



Jamu as Indonesian Cultural Heritage and Modern Health Innovation

Jamu sebagai Warisan Budaya Indonesia dan Inovasi Kesehatan Modern

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Jamu, as a traditional Indonesian medicine, has been widely known as a symbol of timeless cultural heritage wisdom amidst the expansion of modern civilization, with more advanced technology for medical purpose. It has served as a reflection of philosophical underpinnings and a proven source of health in Indonesian society over thousands of years (Agustina & Fitrianti, 2020). In this editorial, we delve into how jamu, as Indonesia's cultural heritage, not only survived, but also thrived and adapted to modernization and globalization. We have been recognizing that preserving herbal medicine requires orchestrated efforts, which has been highlighted by Satria et al. (2023), by utilizing a casual game design to enhance the understanding and knowledge regarding herbal medicine. It is pivotal to continue these endeavors to sustain the herbal products in the future.

The history of jamu was chronicled in ancient manuscripts and orally transmitted through generations by indigenous people of the archipelago. Each part of the plants including leaf, root, and seed can be boiled or ground to produce beverages with specific benefits for the body, depending on the bioactive contents of the plants. Brewing jamu requires a comprehensive understanding of nature and the human body, which reflects the wisdom of our ancestors. Jamu has been withstanding until modern era and has been undergoing a

transformation. It has penetrated wider markets such as health, beauty, and wellness industry. Scientific research has unveiled active components within jamu with therapeutic potential, corroborating beliefs held for centuries. For instance, studies on *Curcuma xanthorrhiza* have revealed the presence of xanthorrhizol compounds with anticancer properties (Nurcholis et al., 2018), while the utilization of curcuminoid compounds from turmeric in various functional food products exemplifies this trend (Munekata et al., 2021). These findings demonstrate that jamu, with its deep-rooted traditions, may serve as a gateway for the future of integrative medicine.

Currently, jamu is produced by using a more advanced technology. Ainurofiq et al. (2023) pioneered the granule formulation of SIRMA herbal medicine to heighten its antioxidant activity. Moreover, innovative marketing strategies are being implemented, such as leveraging websites and social media platforms (Purwantisari et al., 2022). Additionally, innovative packaging and creative marketing endeavors have effectively introduced jamu to young generations and the international market. Collaborations with nutritionists and professional chefs have transformed jamu into not only a healthy beverage, but also a delightful treat. As the popularity of jamu increases, the challenges also surface. Standardization and certification have emerged as critical issues that uphold the quality and

authenticity of herbal medicines. Several researchers have undertaken pivotal studies in this regard, including authentication of herbal medicine via UV-Vis spectrophotometry (Husain et al., 2023) and identification of chemical drug adulteration in herbal medicine using FTIR-ATR ((Fatmarahmi et al., 2022). In collaboration with stakeholders in the herbal industry, it is important for the government to establish regulations to support the development and innovation of jamu and in parallel, to preserve the timeless tradition embodied in herbal medicine. Furthermore, public education regarding the benefits and proper use of herbal medicines is paramount. The awareness will allow jamu to be integrated into modern lifestyle since it has less adverse effects.

In conclusion, jamu exhibits the harmonious fusion of tradition and innovation. In every serving of jamu, we may discover a seamless connection between the past and the future, bestowing upon us not only health benefits but also the treasured identity and cultural heritage of Indonesia. We may praise jamu, the elixir that flows through the veins of Indonesian culture, sustaining us both now and in generations to come.

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