

Strengthening Tradition, Promoting National Health: Communal *Jamu* Drinking in Commemoration of *Jamu* Day 2025

Teguh Setiawan Wibowo¹, Maratush Sholihah², Fatika Al Yasmin Alma³

¹STIE Mahardhika, ^{2,3}ASPETRI DPC Kabupaten Kediri

*Corresponding author

E-mail: teguh10setiawan@gmail.com (Teguh Setiawan Wibowo)*

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Abstract: *Jamu Day, commemorated annually on May 27th, is a crucial moment to reflect on Indonesia's rich cultural heritage in traditional medicine. In 2025, a communal jamu-drinking activity was held as both a preservation effort of ancestral heritage and a public health campaign. This activity aimed to raise awareness of the benefits of jamu as a health drink made from natural ingredients. It also served as an educational platform to promote national self-reliance in maintaining health through traditional approaches. Through collective participation and a spirit of togetherness, the event emphasized that jamu is not only a cultural legacy but also a relevant preventive health solution in modern lifestyles.*

Keywords:

Jamu Day, Jamu, Public Health, Tradition, Traditional Medicine

Introduction

Indonesia is a country rich in biodiversity and traditional wisdom, including a long-standing heritage of herbal medicine known as *jamu*. For centuries, *jamu* has played a vital role in the health practices of Indonesian society, offering natural remedies derived from roots, leaves, flowers, fruits, and spices (Wibowo, Larasaty, & Nawawi, 2025; Wibowo, Larasaty, & Priyono, 2025; Wibowo, Larasaty, & Ramadhan, 2025a; Wibowo, Zakaria, & Oktavianis, 2025). Passed down through generations, *jamu* is not only regarded as a health-supporting beverage but also as a symbol of cultural identity and community resilience (Wibowo, Hidayati, & Irawan, 2025; Wibowo, Khotimah, & Sutomo, 2025; Wibowo, Wulansari, Hidayati, et al., 2025; Wibowo & Hidayati, 2025b).

In recognition of this invaluable heritage, the Indonesian government designated May 27th as *Hari Jamu* (*Jamu* Day), an annual celebration to honor and revitalize the nation's traditional herbal practices. This commemoration aims to

remind the public of the importance of preserving local knowledge, especially in the face of modern health challenges and the dominance of synthetic pharmaceutical products (Wibowo, Winingsih, & Dewi, 2024; Wibowo, Winingsih, Darmayanti, et al., 2024). It also reflects the broader vision of integrating traditional medicine into national health strategies, encouraging people to adopt preventive and holistic health approaches rooted in local culture (Wibowo, Arif, Pramono, et al., 2025).

In 2025, *Jamu* Day was celebrated with a collective action titled “*Minum Jamu Bersama*” (Communal *Jamu* Drinking), held in various regions across the country. This public initiative was designed not only as a symbolic gesture of unity and tradition but also as a platform for promoting the preventive health values embedded in *jamu* (Wibowo, Larasaty, & Ramadhan, 2025b; Wibowo & Mubarokah, 2025). Unlike typical health campaigns focused on clinical intervention, this activity emphasized participation, cultural expression, and local wisdom as tools for public empowerment (Wibowo, Aswitami, Udayani, et al., 2024). Participants from various backgrounds—including traditional medicine practitioners, students, health professionals, and the general public—joined the event to drink *jamu* together and affirm their support for Indonesia’s traditional health system (Wibowo, Winingsih, Darmayanti, et al., 2024; Wibowo, Arif, Pramono, et al., 2025; Widyaningsih, Aprilia, et al., 2023).

The event served multiple purposes. First, it reinforced the idea that health promotion can be culturally embedded and community-driven (Intan, Solihah, et al., 2023). Second, it aimed to reintroduce *jamu* to the younger generation as a viable and accessible health option amid rising concerns over lifestyle-related diseases. Third, it encouraged stakeholders to view *jamu* not only as an alternative medicine but also as a key element in health sovereignty, economic empowerment, and environmental sustainability.

Furthermore, this communal activity revitalized social interaction and national identity through the shared experience of consuming traditional herbal drinks. The simplicity of drinking *jamu* together became a powerful reminder that health interventions do not always need to be complex or costly—they can begin with everyday cultural habits that align with nature and community.

This paper documents the execution and significance of the communal *jamu* drinking event in 2025, analyzing its sociocultural, educational, and public health impacts. It argues that such initiatives, though modest in scale, can contribute meaningfully to national efforts in preserving cultural assets, promoting health literacy, and fostering a collective sense of pride in Indonesia’s indigenous wellness heritage (Wibowo, Khotimah, & Af’idah, 2024).

Method of Implementation

The communal *jamu* drinking event was held on May 27, 2025, from 08:00 to approximately 10:00 AM at the Office of the Kediri District Health Department in East Java. This activity was organized to commemorate *Jamu* Day and to promote the cultural and preventive health values embedded in traditional Indonesian herbal medicine (Mubarokah, Silvia, et al., 2023; Sarah Zielda Najib et al., 2024; Wibowo et al., 2025). The event was initiated by the Chairperson of the Kediri Regency Branch of ASPETRI (Association of Indonesian Traditional Medicine Practitioners), Ms. Marathus Sholihah, and was carried out in collaboration with various health and community stakeholders (Wibowo et al., 2025).

A total of 250 bottles of various *jamu* formulations were prepared and distributed to participants. The herbal drinks included *sari sereh* (lemongrass), *sari kunyit* (turmeric), *telang mint* (butterfly pea with mint), *telang lemon* (butterfly pea with lemon), and *jamu immunitas* (a formulation supporting immune function). These *jamu* types were chosen for their refreshing taste and known health benefits, especially in boosting immunity and revitalizing the body (Mubarokah, Noraini, et al., 2023; Mubarokah, Silvia, et al., 2023; Rahman et al., 2023; Wibowo & Hidayati, 2025a).

Participants in this communal event included members of *Kelompok Asuhan Mandiri TOGA dan Akupresur* (community self-care groups focusing on medicinal plants and acupressure) from Pagu Subdistrict; healthcare workers trained by the Ministry of Health in traditional herbal and acupressure services; public service visitors at the Pagu Community Health Center (Puskesmas Pagu); ASPETRI members from Kediri Regency; and Puskesmas Pagu health staff. This broad involvement reflected the inclusive nature of the initiative, targeting both professionals and the general public in order to raise awareness and encourage active use of traditional health practices (Layli, Arum, et al., 2023; Wibowo et al., 2025, 2025).

The event was formally attended by key figures from the Kediri District Health Office, including the Head of the Health Department, Dr. Mahmad Khotib, M.Kes., the Head of the Traditional Health Service Sub-Coordinator, Mrs. A. Betty Y. Putri, and the Head of the Health Service Division, Dr. Rahma Sari Dewi. Their presence not only gave the event official recognition but also reinforced the institutional support for integrating traditional medicine into public health services (Dian Parwati et al., 2024; Fitroh Annisaul Mubarokah et al., 2024).

Approximately 200 participants joined the event, creating a vibrant and collaborative atmosphere. The distribution and collective consumption of *jamu* were conducted in an orderly manner, accompanied by brief remarks from the organizing

committee and local health authorities. The activity emphasized simplicity, accessibility, and the social dimension of *jamu*, aiming to bring traditional health wisdom closer to the public while strengthening community bonds (Wibowo, Larasaty, & Priyono, 2025; Wibowo & Negara, 2024a).

Discussion

The celebration of *Jamu* Day through the communal *jamu* drinking event in Kediri Regency on May 27, 2025, offers a relevant case study for exploring how cultural health practices can be mobilized in modern public health strategies. The event exemplifies a hybrid approach—merging tradition with public policy, grassroots participation with institutional support, and cultural symbolism with tangible health promotion (Haryati et al., 2025b; Wibowo et al., 2025). This discussion unpacks the sociocultural, public health, and institutional dimensions of the event, while reflecting on its broader implications.

At its core, the activity functioned as a cultural reaffirmation effort. *Jamu*, as a traditional herbal medicine system, embodies centuries of indigenous knowledge that has shaped health behaviors in Indonesian society. By drinking *jamu* communally, participants not only consumed a health beverage but also symbolically reinforced their cultural identity. The inclusion of diverse *jamu* types such as *sari sereh*, *sari kunyit*, *telang mint*, *telang lemon*, and *jamu immunitas* reflects an awareness of both cultural diversity and modern health needs (Wibowo, Arif, Pramono, et al., 2024; Wibowo, Ngete, & Mubarakah, 2025).

The gathering of over 200 participants from various segments of society—ranging from community herbal groups (TOGA), acupressure practitioners, trained health workers, to public health service users—demonstrated a high level of grassroots engagement. These groups represent not just passive consumers of *jamu* but also potential agents of traditional health education within their own social environments. This collective dynamic suggests that community-based health initiatives rooted in tradition can be both participatory and empowering (Intan, Zuhroh, et al., 2023; Layli, Nikmah, et al., 2023).

The event's setting at the Office of the Kediri District Health Department further enhanced its symbolic meaning. By hosting the event at a government facility, traditional health practices were granted institutional legitimacy. It signaled a growing recognition by public health authorities of the relevance of integrating cultural practices like *jamu* into broader health systems—a vital step in ensuring the sustainability of such traditions (Wibowo et al., 2025).

One of the clearest public health messages embedded in this event is the role of *jamu* in preventive healthcare. Unlike pharmaceutical interventions that are often curative and symptom-based, *jamu* emphasizes holistic wellness, immune system support, and daily maintenance of bodily functions (Puji Kurniawati Rahman et al., 2023). The selected *jamu* varieties during the event each carry unique health-promoting properties:

- *Sari sereh* (lemongrass) is known for its anti-inflammatory, detoxifying, and digestive benefits.
- *Sari kunyit* (turmeric) is rich in curcumin, which has antioxidant and anti-inflammatory effects.
- *Telang mint* and *telang lemon*—both derived from butterfly pea flower—are rich in anthocyanins, contributing to improved circulation, relaxation, and immune support.
- *Jamu immunitas* is designed to support the body's natural defenses, a particularly relevant focus in post-pandemic public health narratives.

These formulations reflect a modern interpretation of traditional ingredients, aligning local wisdom with current health concerns such as immunity, stress management, and digestive health. By presenting *jamu* in a bottled and hygienically packaged format, the event bridged the gap between traditional remedies and contemporary health consumption preferences (Wibowo et al., 2025; Wibowo & Rahmawati, 2025; Widyaningsih, Rodiyah, et al., 2023).

Another significant element of the event was the presence of local health authorities, including the Head of the Kediri District Health Office, Dr. Mahmad Khotib, M.Kes., along with two high-ranking officials—Dr. Rahma Sari Dewi and Mrs. A. Betty Y. Putri—representing traditional health service coordination and public service management. Their attendance underscored the institutional backing for integrating traditional medicine into official health services (Najib et al., 2025).

This integration reflects broader national health strategies led by the Indonesian Ministry of Health, which in recent years has supported the development of “Pelayanan Kesehatan Tradisional” (Traditional Health Services) within primary healthcare systems. These efforts aim to regulate and formalize the use of herbal medicines (ramuan TOGA) and acupressure therapy within the public health domain (Wibowo & Negara, 2024b). The event in Kediri thus served as both a celebration and an operationalization of these policy directions (Wibowo & Syukur, 2025).

Moreover, the involvement of trained healthcare personnel—those certified by the Ministry to provide traditional services—added an important professional dimension to the event. This suggests that *jamu* is not merely a nostalgic relic of the

past, but a viable and recognized modality within pluralistic healthcare delivery (Wibowo, Sari, & Negara, 2024). By fostering collaboration between traditional healers, certified practitioners, and government officials, the event illustrated a functional model of integrative health governance (Ngete et al., 2025).

Beyond its cultural and institutional significance, the *jamu* drinking activity also served an educational function. For many attendees, especially those outside formal healthcare professions, the event offered an opportunity to learn about various *jamu* types and their respective benefits. While the event itself did not include structured health education sessions, the act of tasting different *jamu* preparations, reading product labels, and engaging with others sparked informal knowledge exchange (Haryati et al., 2025a).

This informal learning environment is valuable, especially in rural and semi-urban communities where health education may be unevenly distributed. Events like this help democratize access to health knowledge and reinforce the value of everyday health practices, such as consuming herbal beverages, maintaining hydration, and making natural wellness choices (Alvia Nur Layli et al., 2023)vv.

Socially, the gathering promoted inter-group solidarity and a shared sense of purpose. The act of drinking *jamu* together in a public space transcended professional boundaries, age groups, and social status. It created an inclusive setting in which health was not something prescribed from above, but collectively celebrated and reaffirmed (Riza Aulia Widyaningsih et al., 2024). This social cohesion is a critical, though often overlooked, component of public health outcomes.

While the event was successful in many respects, several challenges remain. First, sustainability of such initiatives requires consistent support—not only from local government but also from community leaders and health institutions. Occasional events, while symbolically powerful, must be followed by sustained efforts to embed *jamu* in daily health routines, educational curricula, and public health campaigns.

Second, while the bottled *jamu* served during the event ensured hygiene and convenience, it also raises questions about standardization, quality control, and commercial scaling. For *jamu* to be widely accepted and integrated into national health programs, issues related to efficacy, safety, and regulation must be addressed systematically through research and policy (Haryati et al., 2025c).

Third, there is still a need to document and evaluate the health outcomes of such events. While cultural and social benefits are immediately observable, long-term public health impacts—such as changes in preventive behaviors, reduced dependency on pharmaceuticals, or improved immune health—require empirical study (Wibowo,

2024). Collaborations with universities, research institutions, and health centers could help provide the necessary data for evidence-based advocacy.

Despite these challenges, the 2025 Kediri *jamu* drinking event demonstrates a replicable and adaptable model for other regions in Indonesia. It shows how local traditions can be revitalized and repositioned not only as cultural expressions but as essential tools for community-based health empowerment. By placing *jamu* within an inclusive, participatory, and policy-supported framework, the event underscores the relevance of traditional knowledge in addressing modern health needs.

The communal *jamu* drinking event held in Kediri on *Jamu* Day 2025 serves as a meaningful intersection of culture, health, and policy. It reflects the transformative potential of traditional medicine when embraced as part of national health development. Through collaboration, education, and celebration, *jamu* was reintroduced not just as a remedy, but as a symbol of collective identity and preventive health resilience. The success of such an initiative highlights the need to further invest in culturally grounded health strategies that honor heritage while serving contemporary public health goals.



Figure 1. Communal *Jamu* Drinking



Figure 2. Group Photo After the *Jamu* Drinking Activity

Conclusion

The communal *jamu* drinking event held on May 27, 2025, at the Kediri District Health Office successfully demonstrated the vital role of traditional medicine in promoting preventive health and strengthening cultural identity. By involving a diverse group of participants—including TOGA and acupressure groups, trained healthcare workers, and the general public—the event fostered inclusivity and grassroots engagement (Hermawati et al., 2023). The presence of key health officials further emphasized the institutional commitment to integrating traditional health practices into public health policy.

The distribution and consumption of various *jamu* formulations, such as *sari sereh*, *sari kunyit*, and *telang-based* drinks, highlighted the relevance of natural remedies in supporting immunity and well-being. Beyond its symbolic importance, the event served as a practical example of how traditional medicine can be presented in a modern, hygienic, and accessible format.

Ultimately, this initiative reaffirmed that traditional knowledge, when supported by community participation and government policy, can play a crucial role in shaping a healthier society. The Kediri event offers a replicable model for other

regions in Indonesia seeking to revitalize *jamu* as both a cultural treasure and a public health resource.

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