conditions that have largely not been cultivated (Sudiarto et al., 1999)

In the development of economic value, the development of medicinal plants selected to be applied in the community is the development of simple medicinal plants. The focus of the development of medicinal plants with home industry scale is expected to be sustainable,

which ultimately from these activities can provide sufficient benefits to meet the needs of families, surrounding communities and impact on the welfare of a better life. The stimulus in terms of economic benefits is analyzed by the development of medicinal plants based on market, price and for the purpose of increasing the income of the society according to Sudiarto et al. (1992) can be reached through:

1. Increasing the production and quality of medicinal plants
2. Priority of developed commodities
3. Marketing opportunities both within the village and outside the region
4. Diversified products

SWOT Analysis – According to Freddy Rangkuti (2009) SWOT analysis is the systematic identification of various factors to formulate the company's strategy. This analysis is based on the logic that can maximize strength (Strengths) and opportunities (Opportunities), but simultaneously can minimize weakness (Weaknesses) and threats (Threats). SWOT Analysis is an analytical method used to determine and evaluate, clarify and validate the plans that have been prepared, in accordance with the objectives to be achieved.

The step of doing SWOT analysis is done by analyzing internal and external strategic factors. Internal factors that affect the achievement of goals / targets, vision, and mission that has been specified in detail (detail) with brainstorming techniques and / or NGT / Non Group Technique. Then discuss any internal factors whether including strengths or weaknesses compared to others, by way of opinion polls. Strength is a good activity (process) and resources. Weaknesses are activities (processes) and resources that have not been good.

External factors that affect the achievement of goals / targets, vision and mission that has been specified in detail (detail) with brainstorming techniques and NGT / Non Group Technique. Then discuss any external factors whether including opportunities or threats compared to other companies, by way of opinion polls. Opportunities are a positive external factor. Threats are negative external factors.

Once internal and external factors are analyzed a set of possible strategies for effective strategy determination of strength (S), weakness (W), opportunity (O) and threat (T) are made. Based on that can be generated SO strategy by thinking of certain ways that can use its powers to take advantage of opportunities that exist. Taking into account the existing forces to avoid threats to gain ST strategy. By developing a WO strategy to take advantage of existing opportunities by

overcoming weaknesses. And by getting the WT strategy as a defensive strategy to minimize weakness and avoid threats.

III. RESEARCH METHODS

In this research data is analyzed by using descriptive analysis method, that is analyzing data by way of describing or describing data which have accumulated as it is without intending to make conclusion which apply to public or generalization. This descriptive analysis is done by SWOT analysis that is describe the strength, weakness, opportunity and threats possessed on the object of research to obtain a conclusion that applies specifically in the form of effective strategy in the development of family medicinal plant business in the location of research

This study uses two types of data sources namely primary data and secondary data. Primary data, ie data obtained from respondents through questionnaires, focus groups, and panels, or data from interviews with researchers. Secondary data, ie data obtained from notes, books, and magazines in the form of government reports, articles, books as theory, and so forth.

Data collection techniques in this study were conducted by library study, ie studying, understanding, scrutinizing, reviewing, identifying things that already exist and what not yet exist in the form of journals or scientific works related to research problems. Interview, which is conducting question and answer directly (indepth interview) with resource person. Documentation, namely by viewing and recording existing data in the field.

The population is the people who plant family medicinal plants in the yard of the house at the study site. Sampling technique by census, that is the entire population used as a sample of 35 families.

VI. ANALYSIS AND DISCUSSION

Based on the results of data collection obtained internal and external factors that must be analyzed for the determination of effective strategies in the development of family medicinal plant business from the economic side of the research location. Internal factors consist of strength that can be used as raw materials of drugs other than raw ingredients of spices, plant seeds are easy to obtain, plants easy to grow, the land required is not large. The disadvantage is that crop yields have a low economic value, when used as a drug response given slowly, requires intensive care.

External factors consist of opportunities that are always in demand by the community, especially as the

ingredients of spices, always safe to be used as medicine appropriate advice and processing, can be processed into food or other forms of economic value, processed medicinal plants do not pollute the surrounding environment. The threat is the number of chemical drugs that already exist, the cultivation of medicinal plants are still limited, many outside products that enter, people are still fond of instant ways.

With the data obtained based on internal and external factors of family herbal medicine development can be made some effective strategies to be applied.

1. SO Strategy

- Medicinal plants can be used as raw materials to be processed into food or other forms that have higher selling and economic value
- Family crops are easy to plant and seedlings are easy to obtain with no large land requirements
- Processed medicinal plants family does not pollute the environment so environmentally friendly

2. ST Strategy

- With easy-to-reach seeds and crops that are easy to grow and the land needed for a little cultivation of medicinal plants can be improved by providing a good understanding
- Medicinal plants are easy to obtain and cheap and harmless to the environment should be more used to its use than chemicals that are harmful to the environment
- Increasing the quality of medicinal plant products and their processed products to reduce many incoming products from outside

3. WO Strategy

- Because it has a low economic value, then the family medicinal plants should be able to be processed better into a variety of products that are more valuable economy
- With proper processing and as recommended by family medicinal plants can be a more effective drug than chemical drugs that have a rapid response
- Because it requires intensive care in its development of family medicinal plants must be actually managed by experts

4. WT Strategy

- Due to the low economic value and the large number of outsiders entering, the family's medicinal plants must have superior quality to be another valuable product of the economy
- Because the care of family medicinal plants that must be intensive and cultivation is still limited, it requires special treatment and promotion of

planting medicinal plant family especially for the community.

- Because people are still fond of the instant ways and medicinal plants of the family when used as drugs have a slow response, it should be given a good understanding that the rapid response is not always safe for the body and the environment.

VI. CONCLUSION

The development strategy of the family's medicinal plant business from the economic side focuses on increasing the interest of the community to the needs of family medicinal plants that can be used as organic medicine in addition to raw materials for cooking and can be processed into food or other forms of more economic value. To increase community interest in family medicinal plants must be done continuously through socializing the benefits of family medicinal plants from the economic side either through counseling or training to the community, especially in the research area.

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