



Empowering Indigenous People Through Community-Based Economic Development Using Native Herbal Plants from Bukit Duabelas, Jambi

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ABSTRACT

This community service program aimed to empowering indigenous people through community-based economic development using native herbal plants from Bukit Duabelas, Jambi. A community-based social engineering approach was adopted, employing participatory methods such as group mentoring, focus group discussions (FGDs), and capacity-building training. The program was conducted from September to December 2022 in Pematang Kabau Village, Air Hitam Subdistrict, Sarolangun Regency. The main activities included: (1) assisting in the formation and formalization of indigenous people economic units, (2) ex-situ conservation through the cultivation of herbal plants outside the national park area, and (3) developing a marketing strategy for herbal products. The outcomes included the establishment of farmer groups, provision of tools for herbal processing, and the development of a nursery site for ex-situ conservation. These results are expected to serve as a foundational step toward fostering sustainable and inclusive economic independence for the SAD community living in and around Bukit Duabelas National Park.

Keywords: Economic Independence; Economic Self-Reliance; Herbal Plants; Indigenous People; Native Herbal Plants

INTRODUCTION

The Suku Anak Dalam (SAD) is an indigenous community living in a marginal condition, socially and economically marginalized as a consequence of historical government policies that disregarded and failed to accommodate their traditional livelihood systems (Alfathin & Makarim, 2018; Astarika et al., 2019). These past policies include state-led forest management strategies, land allocation practices, and national development agendas that prioritized industrial and agricultural expansion over indigenous land rights (Hidayati & Ramlah, 2021).

The indigenous people daily life is highly dependent on forest resources; however, much of the surrounding forest area has been occupied by local communities and private enterprises. Forest management policies that granted forest concession rights (Hak Pengusahaan Hutan/HPH) within the Bukit Duabelas Forest area have triggered a legitimacy and authority crisis for the indigenous people in exercising control over the use and governance of their ancestral territories.

Furthermore, state policies such as the issuance of logging permits (HPH), industrial timber plantations (HTI), oil palm plantation

licenses, and transmigration programs have increasingly reduced the living space of the indigenous people, further marginalizing them and threatening the sustainability of their traditional way of life (Muchlis, 2016).

From an economic perspective, the livelihood patterns of the indigenous people have undergone a gradual transformation, both in terms of their economic status and orientation. Their increasing levels of need largely drive this shift over time. Primary needs, particularly access to food, have expanded to include items such as rice, cooking oil, and processed goods that are not readily available in the forest. Meanwhile, secondary needs have emerged, including access to education, mobile communication, and transportation, reflecting their growing exposure to and interaction with communities outside their traditional environment (Pradigdo et al., 2022).

The indigenous people have historically relied on forest-based activities—primarily hunting and gathering—as their main sources of food and income. However, as forest resources continue to decline, they are increasingly compelled to adopt alternative survival strategies (Andhika et al, 2015). In certain cases, indigenous people families have initiated more stable forms of income generation and have begun to settle and integrate with nearby village populations. Other indigenous people groups have started cultivating commercial crops such as rubber and oil palm, although these are generally managed using traditional practices (Idris, 2017).

On the other hand, it is important to note that the indigenous community remains, in general, physically and socially isolated due to limited access to formal education and human capital development (Hertanto et al., 2021; Prastio & Nurzafira., 2021). The indigenous people possess distinctive characteristics shaped by their lived experiences as an indigenous community that has historically been separated from mainstream societal systems (Putra et al, 2021). A survey conducted by the Bukit Duabelas National Park Authority in 2018

reported that only 58 individuals had received formal education at that time (Mulyani & Parapat, 2018).

This limited educational attainment constrains their opportunities to enhance adaptive capacities and pursue sustainable livelihoods. However, increasing interaction with broader society and growing exposure to external influences, including access to information and communication technologies—have gradually introduced changes in their outlook and behavior. As a result, openness to new cultural values and norms from outside the community has become more evident, signaling a subtle but ongoing socio-cultural transformation.

Efforts to improve the human capital and overall well-being of the indigenous people must be continuously supported by multiple stakeholders, including government agencies, non-governmental organizations (NGOs), private sector actors, and academic institutions. Such efforts represent a moral obligation and a form of social responsibility toward marginalized communities that are striving to break free from systemic disempowerment. Several initiatives have been identified as potential pathways to enhance the livelihood of the indigenous people community. These include improving the value chain of plantation commodities, strengthening food supply systems, promoting small-scale agro-processing industries, developing forest plant nurseries, and cultivating medicinal plant-based products (Mairida et al., 2016). The latter, in particular, holds significant promise given the indigenous people community's longstanding knowledge and utilization of forest-based herbal remedies, many of which have demonstrated therapeutic potential (Wasan et al., 2021).

Programs led by the Indonesian government, such as those under the Ministry of Social Affairs and the Ministry of Environment and Forestry, have collaborated with NGOs to promote social inclusion, education, and sustainable livelihood development for SAD communities. For instance, participatory forest

management and community empowerment schemes in and around Bukit Duabelas National Park have been initiated to ensure that indigenous knowledge and resource-based practices are integrated into broader conservation and development strategies.

In the field of herbal medicine, the Merdeka Belajar Kampus Merdeka (MBKM) program, through the 2021 Kedaireka Matching Fund scheme, in collaboration with Universitas Jambi and PT. Sari Aditya Loka, has conducted herbal medicine processing training for several selected members of the indigenous people community. As a result, the training participants gained an understanding of how to process herbal medicines using simple technologies that they can apply in their daily lives. In addition to participating in the training, this MBKM initiative through the Matching Fund scheme also facilitated the indigenous people community in learning and practicing the use of various herbal medicine processing tools, such as roasting pans, ovens, and flour mills.

The 2021 Kedaireka Matching Fund program also recommended that efforts to improve the welfare of the indigenous people community through herbal medicine production be further developed in several activities, including: (1) Production processes of indigenous people - specific herbal medicines in Bukit Duabelas National Park, such as Kayu Tenggeris, Kayu Kuning, Akar Penyegar, and Selusuh; and (2) Initiation of Economic Institutionalization for the indigenous people community. These two activities have been followed up with ongoing research and empowerment actions for the indigenous people community conducted by the Research and Community Service Institute (LPPM) of Universitas Jambi, as part of the Rector's Research Assignment Scheme currently underway.

The Kosabangsa Program of the Ministry of Education and Culture (Kemendikbud) 2022, proposed by the Research and Community Service Institute (LPPM) of Universitas Jambi, is a continuation of the 2021 Matching Fund

Program and the Action Research for the Empowerment of the indigenous people community by LPPM Universitas Jambi. The project is titled "Empowering Indigenous People Through Community-Based Economic Development Using Native Herbal Plants from Bukit Duabelas, Jambi." This initiative includes activities such as providing assistance and formalizing indigenous people community economic enterprises, ex-situ conservation, which involves cultivating herbal plants outside the national park, and developing market strategies for herbal plant products. These activities set the stage for addressing the core issues and objectives of this community empowerment initiative.

METHODS

The activities took place from September to December 2022 in Desa Pematang Kabau, Air Hitam District, Sarolangun Regency, Jambi Province. Equipment was tailored to each activity type: FGDs used laptops, projectors, flip charts, and stationery, while ex-situ conservation required tools like hoes, machetes, polybags, sacks, watering cans, pruning shears, stakes, and shade nets. Materials included compost, manure, and selected medicinal plants. Overall, the program was carried out in several stages as follows:

1. Preparation Stage (1 month): The activities in this stage include field coordination, socialization of the activities, preparation of field instruments, coordination with district authorities and Temenggung (leader of the indigenous people community), and briefing for MBKM program students and field personnel.
2. Implementation Stage (3 months): The detailed activities are as follows:
 - a. Assistance to the economic unit: The methods applied include assistance with administrative reporting and financial reporting, and capacity building on herbal plant production.
 - b. Formalization of the economic unit: Assistance with facilitating the licensing process with the National

- Drug and Food Agency (Badan POM) and the local health department.
- c. Ex-situ conservation activities: Practical assistance and guidance on the cultivation of medicinal plants.
 - d. Development of the herbal plant market: Guidance on product packaging, marketing, and the use of e-commerce platforms.
3. The Monitoring and Evaluation stage, conducted over one month, includes reporting and assessing the program's progress and impact through interviews, surveys, and field observations. Evaluation focuses on the effectiveness of the assistance, conservation implementation, and economic outcomes from the indigenous people community's involvement in herbal cultivation. Success indicators include improved production capacity, formalized economic units, effective ex-situ conservation, and better market access through packaging, promotion, and e-commerce.

RESULTS AND DISCUSSIONS

This Community Service (PPM) activity consists of several stages, and its implementation is integrated with the Merdeka Belajar Kampus Merdeka program for six students from the Faculty of Agriculture, University of Jambi. After several months of activities, the results have aligned with the objectives of the program.

Activity 1: Assistance for Business Unit

This activity focuses on the formation of a group as a platform for the business to be developed. Currently, the "Ubat Pseko" group has been established with members and management. The process of forming the management began with a Focus Group Discussion (FGD) with the indigenous people community (Figure 1), followed by mentoring to ensure the formation process ran smoothly. FGD is a qualitative-based intervention method where data is collected through group interviews (Boateng, 2012, Rosdiana et al.,

2020). The interviews conducted can be structured, semi-structured, or unstructured. The advantage of FGD is the group discussion format, where participants can exchange ideas, respond to each other, and provide feedback (Dilshad & Latif, 2013., Nunes et al., 2020). Furthermore, FGD is a type of discussion designed to elicit information regarding the participants' desires, perspectives, needs, beliefs, and experiences (Nyumba et al., 2018). The FGD process can be seen in Figure 1.



Figure 1. FGD Process in Group Formation.

Activity 2: Formalization of the Business Unit

This activity focuses on providing assistance to ensure that the established group becomes a formal institution recognized at all levels. The initial phase involves guiding the group in drafting the Articles of Association and Bylaws (AD ART) as a prerequisite for formalizing the group. Following this, assistance is provided in the areas of administrative and financial management (Soimah & Imelda, 2023). These two competencies are essential for the group to become professional and forward-thinking (Waziana, 2021). Group mentoring process can be seen in Figure 2.



Figure 2. Group Mentoring

Activity 3: Ex-situ Conservation of Medicinal Plants

This activity focuses on establishing a nursery and collecting medicinal plant seeds for cultivation. The nursery was carefully located considering proximity to seed sources and group members' homes. Preparations included constructing the nursery, preparing planting media (soil, compost, manure), and providing polybags of various sizes. These were completed before transferring seeds from the forest into polybags for further care. The goal is to create a sustainable source of raw materials for herbal medicines, helping prevent the extinction and local scarcity of medicinal plants (Gayatri & Arsal, 2022). Cultivated species include *Akar Penyegar*, *Akar Pengendur Urat*, and *Akar Selusuh*. Conditions at the ex-situ site are shown in Figure 3.



Figure 3. Conditions at the Ex-situ Site

Activity 4: Development of the Herbal Medicine Market and Product Facilitation

This activity focused on producing herbal medicines and developing their market potential. It successfully established a production house, equipped it with essential machines, and provided packaging facilities. Through training and mentoring, the group's skills in herbal processing were strengthened, enabling them to manage production independently with consistent quality (Febriansah, 2017; Wangiyana et al., 2019; Indriyani, 2023).

Community involvement was integral to the success and sustainability of this initiative. Local community members, particularly those from the indigenous people group, were actively engaged in operating the production facilities

and maintaining the herbal processing units. A rotation system was introduced to distribute responsibilities evenly among members, ensuring regular maintenance and operational continuity. To sustain motivation and accountability, an incentive system was also implemented, which includes a profit-sharing model based on participation and contributions. Without this active community participation, the sustainability of such ex-situ efforts is often at risk; thus, empowering the local population with ownership and responsibility was a critical component of this activity (Khayru et al., 2021; Aprilia et al., 2024). Example of processed herbal plant products can be seen in Figure 4.



Figure 4. Example of Processed Herbal Plant Products

The activities carried out and the achievements attained during the implementation of the program can be seen in Table 1.



Table 1. Activities Conducted and Their Achievements.

No	Activity	Description	Output Target	Realization
1.	Asistance for Business Unit	The activity is conducted through group discussions (FGD) with the indigenous people Business Group (Ubat Psako) that has been formed, featuring resource persons and field visits.	The increase in knowledge and skills of 26 members of the indigenous people Community who participated in the activity.	The FGD has been conducted, and the field visit has also been carried out.
2.	Formalization of the Business Unit	The activity is conducted through mentoring and facilitation for the indigenous people Business Group (Ubat Psako), formalizing the management (Decree from the Village Head), and drafting the organization's Articles of Association (AD/ART) to be formalized by a Notary.	The establishment of one formal legal business unit.	The Decree from the Village Head and the draft of the Articles of Association (AD/ART) have been completed.
3.	Ex-situ conservation in the form of practices and mentoring in the cultivation of medicinal plants.	The activity is conducted by establishing a medicinal plant herbal plot, starting from land preparation, preparing the growing medium, providing seedlings, planting, and maintaining the medicinal plants.	The establishment of one plot of plants as a site for the development of medicinal plants.	It has been completed 100%.
4.	Development of the herbal plant market and facilitation of market networking.	The activity is conducted by building a Production House or processing facility for herbal plants, providing mentoring in processing (drying, grinding, and packaging), and creating product designs for herbal medicine.	The establishment of a production house and a market network with 10 outlets selling the products, as well as the formation of 1 e-commerce platform offering 3 types of herbal medicine products.	The production house has been established, production equipment is available, and packaging has been completed.



The implementation of the program was not without challenges. Issues such as obtaining permits and accessing seed sources within the conservation area presented both obstacles and opportunities. These challenges were mitigated by the growing involvement and support of additional partners, notably the Bukit Duabelas National Park authority, whose collaboration played a crucial role in overcoming bureaucratic and ecological barriers. Another significant challenge was the remote location of the community, which posed logistical difficulties but simultaneously served as a valuable learning opportunity for university students participating through the MBKM (Merdeka Belajar Kampus Merdeka) initiative. These students developed greater independence and resilience through hands-on experience in real-world settings.

Throughout the program, several transformative outcomes were observed among community partners, particularly the indigenous people group. These included improved organizational capacity, increased knowledge of herbal medicine production, and strengthened administrative and financial literacy. The establishment of a structured herbal enterprise, complete with legal documentation and operational facilities, marked a substantial shift toward economic autonomy for the group (Simon, 2017; Abidin & Indriani., 2021; Mukhlisin, 2023).

Comparatively, the results of this program align with previous studies emphasizing the importance of participatory approaches in community empowerment (Boateng, 2012; Dilshad & Latif, 2013; Asnuryati, 2023). However, this initiative offers a novel contribution by integrating conservation-based entrepreneurship within a culturally sensitive framework tailored to indigenous communities, a gap less explored in existing literature.

In critical reflection, while the project demonstrated significant successes, including the establishment of sustainable infrastructure and increased local capacity, it also faced

limitations. These include dependency on external facilitation for complex legal processes and the need for ongoing support to maintain production standards and market integration. Future efforts should focus on strengthening local leadership and diversifying funding sources to enhance long-term sustainability and reduce reliance on external stakeholders. Overall, the program presents a meaningful model of socio-ecological empowerment that can be adapted for similar marginalized communities in conservation areas.

CONCLUSION

The Kosabangsa activity titled "Empowering Indigenous People Through Community-Based Economic Development Using Native Herbal Plants from Bukit Duabelas, Jambi" has been successfully completed on time. Key outcomes include the establishment of the "Ubat Pseko" business group, approval from the Head of Pematang Kabau Village, the development of a nursery for ex-situ conservation of medicinal plants, and the creation of a production house equipped with necessary machinery. The nursery now contains hundreds of polybags of three medicinal plant species, while the production house is capable of producing and packaging herbal medicines ready for sale. Future assistance and guidance are needed to ensure the sustainability of the enterprise, promoting the economic independence of the indigenous people community around Bukit Duabelas National Park.

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