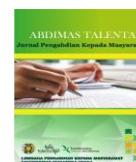




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Employment of Bandrek Venders and Karo's Traditional Medicine to Enhancement the Mutual and Production Marketing through Modernization of Equipment

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ABSTRACT

The public's need for natural medicines that can be consumed practically urges processed spice traders to continue to improve the quality and quantity of products marketed. The problem with traders of bandrek and traditional ingredients is the lack of equipment that supports the quality of the ingredients used as basic ingredients for bandrek and traditional Karo ingredients. Equipment that is very important in this business is a machine for grinding basic ingredients to produce a finer composition of ingredients. Apart from that, the packaging for bandrek products and traditional ingredients is more hygienic and attractive to support the sales appeal and hygiene of the products produced. Based on the existing problems, community service activities provide the necessary equipment in the form of a finer spice grinding machine with a large grinding capacity. Apart from that, there were also 1000 pieces of packaging for bandrek with the LPPM USU logo. The aim of this service is to help traders of bandrek and traditional Karo medicine so that they can improve the quality and marketing of production by providing assistance with flouring tools/machines. The method of socializing product benefits and demonstrating the use of flouring machines is carried out directly to traders of bandrek and traditional Karo medicine. This activity has an impact on increasing traders' awareness to maintain the quality and marketing of bandrek production and Karo traditional medicine through equipment modernization, so that it can provide profits for traders.

Keyword: Trader of Bandrek and Traditional Karo Medicine, Flouring Tools, Quality, Production Marketing

1. Introduction

The use of medicinal plants as a traditional herb is one of the efforts to treat Indonesian public health which has been recognized by the Minister of Health as stated in the Minister of Health Regulation No. 1 of Indonesia. 003/Menkes/Per/I/2010. The need for this natural-made medicine makes the public want to develop the manufacture of medicinal plants into products that are easy to consume without making sufficient preparation of ingredients. Processed products commonly found are in the form of flour or powder produced by grinding or staining. Traditional medicines in powder form are considered more practical because they are easy to store, carry, drink and cost more economically [1][2].

Ethnic Karo is one of the producers of traditional herbal medicines in North Sumatra. The Batak Karo people are known for their traditional medicinal herbs and medicinal herbs, which are traditional heritage by the development of packaging and how they are used. Research conducted found that the traditional drug trade by the Karo people can be found in Kabanjahe market, Berastagi market, Pancur Batu, Pematang Siantar and Raya market [3]. The types of traditional Karo medicinal herbs commonly found include Parem, Bargaining, and Karo Oil [4].

Parem is a solid and compact potion while sequential oil is a liquid potion. Tawar is a traditional Karo medicinal herb that can be used for preventive or curative purposes. Some of the benefits of bargaining include improving fitness or maintaining body stamina, to treat diseases such as ulcers, coughs, cholesterol, diabetes, and so on. Freshness is provided in the form of dry powder or powder that is treated by grinding or pounding dried plants first [5]. The process of processing traditional medicine into powder or flour is certainly carried out by means of a sieve.

One of the products from the spice processing of the Karo ethnic group is the bandrek. It is based on grated ginger added with red sugar and then cooked to a boil. Other spices such as cloves and cinnamon contribute a distinctive aroma and flavor to the bandrek. According to Mulyono & Rosita, bandrek has good benefits for the body such as overcoming migraines, catching colds, increasing appetite, overcoming kidney stones, sinusitis, pegelinus, cholera, and itching [6][7]. The process of making bandrek is quite simple but takes a long time so most people feel lazy to make it. The solution is to create an instant track band that can be enjoyed without waiting for a long process [8].

One of the traditional Karo bandrek and drug dealers is Mr. Dividend Karo Kemit who sells in the Kwala Bekala area of Medan. Mr. Dividend started the 'Deminara Spice Shop' business since 2020. This business is engaged in the field of processing medicinal plants into ready-to-use materials as the basic ingredient of traditional karo bandrek and drugs. The processed products are ready-to-consume powder. Of course, in the process of processing raw materials into powder requires a grinding process using a tool.

Devotional activities undertaken by Prof. Mauly Purba and Prof. Albiner Siagian aims to socialize the use of sieve devices in the process of producing traditional Karo bandrek and drugs to Mr. Dividend Kemit as the owner of Deminara spice shop. The implementation of this service activity is carried out by providing tool assistance to partners so it is expected to improve the quality and marketing of production.

Objectives:

1. Empowering traditional Karo bandrek and drug traders to utilize large-scale containment equipment
2. Socializing the benefits of the importance of using containment equipment for the processing of ingredients in traditional medicines and bandrek drinks.
3. To improve the quality and marketing of traditional Karo bandrek and drug production, the aid of sieve tools/machine to traders is an effort to improve the quality and marketing of traditional Karo bandrek and drugs.

2. Methods

2.1. The plan to implement the service program

The plan to implement the service program began with a preliminary survey by visiting the owner of the Deminara Spice Shop, Mr. Dividend Karo Kemit in Kwala Bekala Village, Medan. Through this activity, the service team knew about the problem of partners regarding the unavailability of large-scale modern containment tools for processing traditional bandrek and drug-making materials so that the production process was less effective and spent a relatively long time. Furthermore, the service team conveyed the socialization of activities as well as the purpose of providing assistance for containment equipment to partners

2.2. Implementation

The form of activities carried out is in the form of socializing activities and demonstrating the use of sieve tools/machine [9].

- a) Function: Destroy dry grains such as pepper, cloves, coffee beans, corn seeds, rice, and so on.
- b) Specifications
 - Capacity: 5 - 10 Kg/hour
 - Trigger : 5.5 Hp gasoline engine
 - Rotator Diameter: 15 cm
 - Total dimensions: 53 x 38 x 55 cm
 - Engine Weight: 30 Kg



Figure 1. Gasoline Engine Flour Grinding

- c) After completing the procurement of tools, the importance of using the containment equipment for the processing of materials in traditional medicines and brand drinks was identified.
- d) Furthermore, the training and demonstration of the use of shelter tools in processing ingredients in traditional medicines and recreational band drinks were provided.

3. Result and Discussion

3.1. Event Scheduling

After the service team prepared and socialized the implementation of the activity to Mr. Dividend Karo Kemit, the date of the activity was set on September 14, 2023.

3.2. Activity Implementation

Community service activities are carried out in the main room of Deminara spice shop. The participants who attended were the family of Mr. Dividend Karo Kemit, two people, his wife and children.

3.3. Socialization of Devotional Activities

This activity began with the socialization of service activities, namely improving the quality and marketing of bandrek production as well as traditional Karo drugs through the procurement of large-scale material containment equipment. This socialization was given to Mr. Dividend Karo Kemit as the owner of the Deminara spice shop on Jl. Medan Kwala Bekala Inpres Tax. This socialization aims to make the owner of the Spice Shop for the sake of knowing the purpose of implementing this service activity, namely as an effort to help partners in improving the quality and production amount of traditional Karo brand materials and medicines. With this socialization, partners want to be fully involved in the preparation of activities and cooperation with the service team. The socialization was going well.



Figure 2. The service team provided socialization of court activities

3.4. Partner Information Submission

This activity aims to get information regarding the initial idea of establishing a spice shop business, the range of income earned per day, the necessary materials, the process of processing brand materials, and the benefits of consuming bandrek for health. Through this activity, the partner explained that the spice shop for the sake of establishing since 2020, started with the desire to process spices into a product that



Figure 3. Mitra conveyed some information related to the traditional cetirizine and drug processing business

3.5. Handover of protective equipment and bandage packaging

This activity was carried out by the head of the service team to the owner of the spice shop Deminara. In this activity, the head of the service team said that with the provision of the aid of the containment equipment, it is hoped that it can help partners in improving the quality and marketing of traditional Karo brand products and medicines. Thus, this will have an impact on increasing merchant profit. The activity of handing over the equipment and packaging of this brand band went well.



Figure 4. Submission of tools to Mr. Dividend Karo Kemit as the owner of the Deminara Spice Shop

3.6. Demonstration of the Use of Sealing Devices

The demonstration was carried out to explain how to use the spice sieve machine as an ingredient in traditional Karo brand products and drugs. This activity was enthusiastically welcomed by Mr. Dividend Kemit by practicing directly how to use the new containment equipment given by the service team. The demonstration used spices that had been cleaned, sliced and dried before being ground into powder.



Figure 5. The court team socialized the benefits and methods of use



Figure 6. Partners demonstrate firsthand the use of new containment tools from the service team

3.7. Drinking Bandrek and Photo Together

At the end of the activity, the service team thanked the partners for their participation and enthusiasm during the service. On the other hand, the partner also expressed his gratitude to the service team for the assistance of the equipment provided and invited all teams to drink bandrek together. The next activity is a joint photo between the service team and Mr. Dividend Karo Kemit as the owner of the Medan Deminara spice shop.



Figure 7. Shared photo

4. Conclusion

Community service activities can increase the knowledge of traditional Karo brand and drug dealers in implementing equipment modernization that has an impact on quality improvement and production marketing. Community service activities have the potential to improve the life welfare of bandrek traders and traditional Karo drugs. Community service activities have the potential to increase traders' awareness in terms of maintaining quality, which is to ensure the cleanliness of traditional Karo bandrek and drug production materials. Community service activities have the potential to socialize the benefits of taking bandrek and traditional Karo drugs for health.

It is hoped that traditional Karo bandrek and drug dealers at spice shops in order to use the new containment equipment efficiently. It is that traditional Karo traditional drug and bandrek traders will maintain the cleanliness of the equipment and materials used during the production process

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