

COMMUNITY EMPOWERMENT IN THE UTILIZATION OF RHIZOME SPICES AS TRADITIONAL BEVERAGES IN SUKA KARYA VILLAGE, JAMBI CITY

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ABSTRACT

The utilization of rhizome spices such as turmeric (*Curcuma domestica*) and ginger (*Zingiber officinale*) in the community is generally limited to culinary seasoning, whereas both have great potential as traditional beverages beneficial for health. This community service activity aimed to enhance the knowledge and skills of residents in Suka Karya Village, Jambi City, in processing rhizome spices into traditional beverages with both health and economic value. The implementation method included participatory discussions and training, conducted on September 5, 2025, at the Suka Karya Village Office with 25 participants, consisting of PKK women cadres, neighborhood heads (RT), Babinsa, village staff, and local residents. The results showed that by the end of the program, participants were able to describe the benefits of turmeric and ginger as well as practice the preparation of traditional beverages such as jamu kunyit asam and wedang jahe. In conclusion, this community empowerment program successfully improved residents' understanding and skills in utilizing rhizome spices for health while simultaneously opening opportunities for household businesses based on local wisdom.

Keywords: Community empowerment, turmeric, ginger, traditional drinks

ABSTRAK

Pemanfaatan rempah rimpang seperti kunyit (*Curcuma domestica*) dan jahe (*Zingiber officinale*) di masyarakat umumnya masih terbatas sebagai bumbu dapur, padahal keduanya memiliki potensi besar sebagai minuman tradisional yang bermanfaat bagi kesehatan. Kegiatan pengabdian kepada masyarakat ini bertujuan untuk meningkatkan pengetahuan dan keterampilan warga Kelurahan Suka Karya, Kota Jambi, dalam mengolah rempah rimpang menjadi minuman tradisional bernilai kesehatan sekaligus bernilai ekonomi. Metode pelaksanaan meliputi diskusi partisipatif dan pelatihan, yang dilaksanakan pada 5 September 2025 di Kantor Lurah Suka Karya dengan jumlah peserta 25 orang, terdiri dari ibu-ibu kader PKK, ketua RT, Babinsa, staf kelurahan, dan warga sekitar. Hasil kegiatan menunjukkan bahwa pada akhir sesi, peserta mampu mendeskripsikan manfaat kunyit dan jahe serta mempraktikkan pengolahan menjadi minuman tradisional seperti jamu kunyit asam dan wedang jahe. Kesimpulannya, program pemberdayaan masyarakat ini berhasil meningkatkan pemahaman dan keterampilan warga dalam pemanfaatan rempah rimpang, sekaligus membuka peluang usaha rumah tangga berbasis kearifan lokal.

Kata kunci: Pemberdayaan masyarakat, kunyit, jahe, minuman tradisional

INTRODUCTION

Indonesia is widely recognized as a country rich in traditional herbal beverages (jamu) made from spices such as turmeric (*Curcuma longa*) and ginger (*Zingiber officinale*), which contain active compounds like curcumin and gingerol known for their health-promoting effects, including anti-inflammatory and antioxidant properties¹. As a part of Indonesia's cultural heritage, jamu has long been integrated into traditional medicine practices for maintaining vitality, improving digestion, and enhancing immunity².

Several scientific studies have confirmed the potential of turmeric, *Curcuma xanthorrhiza* (temulawak), and ginger to be developed into functional beverages due to their high antioxidant and anti-inflammatory activity as in the form of jelly drinks^{3,4}. These rhizomes are among the most frequently utilized in ethnobotanical medicine, underscoring the deep-rooted local wisdom of Indonesian communities in using them for stamina and wellness maintenance^{5,6}. Ethnobotanical research has further emphasized that turmeric and ginger are among the most important medicinal plants used to maintain stamina, thereby reinforcing the role of local wisdom in utilizing rhizomes⁷. Likewise, Gondokesumo *et al.*⁸ highlighted the therapeutic value of jamu formulations containing turmeric and ginger, which have been clinically applied for conditions such as dyspepsia and fatigue.

The trend of herbal consumption has increased significantly, especially during the COVID-19 pandemic, when demand for turmeric and ginger surged due to their perceived ability to boost immunity^{9,10}. This phenomenon aligns with growing public awareness of healthy lifestyles and the use of medicinal plants for self-medication¹¹. Nevertheless, the optimization of rhizome utilization continues to face several challenges. Limited knowledge and skills in processing rhizomes, lack of product innovation, and inadequate packaging techniques have hindered traditional jamu and herbal beverages from gaining stronger appeal in the modern market^{5,12}.



On the other hand, opportunities for developing rhizome-based herbal drinks remain highly promising, supported by the growing back-to-nature movement and increasing consumer interest in natural products¹³. For this reason, community empowerment efforts are needed through education, training, and mentoring to enhance knowledge and skills in processing rhizomes into hygienic, healthy, and marketable traditional beverages^{8,14}. This community service program was carried out in Suka Karya Village, Jambi City, focusing on the utilization of turmeric and ginger. The program is expected to generate positive impacts in the form of improved community knowledge, increased consumption of herbal drinks, and the creation of household business opportunities rooted in local wisdom.

METHODS

This community service activity was conducted on Thursday, September 5, 2025, at the Suka Karya Village Office, Kota Baru District, Jambi City. The program was attended by 25 participants, consisting of PKK women cadres, neighborhood heads (RT), Babinsa (village security officers), village staff, and local residents. The implementation method was designed to be educative and participatory, actively engaging the community in both learning and discussion processes. The series of activities included:

- Educational session on the health benefits of turmeric (*C. domestica*) and ginger (*Z. officinale*), including an explanation of their bioactive compounds, curcumin and gingerol, supported by scientific evidence (Figure 1).
- Interactive discussion to explore participants' experiences in utilizing rhizomes, while raising awareness of the economic potential of developing traditional herbal beverages (Figure 2).
- Evaluation of program effectiveness, carried out by assessing the improvement of participants' knowledge after attending the educational session and discussion.

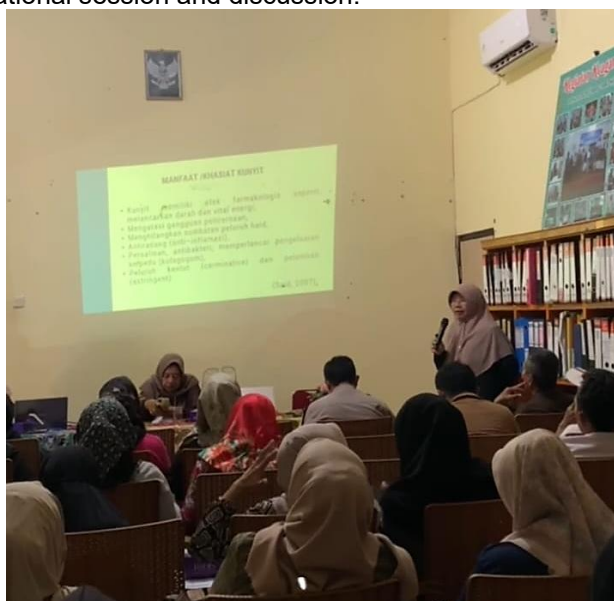


Figure 1. Material Presentation

RESULTS AND DISCUSSION

The initial stage of this community service activity began with coordination with the Suka Karya Village Office approximately one month before the implementation. The coordination aimed to confirm the availability of time, the suitability of the venue, and the involvement of participants, which included PKK women cadres, neighborhood heads (RT), Village Military Officer (Babinsa), village staff, and local residents. During this stage, it was identified that August coincided with the commemoration of Indonesia's Independence Day, during which the village community was occupied with various celebration activities. Therefore, it was agreed that the program would be postponed and rescheduled for September 5, 2025, to ensure optimal community participation.

On the day of implementation, the activity proceeded in a conducive atmosphere with high enthusiasm from participants. The educational session on the benefits of turmeric and ginger was well received, as the topic is closely related to the community's daily life. The interactive discussion provided space for participants to share their experiences in utilizing rhizomes as traditional remedies, while also opening their perspectives on the economic potential of processing them into functional beverages¹⁵.

The community service activity in Suka Karya Village, attended by 25 participants from various community groups, demonstrated strong engagement during the counseling and training sessions on the utilization of turmeric and ginger as traditional drinks. The active involvement of participants in discussions and question-and-answer sessions indicated that the participatory educational method was effective in enhancing



community knowledge. This finding aligns with previous community service work of Maharani *et al.*¹⁶, which reported that counseling on innovative herbal drinks made from ginger, turmeric, and other spices not only improved skills but also empowered women farmers in rural areas.



Figure 2. Interactive Discussion

From the skills perspective, this program is consistent with findings Muharrom *et al.*¹⁷, which showed that training on processing rhizomes into instant herbal beverages in Islamic boarding schools successfully improved the skills of female students in processing ginger and turmeric, while also inspiring small-scale business ideas. Similarly, Al Zarlani *et al.*¹⁸ found that community-based training produced instant ginger products with attractive packaging, contributing to women's economic empowerment. From a health perspective, this program is also relevant to the findings of Nurhayati *et al.*¹⁹, in the TOGA (Family Medicinal Plants) program in Jaticalang Village, where counseling on traditional herbal drinks such as beras kencur, kunyit asam, and wedang jahe successfully increased community understanding of the role of herbal remedies in boosting immunity. Similarly, the green economy-based empowerment project by Sulaiman *et al.*²⁰ demonstrated that training communities in cultivating and processing herbal plants strengthens both health resilience and sustainable local wisdom. From a health perspective, this activity aligns with the growing literature on the nutritional and therapeutic value of rhizome-based beverages. Studies by Estiasih *et al.*¹ confirmed that traditional Indonesian herbal drinks such as kunyit asam and wedang jahe improve immunity and digestion.



Figure 3. Documentation of Activity

Economically, the program contributes to microentrepreneurship potential through rhizome processing into instant or ready-to-drink products. Wandono *et al.*²¹ emphasized that such dissemination of herbal beverage training in Lampung fostered local innovation and increased household income. Likewise, Pudjowati & Abdurrahman²² found that home-based herbal drink cultivation like wedang uwuh increased family income and encouraged the use of home gardens for productive purposes. This is further supported by Maulana *et al.*²³, who noted that spice tea beverage training in Tuban District enhanced women's entrepreneurial independence.

Rahmawati *et al.*³, through the "Instant Red Ginger" program, also demonstrated that instant ginger products not only enhanced technical skills but also created opportunities for productive household businesses. Furthermore, Aini *et al.*²⁴ emphasized that mentoring activities in processing rhizomes into instant healthy beverages were beneficial not only for health but also contributed to improving household income.

Innovation in packaging emerged as a key factor in product competitiveness. This is in line with community service findings Taupik *et al.*^{25–33}, which highlighted the importance of hygienic packaging in herbal beverage training programs to enhance product competitiveness in the market. Overall, this community empowerment initiative integrates educational, economic, and cultural dimensions, aligning with global and Indonesian evidence that participatory learning and value-added herbal product training enhance self-reliance and sustainable livelihoods. The project demonstrates that local knowledge when combined with innovation can become a driver for rural entrepreneurship and public health improvement.

CONCLUSION

The community service program in Suka Karya Village demonstrated that the participatory educational approach was effective in enhancing participants' knowledge and skills in utilizing turmeric and ginger as traditional beverages. This was reflected in the enthusiasm and active involvement of participants throughout the training sessions. In addition to promoting health benefits, the program also highlighted the potential for developing herbal-based products as household enterprises, thereby contributing to family economic empowerment.

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