

Jamu as a Healthy Solution for Travelers: The Initiative of DPD Aspetri East Java at the Health Post in Purabaya Terminal

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Abstract: Long journeys often cause fatigue and a decrease in immune function, especially for public transportation users. Jamu, as a heritage of herbal medicine from the Indonesian archipelago, holds great potential in maintaining health and enhancing stamina during travel. This community service activity aims to introduce and distribute jamu as a healthy solution for travelers through the initiative of DPD Aspetri Jawa Timur at the Health Post in Purabaya Terminal. The activity includes education on the benefits of jamu, free distribution of jamu, and herbal-based health consultations for passengers and terminal visitors. The results of the activity show that the majority of beneficiaries responded positively to the program, with an increased understanding of the benefits of jamu in maintaining health during travel. This activity is expected to serve as a model for promoting herbal-based health in other public facilities.

Keywords:

Jamu, Travel Health, Community Service, Herbal, Purabaya Terminal

Introduction

Jamu is one of the cultural heritages of the Indonesian archipelago, widely known as a natural health drink. Various studies have shown that jamu provides numerous benefits, ranging from boosting the immune system and aiding digestion to reducing fatigue caused by strenuous physical activity. As public awareness of the importance of a healthy lifestyle increases, jamu is once again gaining attention as a natural solution for maintaining body fitness. Amid globalization and modernization trends, the consumption of jamu has become part of the "back to nature" movement, which is increasingly favored by modern society.

Long-distance travel, especially by public transportation such as buses, trains, and airplanes, often causes physical fatigue and stress for travelers. Several factors, including the travel environment, inadequate nutritional intake, and exposure to

unclean air, can weaken the body's immune system. Therefore, the need for practical and easily accessible health solutions is becoming increasingly important. In this context, jamu serves as an alternative that helps maintain stamina and health during travel.

Purabaya Terminal, located in Sidoarjo Regency, is one of the largest and busiest terminals in Indonesia. Every day, tens of thousands of passengers from various regions travel through this terminal. The high mobility and intense human interactions increase the risk of disease transmission and decrease physical fitness due to travel fatigue. Thus, the presence of a health post at Purabaya Terminal is highly beneficial for passengers. This health post not only provides basic healthcare services but also serves as an educational facility for the public on the importance of maintaining health while traveling.

As part of efforts to improve public health, the Regional Leadership Council of the Indonesian Traditional Medicine Association (DPD Aspetri) East Java initiated a community service program by distributing jamu at the Health Post in Purabaya Terminal. This activity aims to introduce jamu as a healthy solution for travelers and to enhance public understanding of the benefits of herbal medicine in boosting the immune system. Additionally, this initiative seeks to preserve the tradition of drinking jamu, which has been increasingly overshadowed by the rise of the modern pharmaceutical industry.

In this program, various types of jamu were distributed free of charge to terminal passengers and visitors. The jamu provided was specifically chosen to meet travelers' needs, namely Jamu Waruga (produced by CV. Sangkuriang), which functions as an antioxidant and helps strengthen the immune system. Jamu Waruga is also known to reduce fatigue, warm the body, and enhance the body's defense mechanisms. Furthermore, the event included education on the proper consumption of jamu and health consultations provided by herbal experts from Aspetri.

The significance of this initiative extends beyond physical health benefits to supporting the local economy. Indonesia's jamu industry is still largely dominated by small-scale traditional medicine businesses (UKOT), which rely on natural ingredients, inherited recipes, and traditional production techniques. With growing public awareness of the benefits of jamu, the demand for local herbal products is expected to rise, which in turn can positively impact the sustainability of the jamu industry and improve the welfare of entrepreneurs in this sector.

Moreover, the distribution of jamu at the Purabaya Terminal Health Post is part

of a health promotion strategy based on local wisdom. This approach aligns with the concept of holistic health, which not only emphasizes medical aspects but also considers social, cultural, and environmental factors in efforts to improve people's quality of life. In the context of national health policy, the utilization of traditional medicine and natural ingredients has become one of the key focus areas in developing a more inclusive and sustainable health system.

The Indonesian Ministry of Health has actively promoted the use of traditional medicine as part of the national healthcare system. Programs such as Jamu Scientific Evidence (Saintifikasi Jamu), which aims to scientifically prove the efficacy and safety of jamu, have significantly contributed to increasing public acceptance of herbal remedies. With support from various stakeholders, including academics, healthcare practitioners, and traditional medicine communities, jamu is expected to gain wider recognition as an accessible health solution for people from all walks of life.

The implementation of this initiative involved direct distribution of jamu to the public, interactive educational sessions, and data collection on public responses to jamu consumption during travel. An evaluation was conducted to assess the program's effectiveness in increasing public awareness and acceptance of jamu. Additionally, an analysis of jamu consumption patterns among passengers and terminal visitors was carried out to understand preferences and challenges in introducing jamu as an alternative health solution in public spaces.

Through this activity, DPD Aspetri East Java hopes to contribute to improving public health and strengthening jamu's position as part of modern health solutions. With collaboration among various stakeholders, including the government, academia, healthcare practitioners, and the general public, this effort is expected to continue and expand on a larger scale in the future. Furthermore, the success of this initiative could serve as a model for similar programs at terminals, train stations, and other public facilities, as part of a national strategy to promote public health through the use of local herbal products.

Thus, jamu is not merely a traditional drink but also a healthy solution that can be integrated into modern lifestyles, including supporting the health of travelers. The sustainability of this program depends on collaboration among various parties and the public's awareness of the importance of maintaining health naturally and sustainably. Therefore, such initiatives must continue to be developed so that the benefits of jamu as a heritage of the Indonesian archipelago can be experienced by more people, not only in Indonesia but also on a global scale.

Method

The distribution of jamu as a healthy solution for travelers was carried out by DPD Aspetri East Java at the Health Post in Purabaya Terminal from March 27 to March 28, 2025. The program aimed to raise public awareness of the benefits of jamu as a jamu drink that helps boost the immune system, especially for passengers embarking on long journeys. This activity was led directly by the Chairperson of DPD Aspetri East Java, Hj. Hartaty Larasaty, Br.M., with support from various traditional health practitioner associations and representatives from the Sidoarjo Regency Health Office, specifically those responsible for the Traditional Health Program (Kestrad).

Before the implementation of the program, the Aspetri East Java management team conducted extensive preparations to ensure the initiative ran smoothly. One of the key preparations involved coordinating with relevant parties, including the management of Purabaya Terminal and the local Health Post. Additionally, collaborations were established with the Sidoarjo Regency Health Office through the Kestrad program, as well as other traditional health practitioner associations, to ensure a synergy between herbal medicine and existing healthcare services.

On the technical side, preparations included the production of jamu, specifically focused on herbal drinks designed to enhance immunity. The jamu was hygienically bottled, with 100 bottles prepared daily for distribution to the public. Moreover, educational materials, such as leaflets, were prepared to provide information on the benefits of jamu, proper consumption methods, and its role in maintaining health during travel. The event team also devised a distribution strategy to ensure the orderly distribution of jamu to those in need.

On the day of the event, activities were conducted at the Health Post in Purabaya Terminal, following a pre-planned flow. The team from DPD Aspetri East Java, along with the Chairperson of DPD Aspetri and representatives from various traditional health practitioner associations, distributed free jamu to passengers and terminal visitors, particularly those embarking on long-distance trips. In addition to the distribution, the event included educational sessions on the health benefits of jamu. The public received explanations on how jamu helps strengthen the immune system, the correct way to consume it, and the importance of maintaining health while traveling.

Some participants also had the opportunity to consult directly with the Aspetri team and traditional health practitioners about herbal treatments suitable for their

health conditions. This direct interaction allowed the public to gain a deeper understanding of how herbal medicine complements modern healthcare services.

The event received full support from the Health Post at Purabaya Terminal, which served as the primary location for the jamu distribution. The collaboration between herbal medicine practitioners and modern healthcare services was a key highlight of this program, helping the public understand that jamu can be used as a health supplement alongside conventional medical treatments.

After the event concluded, an evaluation was conducted to assess the effectiveness of the program. The evaluation included: The number of beneficiaries who received jamu; Public response to the jamu distribution initiative; Increased awareness among participants regarding the benefits of jamu as a health drink for travelers. The event team also collected feedback from jamu recipients and stakeholders involved in the program to identify areas for improvement and potential future developments for similar initiatives.

Through this initiative, DPD Aspetri East Java aims to promote jamu consumption as part of a healthy lifestyle, particularly for those who frequently travel long distances. Additionally, the program is expected to serve as a model for herbal-based health promotion in other public facilities, encouraging more people to adopt jamu as a natural solution for maintaining their health.

Hasil

The distribution of jamu as a healthy solution for travelers, carried out by DPD Aspetri East Java at the Health Post in Purabaya Terminal on March 27–28, 2025, can be considered a highly relevant form of community service in the context of public health today. As public mobility increases, especially with the use of public transportation, health becomes a primary concern, particularly for those undertaking long journeys. Fatigue and weakened physical conditions make travelers more susceptible to illness and decreased immune function. Therefore, providing an alternative to boost immunity is essential, and jamu, as part of Indonesia's traditional heritage, serves as an excellent solution.

Jamu, as an herbal drink, has long been known in Indonesian society as a natural remedy with various health benefits. Since ancient times, jamu has been used to increase stamina, maintain body balance, and strengthen the immune system. In the context of long-distance travel, jamu is an ideal choice, as it is not only beneficial

for health but also convenient to carry and consume. Thus, distributing jamu in transportation hubs where people frequently travel is a strategic effort. This program aligns with efforts to preserve Indonesia's herbal cultural heritage while also promoting a healthy lifestyle based on natural traditions.

In this activity, DPD Aspetri East Java collaborated with the Sidoarjo Regency Health Office, particularly through the Kestrad (Traditional Health) program, as well as various traditional healer associations, to ensure that the jamu distributed was safe, high-quality, and provided maximum health benefits. The Health Post at Purabaya Terminal served as a strategic location to reach people in need of health services or those seeking information about herbal-based health solutions. This initiative exemplifies a strong synergy between traditional and modern healthcare services, aimed at providing wider access to public health services.

The two-day jamu distribution event at Purabaya Terminal successfully attracted the attention of many passengers and visitors at the terminal. A total of 100 bottles of jamu were distributed daily to travelers preparing for long journeys. This initiative not only provided physical benefits by boosting immunity but also educated the public about the importance of maintaining health through natural and traditional methods. Additionally, the educational sessions led by the DPD Aspetri team, chaired by Hj. Hartaty Larasaty, Br.M., were crucial in building public awareness of the benefits of jamu as part of a healthy lifestyle. Many passengers, who previously knew little about jamu, became interested and expressed a willingness to consume jamu regularly after receiving more information.

This program also demonstrated the importance of collaboration between organizations and the community in efforts to improve public health. The Sidoarjo Regency Health Office, through the Kestrad program, played a vital role in supporting the initiative and ensuring that the distributed jamu met safety and quality standards. Additionally, the involvement of traditional healer associations enriched participants' knowledge about the importance of safe and beneficial herbal treatments. This collaboration highlighted that traditional and modern medicine do not have to be in conflict but can coexist to provide greater benefits to society.

Many participants reported feeling refreshed and energized after consuming jamu, indicating that proper use of jamu can positively impact health, particularly for those preparing for long journeys. The jamu distribution at the terminal also served as an opportunity to raise public awareness about the importance of maintaining immunity, even while traveling. Thus, this activity can be considered a highly

effective health education initiative, as it directly and practically reaches the public.

However, despite its positive impact, there are several aspects to consider for enhancing its effectiveness in the future. One key improvement is the need for broader public outreach about such initiatives. Although this program was implemented at Purabaya Terminal, a strategic transit hub, it would be even more effective if similar activities were conducted at various other transportation centers with high mobility, such as train stations, airports, and ports. This would allow a wider audience, particularly long-distance travelers, to benefit from the initiative.

Additionally, the limited time frame for jamu distribution raises concerns about its quantity. Although 100 bottles of jamu were distributed per day, this number remains relatively small compared to the thousands of passengers at the terminal daily. Therefore, it would be beneficial to increase the quantity of jamu distributed, ensuring that more people can experience its benefits. To further enhance the educational impact, organizers could involve more stakeholders in providing in-depth education on herbal-based health solutions.

This activity also highlights the importance of utilizing media to spread awareness about jamu and traditional health solutions. In today's digital era, social media and other online platforms can be an effective way to educate a broader audience. A digital health campaign could include information about jamu's benefits, healthy preparation methods, and tips for maintaining immunity. Through digital platforms, this program could reach local, national, and even international audiences.

Overall, the jamu distribution initiative successfully achieved its goal of providing health benefits to travelers at Purabaya Terminal. This program not only offered a practical health solution but also delivered an important message about the significance of maintaining health naturally. It serves as an example of community service programs that combine traditional and modern medicine to enhance public health and quality of life. Through this initiative, the public is encouraged to rediscover and appreciate Indonesia's herbal heritage, which is not only historically significant but also beneficial for their well-being.



Figure 1. Jamu Distribution Activity at the Health Post in Purabaya Terminal.



Figure 2. Traditional Health Services: Wellness Massage and Jamu Distribution at the Health Post in Purabaya Terminal

Conclusion

The jamu distribution initiative as a healthy travel solution, organized by DPD Aspetri East Java at the Health Post in Purabaya Terminal on March 27–28, 2025, had a significant positive impact on the public, particularly on long-distance travelers. By distributing 100 bottles of jamu per day, focusing on boosting immunity, the event successfully introduced jamu as a herbal alternative to support health during travel. This success was achieved through strong collaboration between DPD Aspetri, the Sidoarjo Regency Health Office via the Kestrad program, and various traditional healer associations, all of which contributed to public education on the importance of herbal medicine.

This initiative also demonstrated how traditional medicine can complement

modern healthcare services. The jamu distribution at the Purabaya Terminal Health Post not only provided immediate health benefits but also raised public awareness about natural ways to maintain immunity while traveling. Participants learned about the benefits of jamu, proper consumption methods, and strategies to stay healthy during long journeys.

Despite the program's success, there are opportunities for expansion and improvement in the future. These include increasing the quantity of jamu distributed to reach more people and expanding distribution points to other high-mobility areas such as train stations and airports. Additionally, leveraging digital media for health education could be a strategic step to reach a broader audience.

Overall, this initiative effectively reintroduced jamu as part of a traditional yet modern healthy lifestyle. It is hoped that similar programs will be developed in the future, integrating local cultural values with contemporary health needs. Through this effort, society can further appreciate and benefit from Indonesia's rich herbal heritage.

Acknowledgement

With deep gratitude and appreciation, we extend our sincere thanks to the people of East Java for their support and participation in the "Jamu as a Healthy Travel Solution" initiative at the Health Post in Purabaya Terminal. This event would not have been successful without the enthusiasm and support of the community, who embraced jamu as part of their efforts to maintain health during their homecoming journey.

We also express our highest appreciation to the entire management team of DPD Aspetri East Java, who have worked tirelessly with dedication in designing and implementing this program. A special thank you goes to Hartaty Larasaty, Br.M., Chairperson of DPD Aspetri East Java, for leading this program firsthand, ensuring that the distribution of jamu was not just a social activity but also a public health education effort on herbal medicine.

We also extend our respect and gratitude to Ir. Sugiman, Br.M., A.Md.Kes., S.Ud., Chairman of Aspetri, for his guidance, direction, and support, which has helped make this initiative a real contribution to community service. May his passion for developing traditional medicine and jamu continue to inspire us all in preserving Indonesia's rich health heritage.

To all travelers embarking on their homecoming journey through Purabaya Terminal, we remind you to always prioritize your health during travel. Keep your

body fit, consume healthy food and beverages, and get enough rest to arrive safely at your hometown. We hope every traveler can reunite with their loved ones to celebrate Eid al-Fitr with joy and happiness.

On this blessed occasion, we, the Aspetri East Java family, wish you a Happy Eid al-Fitr 1446 H. Please accept our sincerest apologies for any shortcomings.

May this holy day bring us all health, blessings, and happiness in our lives. Thank you for your support and participation in this event, and may it be a meaningful act of kindness for all of us.

Stay healthy and keep the spirit alive in preserving Jamu, the heritage of Nusantara!

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