

Brand Development Strategy to Rejuvenate ‘Jamu’ as Children Nutraceutical Based on Mothers’ Persona

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ABSTRACT

Indonesia has jamu as its native nutraceutical. Unfortunately, jamu is on verge of becoming extinct as it is often perceived as old, bitter taste and irrelevant with current condition. In order to keep Jamu relevant with current condition, many companies have launched various lifestyle jamu brands. Yet none of brands target children as their main customers. This study used design thinking method to develop brand strategy for jamu to cater Indonesian children market. Subjects of this study were mothers who had kid aged 2-12 years old as main stakeholder in decision making process to buy kid nutraceuticals. To gather primary data this study used hybrid research methods. Qualitative study was conducted to empathize users and online survey with n=126 mothers was conducted for prototype testing. There are three mother personas that have different concerns and behavior in buying jamu for kids. In the testing stage, it found that the level of importance of taste and packaging design were different significantly. Yet, the level of acceptance toward proposed brand concept among personas were not significantly different. This study can be used by manufacturers to develop better brand strategy to grasp mothers' mind and heartshare.

KEYWORDS: Functional Food, Design Thinking, Packaging Design

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1. INTRODUCTION

(United Nations Children's Fund (UNICEF), 2020) reported Indonesian Children Health and Welfare condition was ranked 7 out of 8 ASEAN countries. (Lowe et al., 2021) identified that Indonesia was facing double burden malnutrition problem. This child health problem threatens the future of the Indonesian nation, so it needs to be solved immediately (Adelaja & Schilling, 1999) and (Adelman & Haushofer, 2018) explained that until late eighties, in western healthcare concept there is a clear line between food and drug. The concept of nutraceuticals, which is foods or food ingredients that provide medical, or health benefits has blurred the line of pharmaceutical, and food industry. (Andriati & Wahjudi, 2016) and (Natadjaja et al., 2014) mentioned that jamu offers various benefits to promote, prevent and cure health problems for different age group including children (Purwaningsih et al., 2021) found that R&D on functional foods in Indonesia indicated a substantially increasing trend in the last decade in exploring potential indigenous biodiversity from Indonesia. The focus of previous research was more on the supply or product side, while research to understand the market from a user point of view was very limited. This study is expected to close the research gap to identify typology of mother in buying jamu for kids and acceptance level toward proposed brand.

2. LITERATURE REVIEW

Jamu is a valuable heritage for Indonesia without innovation Jamu is prone to extinct. A quantitative survey method was used to examine consumer acceptance of innovation with 2429 respondents from Belgium, Italy, and Poland. In general, the industry and the public were accepting of advances in conventional food items. Additionally, the sector's innovation efforts were closely aligned with the consumer-accepted advancements. The need to maintain the dish's original character was emphasized as a requirement for improvements in traditional food products. (Vanhonacker et al., 2013) also found similar findings in preserving the original character of traditional food. The innovations with the highest levels of acceptance are those that enhance the traditional nature of the product (such as a label that guarantees the origin of the raw material) or offer advantages by addressing drawbacks of the traditional nature of foods (such as the reduction of salt or fat content). It also revealed that innovation would barely succeed in attracting new consumers to traditional foods, while consumers with a medium or high consumption frequency of traditional food products expressed a clear positive acceptance for a wide variety of innovations in traditional foods. While those two studies mentioned before were held in Europe, study by (Prabawa & Fitriani, 2020) was held in Indonesia. It proposed marketing approaches and new packaging design to preserve jamu existences. It resulted in object sales improvement significantly.

In marketing 5.0 : technology for humanity, (Kotler et al., 2021) emphasized further the importance of understanding customer persona beyond demographic and geographic. Customer persona should include psychographic and behavioral aspects.

Market segmentation study especially using psycho-behavior in functional food is quite rare. (Jenkins et al., 2021) conducted a comprehensive literature review on psycho-behavior segmentation in food and nutrition. In the beginning it identified 9476 references that were published from 2010 onwards to be screened. Only 27 references that eligible to proceed for thorough literature review after screening process number of eligible reference to be included in the study 27 references of pyscho behavior segmentation in food and nutrition area. Most of studies using post-hoc cluster analysis to identify psycho-behavior segments and mostly found about 3 – 4 segments. None of the studies researched on children market.

Parenting and feeding style are often observed in understanding malnutrition problem among children (Shloim et al., 2015) conducted a systematic search to identify relevant studies investigating associations between parenting styles, feeding styles, feeding practices, and obesity/overweight in 4–12 years-old children. Feeding styles may be viewed as a sub-category of parenting styles that are specific to mealtimes and therefore the same dimensions of demandingness and responsiveness are applied in the feeding context. Mixed findings were identified for parenting and feeding style impacts to obesity, yet feeding style leads to higher fruit and vegetable intake among kids. Some studies held in Indonesia tried to gauge impact parenting and feeding style toward malnutrition status such as stunting. Instrument to gauge parenting and feeding style in this study was adapted from (Antari, 2020) which has been proved reliable in Indonesia context. Antari classified parenting styles in Yangapi, Bali into 3 types of parenting style : democratic, authoritarian (otoriter and permissive).

According to (Kotler & Armstrong, 2013), there are 4 major brand strategy decision with are : brand positioning, brand name selection, brand sponsorship and brand development. This study is focused on brand development. There are 4 choices of brand developments for companies to adopt which are line extensions, brand extensions, multibrands, or new brands. Brand strategy decision is made based on the research result.

The results of research on brand development of snacks in Mexico by (Carrete et al., 2018) show that brand extension is not always successful because the parent brand already has certain associations. In the case of reformulation of these snacks, products using original brands even though they have been reformulated in terms of ingredients and nutritional content are not believed to be healthy snacks. While the product is given a new brand name, even though the brand is not known, it is believed to be a healthy snack. This finding needs to be considered by company X in making its decision to launch a brand of ready-to-drink drinks for children.

3. METHODS

This study used design thinking methods to develop a robust brand strategy for kids jamu. To gather primary data, qualitative and quantitative research is used. The subject of this study is mothers of kids aged 2 – 12 years old. According to (Kaur, 2017) minimum sampling size for quantitative study with 10% margin of error is 88. Following

Roscoe that cited by (Sekaran, 2016) the sampling size is sufficient to fulfilled minimum respondents for sub-category –at least 30 for each parenting style sub-category. As this study used convenience sampling thus result of this study cannot be used to measure market size yet it can be used to describe variables observed in the study.

	Type of Data Collected	Data Collection Methods	Analytical Tool	Activity & Expected Output
Preparation Stage	Secondary Data	Literature Review		Basic Definition & theory Discussion Guide Development
Exploratory Stage	Primary Data	In-depth Interview & observation to mothers with kid aged 2 – 12	Affinity Diagram Mind-Map	Empathize → Persona Profile, Emphaty & Customer Journey Map ↓ Define → PoV Madlib & HMW Question ↓ Ideate → Brand Innovation Affinity Diagram ↓ Prototype → Brand Concepts Prototype
Conclusive Stage	Primary Data	Online Survey (convenience sampling) N=126	Kruskal-Wallis Anova Non-Parametric Jonckheere-Terpstra	Testing → Brand Acceptance & Preference

FIGURE 1. Research Stages

To ensure reliability of instrument to access parenting style, 24 items of parenting style are tested using alpha-cronbach. The items were tested among the first 50 respondents, and its alpha - cronbach score is 0.701, which considered as acceptable (Ancok, 2012).

4. RESULTS

Results of Exploratory Stage

There are three persona profiles recognized in this study. Each person has different concerns and consumption journey. The factor that is used to differentiate personas found is parenting style. In line with (Antari, 2020), the author met democratic, authoritarian, and permissive moms. Parenting style has an effect on attitudes and decision making for purchasing food and beverage products. Mothers with different typologies are moved to seek and purchase products in different ways.

Persona 1, in Ibu Rani (33 years old), is a housewife with 3 children. She is interested in studying child psychology and parenting. She is a housewife. She adopts a democratic parenting style; she pays attention to the wishes of the child but also provides firm guidelines and requires children to achieve certain target. She might give reward and punishment accordingly to persuade kid to follow certain feeding behavior to ensure kid wellness. Composition, brand and product taste were mentioned as main concerns in selecting certain functional food or nutraceutical product for kids than followed by packaging design, kid’s preference, and price. Ibu Rani often feels frustrated to explain the reason why her kids need to consume something that might have unpleasant taste in order to get benefit of it. She did not reject providing beras kencur or jamu to her kids, yet she has limited information about real benefits of Beras Kencur and jamu. She

expected that benefit offering can be visualized in packaging design such as shield for body immunity or active children for general wellness. Picture of jamu flavor also helps her to persuade kids to drink jamu.

Persona 2, Ibu Nia (34 years old) is a public servant with 2 children. She grew up in a disciplined and orderly military family. She controls child daily intake strictly. Her husband's family has a history of diabetes, so she is very concerned about her child's sugar intake. She often feels anxious as her child has more out-of-home activities as she can't control her child intake strictly. Sometimes she has guilty feeling to force kids to follow her strict rules, but once she finds that her son is relatively rarely sick compared to her nephew it justifies her habit His son testimony that he feels better after taking bitter taste jamu also relieve her guilty feeling forcing her son to drink jamu for the first time. Composition and brand are very important for her in making buying decisions. Interestingly, jamu bitter taste for Ibu Nia is cues of jamu quality. A good tasting jamu is perceived as a less potent product. Ibu Nia also has concern on price. Child preference is seen as the most unimportant factor in selecting a product.

Persona 3, Ibu Lies (36 years old) is a worker with 1 child. She has a problem with her reproductive system, and she got infertility treatment prior she got pregnant. She tends to indulge her daughter as her gratitude expression. She worries if she doesn't fulfill her daughter wants, her daughter would be unhappy. Her daughter is fat but according to her observation she is quite healthy. In most of time, she rarely insists her daughter to take certain food. And she believes that once her daughter is ready with a certain taste or food, she will ask for it. She even feels proud when her daughter is asked to try jamu and finish the drink. The ability to take bitter taste of jamu is perceived as milestone that her daughter had grown and become mature enough to bear unpleasant taste. As decision making for any consumption is highly driven to children, for her composition and packaging design are very important to attract kids to choose certain products. To increase children interest towards the brand, the packaging design should not vulgarly display ingredients as it might create bitter association. Ibu Lies suggests using popular characters in the packaging design.

TABLE 1. Point of View Mother With Kids 2 – 12 y.o on Beras Kencur Drinks

User	Need	Insight
Ibu Nia (authoritarian) Ibu Rani (Democratic)	To understand children's health problems that can be prevented or overcome by herbal rice kencur	Mother often provided beras kencur for kids without knowing exactly its functional benefits. Understanding the benefits of beras kencur helps mothers to persuade their children to consume it
Ibu Nia (authoritarian) Ibu Rani (Democratic)	To be convinced about product quality	Well-known brands and manufacturers help mothers feel confident about product quality that open possibility for brand extension
Ibu Rani (Democratic)	To create kids' interest through attractive visual	Children's interest in a product is strongly influenced by the packaging design.

User	Need	Insight
Ibu Lies (permissive)		Dominant herbs image causes children to perceive unpleasant drink. Images of active children or trending characters create connect well for kids
Ibu Lies (permissive)	To camouflage jamu to avoid unnecessary barrier from kids	Brands should not contain elements of the word Jamu because it creates perceptions such as bitterness or the distinctive taste of Jamu Beras Kencur or Jamu writing should not stand out Liquid content should not be visible from outside because the natural color of the herbal medicine is less attractive and reminds children of the taste of herbal medicine The colors chosen should also be the colors that the child likes, not the colors of herbal preparations such as brown or cream. Packaging with small holes and using straw is perceived able to reduce the possibility of smelling the aroma of the drink
All users	Packaging that makes it easy for children to consume the drink independently	Paper box packaging is practical and safe for children of all ages, because sometimes children consume herbal medicine while playing or doing activities. Toddlers often have difficulty drinking from large-mouthed bottles

Based on several concern and discussion route for brand development that proposed for PT X is line extension. Using brand, A that already served kids market, brand A is not top of mind brand for jamu, yet it doesn't have negative association. Brand D and brand E were not chosen, as although both of brand were positioned as lifestyle brand for adult both brands using Jamu as part of their brand name.

To measure brand uniqueness of proposed brand three prototypes were developed. Prototyped of front view of packaging were developed based on insight from previous stage. Three stimuli were prepared, 2 of them were fictional products using existing kid nutraceutical brands originated from jamu and pharmaceutical companies and one real kencur drink that already launched in the market and possible to be consumed by children aged 2 – 12 years old from a multinational FMCG that have a strong footprint in child nutrition. The brands were selected based on spontaneous mention by informants in the empathizing process. All prototype using company brand sponsorship model.

Prototype 1: brand A : in the front part there are smiling boy and girl with flag of Indonesia. The dominant image shown is the fruity taste of the drink. Herbal images are shown but not dominant. Product benefit is not shown in the packaging.

Prototype 2 : brand B : in the front part it only shown kencur as main ingredients with splash of milk in a glass. Showing nutrition fact with brown tone color.

Prototype 3 : brand C : in front part there are a girl with an animal that associated with the benefit offered by brand C. The packaging design is conveying more on the benefits rather than the taste.

Results of Conclusive Stage

Online survey was conducted to collect primary data from 126 mothers who have kid aged 2 – 12 years old. There is significant difference on level of importance of product attributes between different type of parenting style. With 95% confidence level, taste and design packaging level importance are significantly difference. There is not sufficient proof to admit other attributes such composition, brand, child preference and price were different. Brand acceptance is not significantly different between personae. In average Brand A and C got 3.45 out of 5 for brand attractiveness. While B score the lowest 2.92.

Beside classifying respondent based on their parenting style, respondents can be classified based on their habit in providing jamu to their kids or jamu usership. Respondents can be classified into regular user, irregular users, and non-users. Based on usership there is no significant difference on product attributes level of importance. But there is a significant difference on brand preferences and associations. Regular jamu prefers brand A that originated from trusted jamu manufacturers, while irregular jamu prefers brand C that originated from local pharmaceutical company. The same result with Vanhocker (2013), the proposed brand innovation has small traction toward non-users.

Regular jamu uses (n=19) has positive association toward brand A, with product innovation and packaging design shown it perceived brand A as nutritious, practical, Indonesian, Modern, Clever, and modern. Among irregular users, brand A is positively associated with Indonesia and natural product, yet it is still associated with traditional and jamu. In irregular jamu users' segment, brand A has lower level of acceptance than Brand C that highly associated with children and functional benefits such as increase appetite, and multivitamin. Brand B that originated from multinational company get lower score in all segments. Brand B is highly associated with exclusive, expensive, daily usage yet doubtful. Although respondents trust the manufacturer as top global nutrition manufacturer, yet respondents are doubt on its ability to produce jamu.

5. CONCLUSIONS

Innovation to rejuvenate jamu through brand development was acceptable by respondents especially among regular jamu users. As jamu is part of Indonesian heritage, Indonesian brand origin get better acceptance than global brands. Further brand concept development should involve child as main stakeholder especially for permissive and democratic parenting style who use to to involved kids in their decision-making process. Without further explanation about jamu benefits and reason to believe to jamu, brand innovation is barely attract non user. Market education about benefit of beras kencur or jamu should target mother and kids, thus the manufacturer can get concept that really relate to mother and children.

In regard to 4 major brand strategy decision according to Kotler (2014), we suggest PT X to adopt:

1. Brand Positioning – Positioned as Original Indonesian health drink made from natural ingredients that preferred by children. Preferred by children should be translated in taste and packaging design that preferred by children to accommodate democratic and permissive parents. Use health drink instead of jamu to camouflage some drawback of jamu such as bitter and out-of-date products.
2. Brand Name Selection : use existing brand A
3. Brand Sponsorship: use PT X corporate brand as it is already known as respected jamu manufacturer. The use of PT X corporate brand as endorser is to accommodate the need of authoritarian mothers that need high quality assurance.
4. To tap RTD nutraceutical for kid market, PT X is suggested to use line extension strategy using brand A, although brand A was not top-of-mind brand for jamu, but it doesn't contain Jamu dan doesn't have negative association

Based on unique association Brand A should strengthen its positive association as Indonesian Originated and Natural Product which consistently appears in all segments. Yet, brand A needs to improve its association as product for kids and efficacy or benefits as its lack of association in irregular and non-user segments.

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