

# Strengthening Friendship and Synergy: ASPETRI Malang Regency Halal Bihalal Activity as an Effort to Strengthen the Organization

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**Abstract:** *The Halal Bihalal event held by ASPETRI Malang Regency took place on April 15, 2024, in Mendit, Malang, with approximately 40 participants. The event aimed to strengthen interpersonal bonds among members and enhance organizational synergy following the celebration of Eid al-Fitr. Beyond a moment of reunion, the event served as a platform for consolidation and aligning visions in the development of traditional herbal medicine. A gesture of care for participants' well-being was reflected through the distribution of wedang rempah, a traditional herbal drink known for boosting immunity and warming the body. This activity illustrates that the Halal Bihalal tradition not only reinforces social relationships but also functions as a cultural and health-based organizational strengthening strategy.*

## Keywords:

*Halal Bihalal, Interpersonal Bonding, Organizational Synergy, Wedang Rempah, Traditional Health*

## Introduction

In Indonesia, *Halal Bihalal* is a deeply rooted cultural and religious tradition observed by Muslims following Eid al-Fitr. It serves as a ceremonial moment to forgive one another, restore harmony, and strengthen social cohesion among families, communities, and organizations. Beyond its religious significance, Halal Bihalal has evolved into a social institution that fosters unity, solidarity, and mutual support. For professional organizations such as ASPETRI (Asosiasi Pengobat Tradisional Ramuan Indonesia), this tradition provides a valuable opportunity not only to reconnect members but also to reinforce organizational values and vision.

ASPETRI is a professional association dedicated to the promotion, development, and recognition of traditional Indonesian herbal medicine (*jamu*). The Malang Regency chapter of ASPETRI has actively conducted various programs to support public health through the use of natural remedies and the empowerment of traditional medicine practitioners. In line with these goals, the Halal Bihalal event

organized on April 15, 2024, in Mendit, Malang, served as a strategic platform for internal consolidation and collective reflection following the festive season.

Attended by approximately 40 members, the gathering was more than just a social reunion. It was designed to rekindle the spirit of togetherness, reaffirm shared goals, and celebrate cultural wisdom that underpins traditional medicine practices. The informal atmosphere of the event allowed participants to communicate openly, share experiences, and strengthen professional networks in a relaxed and familial setting. These interactions are particularly crucial for grassroots organizations, where interpersonal trust and solidarity are key to sustaining long-term initiatives.

An important highlight of the event was the distribution of *wedang rempah*, a traditional herbal drink made from various spices known for their health benefits, particularly in enhancing immunity and providing warmth to the body. This symbolic act underscored the organization's ongoing commitment to traditional health solutions, even within social gatherings. By integrating health promotion into cultural practices, ASPETRI reinforces its role as both a custodian of tradition and an agent of public wellness.

This paper aims to describe and analyze the Halal Bihalal event of ASPETRI Malang Regency as a case study in organizational strengthening through cultural traditions. It explores how such gatherings contribute to the maintenance of social capital, the revitalization of organizational spirit, and the promotion of traditional herbal knowledge in a modern context. Furthermore, this study highlights the potential of cultural-religious practices to serve as a foundation for sustainable organizational development, especially in sectors rooted in indigenous knowledge and community engagement.

Through qualitative observation and reflection, this article presents the Halal Bihalal not only as a cultural ritual but also as a meaningful organizational strategy that aligns with ASPETRI's broader mission of preserving and advancing traditional health practices in Indonesia.

## Methods

The Halal Bihalal event organized by ASPETRI Malang Regency was carried out on April 15, 2024, starting at 2:00 PM at Mendit, Malang. The event was held in an informal, yet structured manner to foster an atmosphere of warmth and togetherness among members. Preparation for the activity began several days

prior to the event, with coordination handled by the local ASPETRI leadership and support from several active members. The venue was selected for its accessibility and comfort, providing a conducive space for both ceremonial and social interaction.

The event began with a welcoming session, where key representatives of ASPETRI Malang delivered brief remarks emphasizing the importance of post-Ramadan fellowship, organizational unity, and continued commitment to traditional healing practices. This was followed by a communal moment of mutual forgiveness (*saling memaafkan*), a central feature of any Halal Bihalal tradition in Indonesia. Participants were encouraged to greet one another in a circle of friendship, reinforcing interpersonal bonds that serve as the foundation of organizational solidarity.

As part of the symbolic health-promotion aspect of the gathering, the committee prepared and distributed *wedang rempah*, a warm herbal beverage made from indigenous spices such as ginger, lemongrass, cinnamon, and cloves. The drink, known for its immune-boosting and body-warming properties, was offered to all attendees as a gesture of care and a representation of ASPETRI's core values. The preparation of the herbal drink was carried out with attention to hygiene and quality, in alignment with ASPETRI's standards of herbal product handling.

The rest of the program was designed to be relaxed and interactive. Participants engaged in informal discussions, exchanged personal updates, and shared experiences related to their practice and involvement in traditional medicine. While no formal workshop or educational session was included in this particular event, the gathering functioned effectively as a space for mutual encouragement and informal knowledge-sharing. The presence of seasoned practitioners and new members created an environment of intergenerational exchange and inspiration.

Documentation of the event was conducted through photographs and note-taking to ensure the essence of the gathering could be preserved for reporting and future reflection. Overall, the implementation of the Halal Bihalal followed a culturally grounded yet adaptable model that combined social tradition, organizational development, and health advocacy into a single, meaningful activity.

## Result

The Halal Bihalal event organized by ASPETRI Malang Regency exemplifies how cultural and religious traditions can be leveraged as strategic tools for organizational development. While often perceived merely as social gatherings, events like these carry deeper significance when aligned with an organization's mission and values. In this case, ASPETRI successfully used the momentum of Eid al-Fitr to foster internal cohesion, strengthen interpersonal relationships, and reaffirm its collective identity as a guardian of Indonesia's traditional herbal medicine.

One of the most notable aspects of the event was the informal yet purposeful design of the program. Without rigid schedules or formal presentations, members were given space to engage freely in conversations, emotional reconnection, and reflection. Such an approach encouraged authentic dialogue and reinforced a sense of community among practitioners who, despite sharing the same organizational goals, may not meet regularly due to geographic or professional constraints. These human connections are vital in grassroots and semi-formal organizations like ASPETRI, where shared trust often becomes the glue that binds members together.

The distribution of *wedang rempah* played a symbolic and practical role in the event. It not only reflected the organization's commitment to traditional health wisdom but also served as a sensory reminder of the therapeutic potential of Indonesia's natural ingredients. The act of sharing a warm, herbal beverage during a time of emotional and physical reconnection created a multi-layered experience that touched on cultural, spiritual, and health-related dimensions. This demonstrates how ASPETRI integrates health advocacy into its organizational culture, even in social or ceremonial contexts.

Furthermore, the event offered a moment of reflection and subtle consolidation of vision among members. In the absence of formal workshops or lectures, the gathering allowed room for spontaneous sharing of personal experiences, challenges, and aspirations related to the practice of traditional medicine. These conversations, though informal, contribute to a shared narrative that binds members and strengthens their collective resolve. This form of soft consolidation can often be more effective in nurturing long-term organizational loyalty and motivation than structured seminars.

From a broader perspective, the Halal Bihalal served as a reminder that the sustainability of an organization like ASPETRI depends not only on technical competence or external partnerships but also on the strength of internal relationships and the ability to stay grounded in cultural identity. In a rapidly modernizing health

sector, maintaining such cultural roots is essential for the legitimacy and survival of traditional health practices.

Overall, the event reflects a successful integration of tradition, organizational identity, and public health promotion. It underscores the potential of culturally meaningful activities to function as platforms for both social cohesion and strategic reinforcement, paving the way for a resilient and mission-driven organization.



Figure 1. Halal Bihalal Event of ASPETRI Malang Regency

## Conclusion

The Halal Bihalal event conducted by ASPETRI Malang Regency on April 15, 2024, demonstrates the valuable intersection between cultural tradition and organizational development. Far beyond a festive reunion, the gathering served as an effective platform to reinforce solidarity, nurture emotional bonds among members, and revitalize the shared mission of preserving and promoting traditional Indonesian herbal medicine.

By integrating symbolic elements such as the sharing of *wedang rempah*, ASPETRI not only celebrated its cultural heritage but also reaffirmed its commitment to community health and traditional healing practices. The event's informal yet

intentional design enabled meaningful dialogue, peer support, and a sense of belonging—factors essential to the long-term sustainability of community-based organizations.

This case highlights the importance of maintaining and leveraging cultural rituals not merely as social niceties, but as strategic tools to build trust, cohesion, and organizational resilience. For ASPETRI and similar associations, such activities can serve as powerful mediums for sustaining internal motivation while remaining rooted in cultural identity and local wisdom.

In conclusion, the Halal Bihalal tradition, when thoughtfully implemented, holds significant potential as a model for community engagement, health promotion, and organizational strengthening within culturally grounded movements like ASPETRI.

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