



## Prophetic Medicine as Branding of Indonesian Herbal by Digital Media (Study on CV Naturol Mediatama Indonesia)

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### ABSTRACT

The herbs used by the community are still identical to ancestral heritage, unhygienic and impractical jamu gendong. Herbs are not yet considered part of the prophet's ittiba. The purpose of this research is to find out how the digital integrated marketing strategy in branding Indonesian herbs by CV Naturol Mediatama Indonesia. This research was conducted with observation and documentation studies on digital media used for branding herbal products of CV Naturol Indonesia. The conclusion of the research shows that digital media is used massively and integrated as a means of branding Indonesian herbal products. The branding image of Indonesian herbs to be built is: herbs as a treatment ala tibbun nabawi / prophetic medicine (treatment ala prophet Muhammad SAW), which is rational, scientific, standardized sanadnya, easy and practical use, not inferior to chemical drugs.

## **INTRODUCTION**

Family medicinal plants have become part of the life of the Indonesian people, as a means of providing medicine in dealing with the health problems of Indonesian families (RI, 2020). The utilisation of herbs, as a treatment in Islam, is known as *thibbun nabawi* treatment, or prophetic medicine. The majority of Indonesian people as Muslims, do not fully understand the importance of herbs in healing diseases, associated with the sunnah of the Prophet Muhammad SAW (prophetic medicine), in providing prescriptions and policies in the health sector for his people. The Prophet Muhammad SAW, as the role model of Muslim life, has provided guidance related to this health field. Prophet Muhammad SAW left many hadiths related to the benefits of dates, aloe vera, mushrooms, *qusthul hindi*, *habbatus sauda*, olive oil and zam-zam water (Luthfi Bakti Islami, 2022). Ancient manuscripts of the prophet's legacy, known as hadiths of Prophet Muhammad, which specifically discuss herbs, serve as a guide on how to prepare ways to treat diseases. During the pandemic, it became one of the references for *ustadz*, in providing advice on handling pandemics or outbreaks. In the manuscript or hadith *tibbun nabawi*, it has been well documented, how the apostle Muhammad SAW recommended various aspects during the pandemic and how Muslims must survive using nutritious herbs, such as *habbatus sauda*, honey. Such manuscripts are important, considering that the majority of Indonesians are Muslims, who should be accustomed to using life guidelines based on the prophet's recommendations (Rustiman & Nurhayati M, 2020).

In the context of Indonesian society, the tradition of using herbs has occurred from generation to generation in the form of the use of *empon-empon* and spices as cooking spices. *Empon-empon* and spices have also become an important part of Indonesian society, as cooking spices. These spices can also be used as household-scale medicinal preparations. Herbs as herbal medicine have become a tradition of health drinks for the people of Indonesia, especially Java and Madura. In general, all regions in Indonesia have a nutritious drink called *jamu*. In West Java, a hot and spicy concoction of ginger and spices is known. This drink is known as *sekoteng*. Milk, egg honey and ginger, known as *este-emje*, is a stamina-boosting drink. Stirred together and drunk hot and refreshing, this drink is believed to relieve aches and pains caused by fatigue. Especially, the extraordinary benefits of ginger are added with other elements (honey, eggs plus spices), so that the benefits of ginger can be maximised (Akhfa, 2021).

In Java, there is a drink known as *galian singset*, which is believed to be a potion to keep girls and mothers healthy and slim. The *galian singset* concoction is mainly made from turmeric and tamarind, which when drunk tastes sweet and sour and fresh. It is also believed to have refreshing properties and reduce excess belly fat (Jalil et al., 2021). *Kencur* rice herbal medicine is a daily drink believed by the community, especially in Java, and its benefits are felt as an herbal medicine to increase stamina, relieve fatigue and benefit postpartum mothers (Saptaningrum et al., 2022). *Jamu* can already be categorised as traditional medicine. Traditional medicine is a preparation,

whether from plants, animals or minerals or a combination thereof, which has traditionally been used as a treatment in accordance with the norms prevailing in the community (Kementerian Kesehatan RI, 2012).. Not only Javanese people are familiar with herbal medicine, in the Bantaeng Regency area of Sulawesi, there is a tradition of utilising herbs as an alternative treatment. People in the area have known herbal medicine for hundreds of years (Wulandari & Dahlan, 2021). Every Indonesian family can certainly recognise what is called family medicinal plants (TOGA), as a first aid for family health problems, which includes empon-empon plants and spices as cooking spices (Hakim, 2015).

Various things related to herbal medicine and herbs have proven to be integrated into the lives of Indonesian people. However, jamu still has a seedy impression, synonymous with travelling jamu gendong women. Indonesian herbs are still perceived as bottled herbs, impractical, unhygienic, non-standardised and classless (Dewi et al., 2022). This causes some Indonesians, when experiencing symptoms of illness, they still choose to go to the hospital and continue to undergo expensive hospital treatment. Supported by the image of hospitals and specialists, patients prefer conventional medicine. Conventional medicine is not wrong, but there are some diseases that can actually be prevented and treated using herbs found around the house. These herbal remedies are underutilised, due to limited knowledge and limited willingness to seek knowledge about traditional medicines. The general public is also still lured by massive advertisements offering various kinds of drugs and supplements produced by factories. Factories that certainly employ large staff, use experts and technology, are of course very massive in advertising their products. They certainly don't want to lose or don't want their products not to sell, because the budget to produce them is certainly not small. This is one of the reasons why herbal products are less developed in Indonesia, even though the Indonesian tradition is a tradition of drinking herbal medicine (drinking herbs) (Hakim, 2015). Admittedly, uncontrolled use of herbs can still cause side effects (Winterstein & Storrs, 2001). However, this is a general formula for the use of both chemical drugs, herbs and even daily food use must be measured.

In Indonesia, several producers or institutions, as well as herbal activist groups that care about the development of Indonesian herbs, are trying to brand Indonesian herbs to exist in the midst of competition. These herbal product manufacturers and institutions try to make the public as consumers aware of the link between herbs and thibbun nabawi, as a holistic health guide. In certain cases, a holistic approach is often better in treating patients (Stephen et al., 2023). Along with technological advances and the speed of information dissemination, competition for Indonesian herbal medicine is not only with pharmaceutical or chemical drugs, but competition with fellow herbal producers who come unstoppably from abroad, such as from China and India. Both countries are aggressively marketing their country-specific herbs and herbal remedies to the Indonesian people. China is famous for its TCM (traditional chinese medicine) and India is famous for its Ayurvedha (Khyade & Russell, 2017). Ayurvedha and TCM treatments are well known in Indonesia as alternative treatments for various diseases (Sharma, 2021). These

complementary treatment methods provide solutions to various degenerative diseases, ranging from osteoarthritis (Kessler et al., 2018), kidney stones (Khyade & Russell, 2017), Covid-19 treatment (Talwar et al., 2020) and even long Covid-19 (Kim et al., 2022) to very serious diseases such as cancer (Chauhan et al., 2017). Indonesian herbs also experience heavy competition with the emergence of pharmaceutical and chemical medicine products. Chemical products are supported by the power of capital and strong product branding in the market in a vortex of massive media promotion. Product branding is a challenge in the effort to exist Indonesian herbs, amidst very heavy market competition (Nastain, 2017)..

Several agencies and producers of Indonesian herbs are trying to keep Indonesian herbs in existence. Those who are active and trying to brand Indonesian herbs so that they rise and are not left behind, becoming the pride of the nation and the people of Indonesia include CV Naturonal Indonesia. CV Naturonal is one of Indonesia's herbal producers, with a variety of products, such as herbs for degenerative diseases (diabetes, cancer, high blood pressure) to instant noodle products under the Naturonal instant noodle brand (Mieronol).

Indonesia is one of the world's paradises based on its biological wealth, flora and fauna after Brazil. This abundant wealth, which is a gift for the Indonesian people, makes herbal activists or producers, try to make Indonesian herbal branding, so that it is not inferior to chemical medicinal products and can survive the flood of herbal products from China and India. Herbal products from China are known in Indonesia with its TCM while herbs from India, have entered into a heavy competitor of Indonesian herbs with its Ayurvedha concept. This situation arouses motivation for CV Naturonal, so that Indonesian herbs can be accepted as one of the mainstay alternative medicines to overcome various health problems of the Indonesian people.

It is interesting to study how CV Naturonal brands Indonesian herbs, so that Indonesian herbs are known and become the basis of public health, not inferior to foreign herbs and able to compete with chemical drugs. In accordance with the target audience, in accordance with the important points they want to highlight, then this herbal branding becomes a very interesting and valuable study. Valuable and important, considering that market forces and regulations in Indonesia are currently not in favour of herbal products. Herbs are still not seen as a product that can solve all public health problems. Regulations that support the integration of hospitals with herbal medicine have not yet been rolled out. Regarding rules or regulations related to herbs, it is not only a problem for Indonesia, but also other countries are still experiencing regulatory constraints (Jin et al., 2020).

This research is important, given the great potential of Indonesian herbs for Indonesian Muslims, as the majority. The potential is not only in terms of health, but also in terms of economy (Suharti et al., 2021). Considering that Muslims in Indonesia are the majority, if awareness of herbal utilisation is strengthened, Indonesia can become a health independent country. Especially during a pandemic, the opportunity for Indonesian herbs can replace the

function of medicines (Muhith et al., 2022) and even vaccines, in order to maintain the stronghold of public health (Priani, 2021). Coordinated, integrated and deep-rooted efforts are needed, both downward, namely for consumers, as well as upward through regulatory support and sideways, namely collaboration with various parties with the same mission and vision. This is the attraction of this research, when all lines are involved and involved in order to brand Indonesian herbs so that they become masters in their own country. Indonesian herbs become classy and equal to manufactured drugs. Herbs are also in accordance with the guidance of thibbun nabawi, as the prophet Muhammad SAW taught and made policies in the field of disease management and health for his people. This awareness needs to be fostered, so that using herbs means that you have carried out the teachings of religion, namely treating the prophet (thibbun nabawi) while overcoming public health problems. Improving the branding image of Indonesian herbs, means providing education to the Indonesian Muslim community, (Verary Shanthi & Nur Hidayat, 2022) to deal with their health problems using the thibbun nabawi (prophetic medicine) method (Shabrina et al., 2023).

An integration strategy of various media is needed for Indonesia's herbal branding to improve. Strategy is a way. Marketing strategy can be interpreted as an effort to make product marketing successfully accepted by the market. Marketing strategy is oriented towards efforts, so that the product is in demand and ends in the purchase of marketed products. Product branding is an effort to provide a positive image of the product in the minds of consumers. The product becomes important, becomes worthy of being remembered and owned by consumers. Good product branding will bind consumers so that they are loyal to the product (Putra et al., 2021). Branding is basically an activity for attributes, signs, names or anything that can emotionally connect and even bind consumers to a product (Nastain, 2017).

Marketing strategies in an era where technology has multiple strengths, need to involve various social media that are very personalised, which directly hit potential consumers directly. Mass media and social media, can reach all audiences easily and cheaply, while being personalised. Digital platforms such as tiktok, are cheap branding and marketing tools, without being charged as an onlineshop (Suharti et al., 2024).

According to Iin Mayasari et al (Mayasari et al., 2020) branding is 'an activity on a brand that can create company value through the effectiveness of marketing programs that aim to strengthen brand positioning in accordance with the target market. The focus here is to make the brand not only have the ability to fulfil the main needs but there is a point of difference that emphasises the emotional aspect'.

Emotional bonds are indispensable in marketing, because the problem of buying is not only a matter of need, but also trust, imagination, heart ties, so as to foster the desire to continue to use or consume it (buy it).

In this branding effort, marketing will actually make the product in the deepest place of the buyer, namely in the hearts and minds of consumers. If this has happened, then the product positioning has successfully controlled the

innermost heart space. This will cause customer loyalty to the product, so that it cannot go to other products. Every time if he needs to fulfil his needs, it is immediately connected associatively to the product, which is his first choice. This is what customer loyalty is (Putra et al., 2021).. The product has become a point of reference, whose existence is irreplaceable by other products (Klaudius et al., 2021).

In branding activities, efforts are made to convince the audience, about what and who (products, services, institutions), as something that is most worth choosing, because it has all its advantages and privileges over competitors in its class (Santosa, 2021). In branding, therefore, the role of the media is very important. The convincing appearance of the product because it repeatedly appears, connects personally, allows interaction, and other uniqueness of social media will foster closeness as well as its ability to present social media features, causing product branding to be stronger (KOMINFO, 2018). Goods brands are increasingly recognised through mouth to mouth by social media. Chain messages and interconnectedness, within the network of friends and through its expanding algorithms, make product branding quickly viral and easily appear on search engines.

Integrated marketing refers to the understanding that the digital media used in marketing and branding efforts for Indonesian herbal products use all social media simultaneously as needed (Amalia & Hidayati, 2023). In a product branding strategy, it usually involves several things related to the branding of the product. Those involved in branding strategy activities are, first, the product brand image along with the product brand, and or the institution concerned that will be branded. Second, the media that will be used to brand the product; third, the existence of brand ambassadors, such as artists or famous figures. The product is attached to the brand ambassador, so that the brand ambassador becomes an inseparable part of the product. Artists or celebrities as brand ambassadors can represent an image of the product (quality, personification of the character of the product, service or institution) and everything about the product. If the artist as a brand ambassador is considered a diva, or a top artist, then the product branding becomes a classy product as well. Brand ambassadors can bring the imagination of the audience to the product or institution being branded, if they use or consume the product being offered. Fifth is the content - the content used to brand the product that is aired in the media. Sixth is the audience to whom the product is being branded. The target audience, which is sorted based on a certain social status, determines a lot about how the message will be delivered.

Good branding must be done massively and using integrated media (Kwasi, 2022). This is because the competition is very tight, especially that herbs are still less competitive than chemical drugs. Herbal branding must also be done massively using existing branding media, both using whatshap media, telegrams and other social media. Today's audiences or potential consumers, almost all groups have used social media in interacting and seeking information. In the concept of health communication, the media is a factor that

plays an important role as a means of channeling health messages in order to maximise herbal branding (Mamis et al., 2024)

Indonesian Muslim society, makes the Qur'an and hadith or sayings of the prophet Muhammad SAW as a reference in all aspects of life. This is because the two sources of reference for life are comprehensive, perfect and include aspects of health, not just a matter of worship as a ritual. In the Qur'an, in particular, there are many mentions of various kinds of herbs, such as garlic, ginger, shallots, and others, which in the repertoire of Indonesian society are known as empon-empon and spices. (Qamariah, 2019). However, the understanding of Prophetic medicine has not been fully understood and implemented in people's lives. Tibbun nabawi, as prophetic medicine, should have been integrated into the lives of Indonesian Muslims, just like the tradition of drinking herbal medicine. Tibbun nabawi is all efforts in treatment and maintaining health based on the commands in the Qur'an and based on the hadith of the prophet Muhammad SAW. In the thibbun nabawi method, it is known not only to consume herbs, but also the concept of eating and drinking halalan thoyiban (halal and good for health). It is also known as the cupping or cupping method to draw dirty blood, reciting the Koran as a soul exercise, and physical exercise to strengthen consciousness and physicality (Priani, 2021). Some use Sufism methods, in order to bring patients closer to Allah SWT, in order to get calm and a sense of optimism during illness (Rozalina et al., 2022). This can also be justified in Islamic studies, in order to find healing for people with drug addiction (Winjaya Laksana et al., 2023). This treatment methodology is then known as the holistic healing method, which includes comprehensive treatment that refers to the treatment method of the prophet Muhammad SAW or known as prophetic medicine (Rozalina et al., 2022). This research wants to know how the digital integrated marketing strategy carried out by CV Natural Indonesia, in branding Indonesian herbs for Muslim communities in Indonesia.

## LITERATURE REVIEW

### **Branding**

Every buyer has different reasons why they choose products with certain brands (Aisyah et al., 2022). Manufacturers will try to attract consumers, so that their products become the choice of the audience. Manufacturers will brand their products as well as possible, so that the audience remembers and is obsessed with certain products and brands. Product branding is an effort to create a positive image and impression of a product in the minds of consumers. Branding can be done by labeling through trademarks, imaging using models or important people, artists or using imaging in certain groups or classes of society.

If the product will be branded as a product for the upper middle class, then the brand ambassador can use famous artists or upper middle class groups. A logo can also be a branding tool, indicating class and quality. Apple, is a logo as well as branding of upper class and quality products, which use these products. Branding can also influence the behavior of product users, who

image themselves as branding the products or places they use (Ali & Alkhafaji, 2022). Branding is also a visual tool that can be captured by users or potential users. It is part of the image, dreams, hopes as well as experiences and values that are desired together, both by producers and groups of consumers and potential consumers (Wibowo, 2021). Product branding will affect brand awareness, so that consumers' memories will be focused on certain products and brands, when they need them (Anas, 2019). Certain brands and logos are one of the cheap and lasting branding products and tools. Brands and logos at least have functions as associations with: quality and reliability standards, associations with certain strengths and benefits, competitive advantages, market leadership and links to prices and financial issues, loyalty and certain community ties (Mayasari et al., 2020).

### Digital Integrated Marketing

Integrated marketing refers to a series or several marketing media, which are used together to achieve marketing goals. The word digital refers to non-traditional media, which makes it easier for marketing efforts to be effective and efficient. Digital marketing also refers to channels that facilitate searching, connecting and communicating with each other. Digital media allows relationships to be more effective, cheaper, easier and breaks distance and time barriers (Wibowo, 2021).

Digital integrated marketing is now also used for integrated marketing communications activities. This is because through digital marketing, marketing communications can be carried out. Digital marketing channels are also used as communication channels, where messages can be exchanged and equalized for various purposes and achievement of marketing targets (Raja, 2020).

Furthermore, Raja (Raja, 2020) describes a simple description of the integrated marketing communications process as follows:

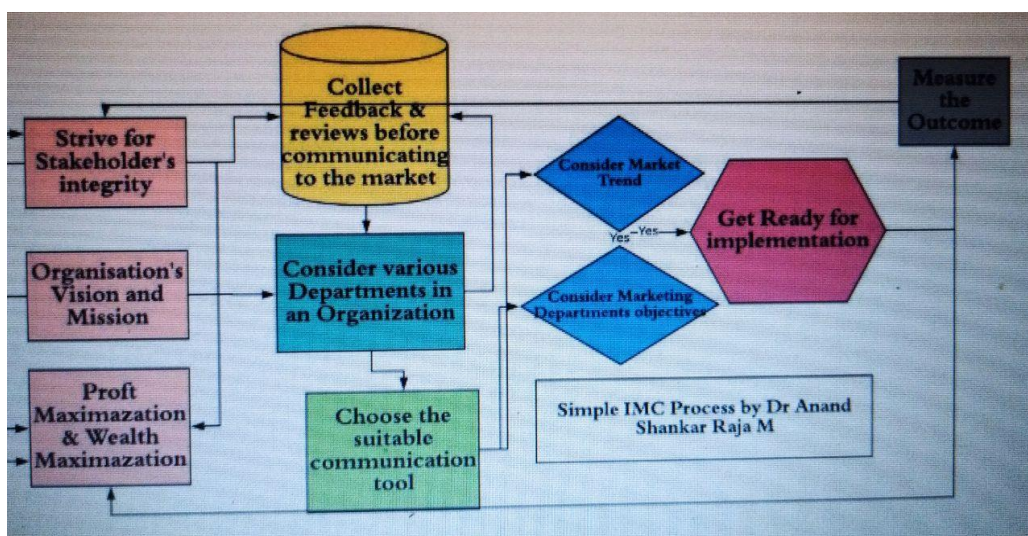


Figure 1. Simple Model of Integrated Marketing

Source: Raja, 2020



### **Herbal Indonesia**

Indonesian herbs refer to herbs, or jamu that are produced and originated in Indonesia. Indonesian herbs also refer to the utilization of medicinal plants native to Indonesia. Indonesian herbs refer to various types of plants that are beneficial for health, whether in the form of empon-empon, grasses or spices. Indonesian herbs have been known for generations by the Indonesian people, known as jamu. Almost all regions of Indonesia have a tradition of drinking herbal medicine, at least those derived from spices and tubers, which are also used as cooking spices (Muhith et al., 2022).

### **Prophetic Medicine**

Treatment that refers to the methods and recommendations of the prophet Muhammad, either through hadith or listed in the Qur'an, is commonly referred to as tibbun nabawi or prophetic medicine. Textually, the treatment of the prophet's way has been listed in the Qur'an, with the mention of natural ingredients that have medicinal properties, such as honey, habbatus sauda, onions, garlic, olive oil and tin fruit and dates (Qamariah, 2019). Following the prophet's recommendations, for Muslims has broad implications, both religiously because it brings blessings and rewards. Socio-economically, the behavior of imitating the prophet can provide a sense of security and comfort in living with the community (Musthofa, 2022). With this motivation, treatment according to the prophet's recommendations, which is more natural, can increasingly be developed. The tradition of utilizing herbs has long been used by the community, but is only understood as medicines inherited from ancestors. Now, the use of herbal medicines or herbal medicine has been directed as part of ittiba' to the prophet's recommendations, so that it can motivate people to use it. This is because the lives of the majority of Indonesian people cannot be separated from religious life, which refers to the prophet's recommendations in terms of health and muamalah (Royhan Choidab et al., 2020).

### **METHODOLOGY**

This research is a qualitative research. Data were collected by observation and documentation on digital media used by PT Naturonal, PT Alanabi and Taman Husada Graha Family - Faculty of Science and Technology Universitas Airlangga. WA and telegram groups, and all social media used as a means of herbal branding of these three research objects, as a means of collecting data. The researcher was involved as an active participant in the WA telegram group, in order to obtain data and information on digital integrated marketing activities for branding Indonesian herbal products by these three research objects. This research allows researchers as active participants in the activities of the object of research, in order to obtain accurate data. The researcher in this case, is involved in the activities carried out by the object of research, namely CV Naturonal. While the selected media are: WA group, Telegram Group, Youtube Channel, Instagram. The branding components

analysed include branding media / means, brand ambassadors, branding content and target audiences and the branding image built by it.

## **RESEARCH RESULT**

The results of this research show that digital media is a very effective medium for branding a product or an institution. Digital media that is integratedly used as a means of branding products has the power to be simultaneous, personalised and reach a wide audience massively, being the media chosen as a means of branding the herbal object of this research. The branding of Indonesian herbs is as a prophetic medicine or the phrophetic medicine. Furthermore, Indonesian herbs deserve to be used as a reference in overcoming various public health problems, because they have been tested, standardised, bersanad (reliable origin) in practical use, economical and can be used at any time like chemical drugs.

The following is presented how CV Naturonal Indonesia makes a branding strategy and markets Indonesian herbs using integrated social media (integrated digital marketing) to make Indonesian herbal branding become herbal sunnah nabi or in accordance with the treatment method of the prophet Muhammad SAW (the prophetic medicine).

The efforts of branding Indonesian herbs by CV Naturonal Indonesia can be presented and analysed from the content in the digital media it uses. The media used as a means of branding Indonesian herbs is : WA group, which consists of many WA groups. WA group consultation, special monitoring and health consultation with the owner of CV Naturonal. There is another WA group for herbal practitioners and Indonesian herbal pharmacists who are affiliated and under the guidance of DR Kintoko, owner of CV Naturonal. WA group for mosque activists and community groups who will and are interested in becoming affiliates and being economically empowered with CV Naturonal products. Telegram media, devoted to posting Naturonal herbal products. IG posts a lot of content about herbal recipes from Dr Kin. While Youtube is used to provide healthy tips with herbs and podcasts with Naturonal partners.

Below is presented some content from CV Naturonal's media as below, in creating institutional branding, as one of Indonesia's herbal producers. CV Naturonal's vision & mission action is explained as follows:

### ***Action Vision***

- a. Making Indonesian Sharia Health Pharmacists Imbued with Sharia Health Principles Integrated with Thibbun Nabawi.

### ***Action Mission***

- a. Making Islamic Aqidah as the foundation in carrying out AKSI Professionalism.
- b. Adorn every AKSI activity with Islamic Adab.
- c. Binding every AKSI activity to the Islamic Shari'a.
- d. Building Indonesian Sharia Health Pharmacists who emulate the Prophet's personality in work.

- e. Making Indonesian Sharia Health Pharmacists Professional and Competent in Carrying out their Duties.

Below are some examples of herbal branding activities by PT Naturonal:



Figure 2. The Brand Ambassador is an Academic and Includes the Tagline Naturonal: Natural, Organic Herbal

Promoting mieronal products, by providing the concept of healthy living: food as medicine, not the other way around, medicine as food

Source: WA group CV Naturonal



Figure 3. Naturonal Tea Products to Reduce Cholesterol and Blood Fat  
Source: Naturonal telegram

Products that show that naturonal herbs are herbs according to sunnah (hadith), classy, practical, scientific and rational. By quoting a hadith of the prophet, the branding of naturonal products is healthy according to the sunnah of the Prophet Muhammad SAW. Provide optimism, that as a Muslim when getting a sick test, Allah SWT promises to provide a cure. This is one of the efforts as a means of health communication for the consumer community, between CV Naturonal and its consumers (Kartika & Suharti, 2023).

Here is one of Naturonal's products, as a medicine for diabetes mellitus, which is packaged in sachets, so as to create the impression of Indonesian herbs, practical and hygienic and can be used whenever needed and hassle-free in its utilization.



Figure 4. The Lithogen product to treat diabetes and clear gallstones  
Source: Naturol telegram

## DISCUSSION

### Herbal Branding by PT Naturol Mediatama Indonesia

Herbal branding carried out by PT Naturol Mediatama Indonesia (hereinafter referred to as Naturol Indonesia), which includes aspects of branding, namely: branding media or facilities, brand ambassadors, brand image and branding content and target audiences. In general, Naturol herbal branding also provides an understanding that herbs not only function as a health identity but also have an economic function (Kartika & Suharti, 2023). This is because Naturol Indonesia opens opportunities for consumers to be involved in doing business by becoming distributors (affiliates) of Naturol products. The branding of Naturol herbal products is presented as follows:

Table 1. Herbal Branding Strategy by CV Naturol Indonesia.

Brandin g And Marketi ng Media	Brand Ambassad or	Brand Image of products and brands	Content Branding	Target Audience
Whatsa pp group, telegra m, Instagra m, online store, YouTub e channel	1. Dr. Kintok o, herbal expert and formul ator with a myriad of achieve ments, alumni of a univers ity in	1. Herbal tibbun (phrophetic medicine) 2. Naturol: natural, scientific and traditional. 3. Herbal products of PT Naturol, holistic, scientific, rational and canonized (trusted) and classy. 4. Traditional, rational, and scientific herbs with a provenance (trusted source)	1. All naturol Herbal products, (telegram only) 2. herbal benefit seminar activities, health consultati on 3. Cross- sectoral cooperati on with	1. Muslim commu nity 2. Herbal practici ng pharma cist 3. Herbali sts, herbal training organiz ers, traditio nal healers

<p>China                  2. Doctors and resource persons of the herbal training</p>	<p>5. (ethnomedicine) Natural: practical, and standardized.</p>	<p>various related parties                  4. Consultation and monitoring of herbal treatment with natural and independent products with advice from Dr. Kintoko (Natural owner)                  5. Herbal recipes and podcasts with partners (IG and Youtube)</p>	<p>4. Student of Pondok Pesantren Abdurrahman Ali                  5. Herbal traders and prospective traders</p>
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Elements of herbal branding and herbal products by CV Natural, the first element of branding regarding products. As an original Indonesian herbal producer, CV Natural promotes herbal products produced by CV Natural. These products include honey, Indonesian herbal powders (cinnamon, gotu kola, empon-empon powders, bajakah wood, and other native Indonesian spice powders). Herbal products produced by CV Natural are specifically uploaded in the telegram group. In the telegram group, all products that have been packaged instantly can be ordered through the admin. CV Natural products are also displayed in the WA consultation group, in order to meet the treatment needs of group members who consult about complaints of various diseases. Pre Order CV Natural herbal products can be done for those who need instant herbs, through the group admin. CV Natural herbal products can also be purchased in online shops. While the latest product from CV Natural is Instant noodles with the Mieronal brand. The instant noodles are currently sold through distributors starting in September 2023, so they have not yet reached all of Indonesia. Mieronal is claimed to be the healthiest noodle

because it is low in gluten, because it is made from corn flour and cassava flour and even adds elements needed to overcome stunting babies and pregnant women. The addition of these health elements includes Omega 3 and moringa leaves. With good packaging, CV Naturonal products can be practical, hygienic, ready stock and classy. Herbs are rational, scientific, holistic and scientifically reliable. Negative impressions and perceptions about Indonesian herbs are to be eliminated through Naturonal products and brands.

Product branding is very important, not only regarding customer loyalty (Permata & Sudradjat, 2022), but also imaging or about who and what of the product or institution that is being branded. Branding can even shape the image of a city, about who and how a city is organized will form at least 4 image components. The components of the image are about creativity, the diversity of the population, the cultural identity of a city and what boils down to impressions for the benefit of tourism (Ali & Alkhafaji, 2022). In products, the four components of the image resulting from product branding, will certainly enhance the product image, so as to increase consumer confidence (awareness) in the product. CV Naturonal products, thus, through this product branding, have raised the class of herbs to a higher level, available whenever needed according to patient needs. Finally, a brand image will be formed, about the quality, uniqueness and strength of the product in the minds of consumers (Mayasari et al., 2020).

CV Naturonal's brand ambassador is the owner, Dr. Kintoko. Dr. Kintoko's branding is "an expert herbal formulator, a doctor who graduated from a University in China which is famous for TCM (traditional Chinese Medicine), a lecturer or academician of a well-known university, mudir / leader of the Abdurahman Ali entrepreneurial boarding school in Yogyakarta, chairman of various associations in the field of health and society, herbalist as well as the owner and founder of PT Naturonal". The number of predicates attached to the person of this brand ambassador is expected to increase consumer confidence, especially that Indonesian herbs are efficacious, sanad (trusted), scientific. With his qualified religious knowledge (leader of the boarding school), it is the basis for trust, that this brand ambassador understands the rules of holistic health, natural and in accordance with the concept of thibbun nabawi treatment (treatment in the style of the prophet Muhammad SAW).

The brand image that CV Naturonal wants to establish is that Indonesian herbs are efficacious, scientifically rational and accountable. Scientific rational and reliable or accountable, can be proven by various seminar materials, the results of scientific publications discussed in seminars. The speakers in the seminars held by CV Naturonal vary, from artists, specialist doctors to cancer survivors. The content in the media is different. The content in the Naturonal telegram is mostly filled with Naturonal products. The telegram group is only specialized for information about Naturonal products. Whatshap group media is very diverse. The main ones are WA consultation group, WA group of various seminars, WA group of healthy food, Wa group of Indonesian Pharmacists association, and many more. This is used as a means of monitoring

diseases, consulting diseases, coordinating activities that are carried out in various locations. The activities carried out are Sinau jamu activities (learning jamu) from how to mix, benefits to dosage. Consumers of CV Naturonal are thus from all walks of life, especially the community of herbal lovers, herbal activists and the general adult public. The adult audience segment is important in the context of herbal utilization, because the use of herbs for disease management needs to be understood both the benefits and the recommended dosage. The media used by CV Naturonal, almost all media are used, including online shops. The content on each media is different. Youtube media is mostly used for sharing one-sided information from brand amabassador regarding the function of Indonesian herbs. IG Naturonal has more information about learning the benefits of herbs and a little promotion about Naturonal herbal products.

The content of Dr. Kin's WA consultation group is mostly dominated by consulting various diseases and their cures, on the recommendation of Dr. Kintoko. All diseases are answered and at the same time given recommendations for treatment using Naturonal herbal products. This group allows evaluation and monitoring of the progress of healing with naturonal herbs. IG content is also more SINAU material or learning the benefits of surrounding plants.

Examples of Herbal branding content by CV Naturonal, as well as herbal producer company branding, which is the Vision and Mission of CV Naturonal, as an Indonesian herbal producer institution, is a mirror of how herbal branding is also associated with institutional branding as a trusted producer. Trusted as an Islamic herbal producer, paying attention to halal, thoyyib issues, having noble character and maintaining the spirit of a trustworthy product. By branding herbs as a means of applying the concept of prophetic medicine, Naturonal has increased trust, a sense of belonging while increasing motivation to maintain the use of Indonesian herbs. This is what is desired in making branding, namely emotional attachment to the product (Mayasari et al., 2020).

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the description above, it can be concluded that: the herbal branding strategy carried out by the object of research involves several aspects and uses several marketing media in an integrated manner in accordance with sharia marketing guidelines for blessings. This is in accordance with the intended audience and sharia principles as the basis for branding herbs and their producers (Judijanto et al., 2024). This can be seen in the content that all educates consumers and potential consumers. Some aspects of branding in this study include: herbal products and brands produced, aspects of the media used for herbal branding, brand ambassadors, brand image, branding content and target audiences for product branding. In general, the use of branding media is carried out in an integrated manner at CV Naturonal. Branding herbal products emphasizes brand image, that herbs have now been scientifically researched so that their use can also be practical, safe and rational. For those who have herbal products, branding activities are very massive and very much and functionally

activate existing social media platforms. Branding Indonesian herbs and herbal products to be classy and upscale. The brand image to be formed about Indonesian herbs is: Hijrah, sunnah, scientific and natural rational in accordance with the concept of thibbun (prophetic medicine) of the Prophet Muhammad SAW in the rules of Islam which is followed by the majority of Indonesian people (Muhith et al., 2022). This shows that Indonesian herbs are trusted, and can compete scientifically with manufactured chemical products. This branding image has been able to eliminate the image of Indonesian herbs, which so far seems disconnected and not related to the concept of thibbun nabawi (prophetic medicine). Indonesian herbs have only been passed down from generation to generation.

Through herbal branding as a means of prophet-style treatment, the audience of herbal users in Indonesia is expected to make herbal medicine as a means of implementing prophet-style treatment (phrophetic medicine) as well as a means of hijrah to the application of Islam perfectly (kaffah). Phrophetic medicine is not inferior to conventional medicine, because it has been scientifically tested, besides herbs can be utilized practically and hygienically. With the target audience being Indonesian Muslim families, branding herbs as phrophetic medicine is very appropriate.

Herbal Indonesia is also scientifically rational, this can be proven that there have been scientific studies on well-known campuses, cooperation with recitation groups further strengthens the branding that Indonesian herbs are trusted and developed collaboratively at the Abdurrahman Ali Islamic boarding school, Yogyakarta, which is led directly by the owner of CV Naturonal Mediatama Indonesia (CV Naturonal Indonesia). Indonesian herbs are not just complicated and impractical jamu gendong. Indonesian herbs have moved up a class. Using herbs is also one of the means to migrate according to the recommendations of Islam, in order to become a perfect Muslim citizen (syamil wa mutakamil). Utilizing Indonesian herbs is not just following the traditions of the ancestors, but at the same time applying treatment according to the sunnah of the prophet Muhammad SAW (Verary Shanthi & Nur Hidayat, 2022).

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