

Optimizing Marketing Red Ginger Drink Products as an Effort to Increase Income

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Abstract– The development of the spread of the Covid-19 pandemic in West Java, which is increasingly becoming a health problem, has an impact on various sectors of people's lives. Where this disease must still be watched out for because the rate of spread is relatively fast, thus causing a higher mortality rate that cannot be ignored. The process of developing the Covid-19 pandemic in the West Java region, including Garut regency, is quite natural, making people need to increase their immunity, in addition to implementing the rules on health protocols. In an effort to increase the body's immunity, the public can consume foods that are in accordance with health recommendations. One of the herbal drinks that can increase the body's immunity is the Red Ginger drink. Red is an herbal product from local resident's agriculture in an effort to increase body immunity during the Covid-19 pandemic. The research method used in this study is a qualitative method through case studies and literature reviews. The results of this study indicate that; (1) Youth Organizations in Garut regency play a very important role in achieving Red Ginger agricultural products which are managed into herbal drinks to increase immunity of the community during the Covid-19 pandemic, (2) Karang Taruna Garut Regency play an active role in distributing Red Ginger drinks but has not optimally until only technology such as social media or media partners, (3) The activity of managing Red Ginger as a herbal drink by Karang Taruna, Garut Regency, has become an alternative driving force for the economy during the Covid-19 pandemic for farmers and foster and entrepreneurial spirit for the youth. The Red Ginger Drink has only been distributed in the Garut Regency, because the use of technology as a supporting media for marketing strategies has not been optimal.

Keywords: Role of Youth Organization, Promotion of Red Ginger Drinks, Covid-19 Pandemic, Body Immunity.

I. INTRODUCTION

West Java is the second province in Indonesia affected by the Covid-19 pandemic. The spread of the Covid-19 pandemic in West Java has also spread significantly, so that it has become a problem that requires special handling and attention from various parties. The spread of Covid-19 cannot be ignored, because Covid-19 is a new disease that is categorized as a pandemic, so this disease must be watched out for and must be avoided because its transmission is relatively fast and spreads widely to various regions geographically. The following is data on the number of confirmed Covid-19 cases in West Java according to [1] :

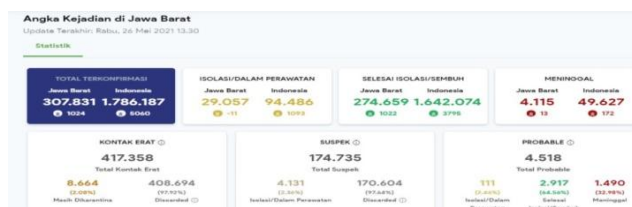


Figure 1. Data on Covid-19 Incident Rates in West Java

Source: [2]

The concept of prevention is better than cure is a fairly good strategy as a preventive effort that can be done by every individual. With the pattern of spread that continues to increase, it can certainly trigger problems in various sectors of people's lives, one of which is a decline and even problems regarding the economic sector in various regions [3] . This includes online service delivery, sales, purchasing, and distribution [4] . In the current Covid-19 pandemic situation, restrictions have been imposed on the economic system, resulting in decreased income, layoffs, and even loss of people's jobs, while people's living needs continue to increase.

Departing from the problems encountered in the midst of the pandemic, the role of Karang Taruna is expected to be able to provide solutions to continue to move the wheels of the community's economy. The policy of enforcing restrictions on several activities is not an obstacle to continuing to move and innovate. Consumers are increasingly aware of sustainability issues, but there's a gap in research around how companies can optimize marketing strategies to both



drive results and align with eco-friendly and ethical values without compromising their business objectives. Through the utilization of existing resource potential, and supported by technological advances, it is hoped that Karang Taruna will be able to answer the challenges during the pandemic and be able to bridge the community and youth in moving the wheels of the economy.

Products are achieved by replacing existing products with the production of new products with more perfect performance or performance than before [6]. Based on research conducted, it was stated [7] that ginger extract can increase natural killer natural blood vessel cells and destroy the cell walls of viruses that have infected the human body. In addition to helping to improve the immune system of the community, through the processing of Red Ginger into this drink, it can also help farmers to restore their economic conditions which have experienced obstacles.

Thus, through the promotion and maximization of the management of Red Ginger which has benefits as an alternative in improving the body's immune system. Then based on the results of research from [8] which states that considering that Red Ginger is often used as a kitchen spice, and has complex chemical compound components and has great potential as an enhancer of the body's immune system. Through the management of Red Ginger, it can also improve the economic sector of the community, by trying to produce agricultural products, especially for farmers, so that it can help increase the income they get.

II. LITERATURE REVIEW

2.1 Concept of Optimizing the Role of Youth in Managing Red Ginger

Etymologically, empowerment comes from the root word "daya" which means strength or ability. Based on this understanding, empowerment can be interpreted as a process towards being empowered, or a process to obtain power/strength/ability, funds or the process of providing power/strength/ability from parties who have power to parties who are less or not yet empowered. Based on the opinion of [9] that empowerment is an effort to build community

capacity, by encouraging, motivating, raising awareness of the potential they have and trying to develop that potential into real action. In line with the opinion of [10] that empowerment is an effort to build that power, by encouraging, motivating, and raising awareness of the potential they have and trying to develop it.

In general, the concept of Karang Taruna is based on the opinion of [11] which states that Karang Taruna (KT) is a social organization that is a forum for developing the younger generation who grow and develop on the basis of social awareness and responsibility from, by, and for the community, especially the younger generation in the village/sub-district area or equivalent indigenous communities and develops in the field of social welfare efforts and fields oriented towards improving welfare.

Karang Taruna functions in general have a function as a guideline for young people, the function of Karang Taruna is as "Aditiya Karya Mahatva Yodha". Etymologically, each word has a different meaning, the word aditya means intelligent and full of knowledge, then Karya which means work, Mahatva which means honorable and noble and Yodha which means fighter or patriot. So it can be concluded that Karang Taruna has a function as "Aditiya Karya Mahatva Yodha" which means a fighter who has a noble and knowledgeable personality, and has skills in working.

Optimization in a mathematical sense is built on the mathematical optimization theory, which deals with the selection of the best element a set of available alternatives. This theory involves formulating problems as mathematical models with objective functions and constraints, and then solving them to find the optimal solution.

Thus, through the development of the role of young people who are accommodated in the form of the Karang Taruna youth organization, as an effort to improve the abilities and role of young people in community life. The role of youth in the midst of the era of globalization Where youth have a role to provide renewal and development of society in their surrounding environment. Through the formation of the Karang Taruna concept, it becomes a realization



for young people to continue moving to make developments, especially in the conditions of the Covid-19 pandemic.

2.2 Benefits of Red Ginger as a Body Immune System Enhancer

Basically, the immune system of the body is the immune system of cells and many other biological structures that are responsible for immunity, namely the defense of organisms to protect the body from external biological influences by recognizing and killing pathogens . So if reviewed in the current Covid-19 pandemic conditions, one of the natural resources that can be utilized to increase the immunity of the community, with the management of Red Ginger of course at a low price and has a fairly high antioxidant content is Red Ginger, Where this Red Ginger is widely found in traditional markets and farmers in addition to that in Red Ginger which has many benefits and active compound content that is healthy for the body. Where based on the perspective of [12] which states that if the immune system is good with good compliance with health protocols, the chain of transmission of Covid-19 can be broken, especially Kadia Village , Kadia District is located in the middle of Kendari City which is also experiencing an increase in cases of Covid-19 sufferers.

As for the benefits or properties contained in Red Ginger According to the opinion of [9] , Red Ginger is a safe, effective herbal medicine and has high properties for health. According to [13] , which states that in the midst of limited supply of vitamin C production and its inaccessibility for lower middle class people, Red Ginger is very helpful for lower middle class people in improving the immune system by consuming it.

The properties and content of substances and nutrients contained in Red Ginger are rhizome plants that are very popular as spices and medicinal ingredients. In general, Red Ginger has a chromosome number of $2n=2x=22$, but some *cultivars* Red Ginger in known as *polyploidy* . In addition, (Peter et al. 2007) who stated the results of his observations where Red Ginger was *aneuploid* ($2n=24$) and *polyploid* ($2n=66$). Research results [13]

found the number of Red Ginger chromosomes, namely $2n = 24$.

Table 1. Types of Nutrients and Nutritional Value of Red Ginger

Types of nutrients	Nutritional value per 100 g
Energy	79 kcal
Carbohydrate	17.86 g
Fiber	3.60 g
Protein	3.57 g
Sodium	14 mg
Iron	1.15 g
Potassium	33 mg
Vitamin C	7.7 mg

Source: [2]

Thus, in the Covid-19 pandemic conditions, of course, we must maintain a good immune system, through the properties of Red Ginger which has good Red Ginger content and high properties. So that Red Ginger can be used to maintain the immune system. Through the use of Red Ginger during the Covid-19 pandemic, it can help optimize public health through the use of Red Ginger agricultural products.

2.2 Pattern of Economic System Improvement through Red Ginger Management

In general, economics is based on the opinion of [15] who states that economics is a study of how people and society make choices, with or without the use of money, by using limited resources but can be used in various ways to produce various types of goods and services and to various people and groups in society. According to [3] who stated that economics is also said to be a science that explains how to produce, distribute, share and use goods and services in society so that the material needs of society can be met as well as possible. Economic activities in society involve managing wealth matters, including ownership, development and distribution.

As an effort to improve the community's economic system during the Covid-19 pandemic,

through the management of Red Ginger as a community agricultural product that can be managed and can increase the selling value of the agricultural product. The form of management of Red Ginger is made into a drink from Red Ginger products, where Red Ginger drinks are a variant of drinks that are not only delicious but have benefits for body health and even as an enhancer of the body's immune system, especially in the era of the Covid-19 pandemic like today. So that through the management of Red Ginger into a drink to improve the body's immune system during the Covid-19 pandemic and can also improve the community's economic system. Improving the stability of the community's economic system so that it can minimize the impact on the community's economy. Through the management and empowerment of Red Ginger by young people who can revive the economic system in the midst of the Covid-19 pandemic.

III. RESEARCH METHOD

This research activity applies a descriptive qualitative approach. Then the technique in collecting data and information in this study through case studies, interviews, observations, and documentation studies. The case study technique is used to find out, understand, what is contained in the Red Ginger drink so that it can increase body immunity during the Pandemic k , and can also support the economy of community groups around Banyuresmi District, Garut Regency. The technique of collecting research data through literature studies and interviews is used to explore how the empowerment of Red Ginger drinks by Karang Taruna youth during the Pandemic k which has a value of benefits for health and the sustainability of life right in the economic sector. Then through documentation, it was conducted by examining the role of Karang Taruna youth in promoting Red Ginger drinks in an effort to increase body immunity during the Pandemic and supporting the economic cycle of the surrounding community. The documentation study was conducted in Garut Regency.

In general, data and information management is carried out in three stages. First, the data and information that has been collected will be reduced. At this stage, the data and information that has been

collected will be selected and simplified, considering that research instruments such as case studies, documentation, and observations provide information and data that is considered quite a lot. Furthermore, in the second stage, data presentation will be carried out which is presented in several forms, either in the form of charts or in the form of narration. The last stage is drawing conclusions.

IV. RESULTS AND DISCUSSION

4.1 The Role of Youth in Managing Red Ginger as a Form of Entrepreneurship

Based on the results of this study conducted in Garut Regency, related to the role of Karang Taruna in promoting Red Ginger to improve the body's immune system during the Covid-19 pandemic. Where this study focuses on the role of youth in optimizing the economic system in the midst of the declining economic system in Garut Regency. Through efforts to re-optimize the economic system during the Covid-19 pandemic through a Red Ginger management strategy which is mostly planted by several farmers and also helps Red Ginger traders in Garut Regency, so that it can increase the selling value of their agricultural products.

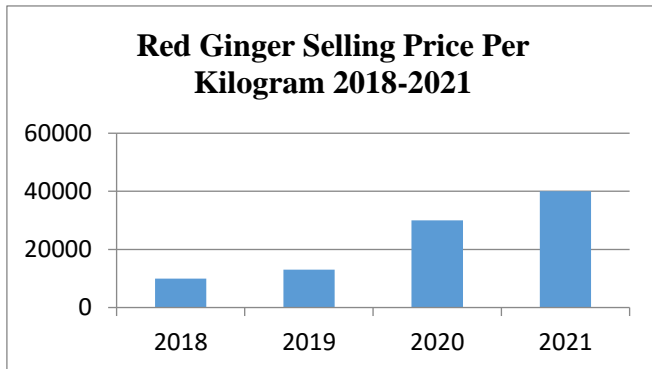
The process of increasing the selling value of Red Ginger agricultural products in Garut Regency, especially during the Covid-19 pandemic, especially after being processed into drinks, has a significant difference. This certainly started from the innovation of young people in the form of Karang Taruna to try to revive the economic system and community income and also become an opportunity for young people who have been laid off and have not worked, so that they can participate in working to manage Red Ginger agricultural products.

Departing from the innovation of Red Ginger management, of course based on research results, comparative data can be obtained on the selling price of Red Ginger before it was managed by young people and after it was managed by young people. Where the demand for the supply of Red Ginger drinks during the pandemic is increasing as an effort to increase body immunity. So that it can bring up innovations from young people in Garut Regency in managing Red Ginger into herbal drink products.



Based on the identification results, there is a comparison of the selling price of Red Ginger that has not been managed by farmers and Red Ginger that has been managed by Karang Taruna in Garut Regency, as follows:

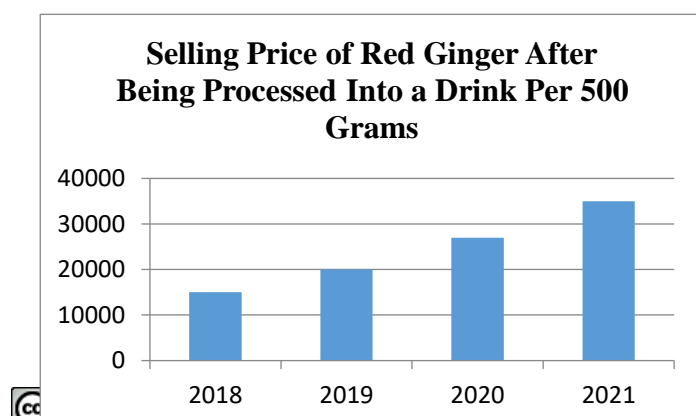
Table 2. Selling Price of Unprocessed Red Ginger



Based on the data from the table, it can be identified that the selling price of Red Ginger in Garut Regency at the stage before management certainly has differences from year to year. Where based on these data, the selling price of Red Ginger in 2018 before the Covid-19 pandemic per kilogram was Rp. 10,000 / Kg, then in 2019 Rp. 13,000 / Kg, in 2020 at the beginning of the Covid-19 pandemic the price of Red Ginger increased by Rp. 30,000 / Kg, and during the Covid-19 pandemic until now the price of Red Ginger has increased until 2021 Rp. 40,000 / Kg.

Comparison of the selling price of unmanaged Red Ginger from year to year, especially in Garut Regency. Of course, if viewed from the table, it does increase every year, but when compared to the capital needed to plant Red Ginger, it is not sufficient for the income of farmers, especially the harvest period of Red Ginger tends to be relatively long, ranging from 8-12 months.

Table 3. Selling Price of Red Ginger After the Processing Process



Based on the table, it can be analyzed that the selling value of Red Ginger after being processed into a beverage product has a high selling value. The increase in the selling value of Red Ginger certainly has a positive impact on farmers' income. In addition, the role of youth in efforts to promote Red Ginger that has been managed is a supporting factor in increasing consumer demand, especially during the Covid-19 pandemic. Through efforts to promote products that are promoted directly by selling in the community.

Increasing community income patterns empowered by young people to promote Red Ginger drink products. In addition, public perception and attitudes to anticipate Covid-19 have a positive and significant impact on the sale of Red Ginger in Garut Regency and even other areas. This is due to the encouragement of public perception in making decisions to choose the Red Ginger commodity. According to [5], a person's purchasing decision is influenced by the main psychological factors, including perception and beliefs and attitudes. The opinion above shows a relationship between consumer perception and the decision to buy a product [15]. So if the level of public purchasing of Red Ginger increases, it will have an interrelation with the level of sales that also increases.

4.2 Youth Strategy in Promoting and Distributing Red Ginger Drink Products

The strategy of the youth in Garut Regency in the effort to process Red Ginger into a beverage product through several stages. Starting from socializing the properties or benefits contained in Red Ginger, especially in improving the body's immune system during the Covid-19 pandemic. Then the Karang Taruna youth innovated the management of Red Ginger into a beverage product that could increase the selling value of Red Ginger and provide convenience for the wider community to be able to consume it.



Figure 2. Red Ginger

The next stage is the planting of Red Ginger carried out by farmers and Karang Taruna in Garut Regency. The planting was carried out on plantation land owned by farmers, so that in addition to growing vegetables and corn, farmers and youth began planting Red Ginger. The empowerment process of Red Ginger planting training can also help the community in providing traditional medicine from Red Ginger.



Figure 3. Red Ginger Empowerment Process

The Red Ginger empowerment strategy carried out by young people for farmers can optimize the supply of Red Ginger in the surrounding environment. So as to provide knowledge to the community and also help revive the economic system of the community whose livelihood is as farmers. Through this activity, the community began to empower and manage Red Ginger, especially to help improve the body's immune system.

The process of training stages in making Red Ginger beverage products into beverage products carried out by young people to the community in Garut Regency. So that the community has the ability to manage ginger beverage products, and the

community can process them. So the young people started to practice making Red Ginger drink products for the community.



Figure 4. Red Ginger Drink Management Training Process

Training in making Red Ginger drinks in activities carried out by young people to the community, of course through efforts to promote and empower the management of Red Ginger, can improve the pattern of community knowledge related to the use of Red Ginger during the Covid-19 pandemic. In addition, it can help improve the community's economic system through the community's ability to manage Red Ginger drinks.

The process of promotion and distribution of Red Ginger drinks carried out by Karang Taruna Garut Regency is still conventional. In the process of promoting Red Ginger drinks, information literacy is provided through socialization related to the benefits and properties contained in Red Ginger.

The distribution process of Red Ginger drinks is still done manually. Because Karang Taruna has not utilized technology optimally as a supporting media in marketing strategies, either in the form of utilizing social media such as Instagram, Facebook, or e-pamphlets which are also distributed with media partner relations. The way the Karang Taruna youth distribute the Red Ginger drink is by offering it to the surrounding community, so that the distribution of the target market for this Red Ginger drink has not been done properly is broad and not yet known to the general public.

4.3 Condition of Community Economic Movement After Managing Red Ginger

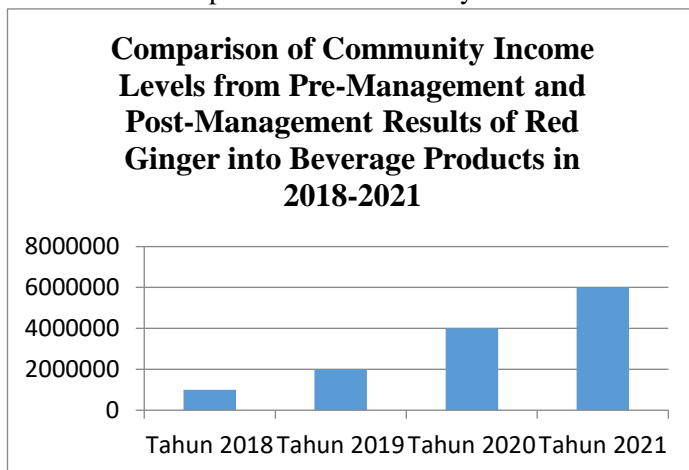
The condition of the economic system of the community, especially the Red Ginger farmers in

Garut Regency, has certainly become a phenomenon of significant improvement. The economic system of the community has a significant comparison, where Red Ginger that has not been managed by farmers and that which has been managed by farmers has a comparison in its economic system.

The economic conditions before the management of Red Ginger utilization by Karang Taruna were said to be still low. Initially, Red Ginger was only seen as a kitchen spice, or only certain groups were accustomed to using Red Ginger as a processed ingredient that was beneficial for body health. After it was discovered that Red Ginger contains compounds that are suitable for use as a *preventive measure* during a pandemic because it can increase body immunity, Red Ginger can be a business opportunity to be utilized during a pandemic.

As research conducted by [16] Red Ginger farming activities are very beneficial. From the Red Ginger harvest, it can be managed independently into a nutritious drink to maintain body immunity during the pandemic, or it can be sold to Red Ginger collectors who will be managed by Karang Taruna into a nutritious drink and will later be distributed to the surrounding areas. So that the movement of the wheels of the economy during the pandemic can still continue to move.

Table 4. Comparison of Community Income Levels



Based on the table above, the level of community income after managing Red Ginger, it was obtained information that the highest income from the sale of unmanaged Red Ginger from 2018-

2019 had a significant comparison with the income from the management of Red Ginger from 2020-2021. The comparison of income based on table 4, from year to year has increased, but before being managed the increase was relatively low, after the Red Ginger management process the increase was relatively quite high, even almost 50-70% before being managed

V. CONCLUSION

The role of Karang Taruna in managing Red Ginger drinks can increase the selling value of Red Ginger in Garut Regency during the Covid-19 pandemic. Red Ginger, which was initially only used as a complementary kitchen spice, with the innovation implemented by Karang Taruna in Garut Regency, Red Ginger has now become a valuable local product commodity. This can be seen from the selling price and demand for Red Ginger and herbal drink products which have increased from before the Covid-19 pandemic. The strategy of Karang Taruna Garut Regency in promoting and distributing Red Ginger drink products is carried out conventionally. Where in promoting herbal drinks begins by introducing the properties contained in Red Ginger, especially to improve the body's immune system. The Red Ginger Drink has only been distributed in the Garut Regency, because the use of technology as a supporting media for marketing strategies has not been optimal. Red Ginger Management is an innovation carried out by Karang Taruna Garut Regency, where it can answer economic problems during the pandemic. Karang Taruna is a container for Red Ginger agricultural commodities that can increase the entrepreneurial spirit of local youth in empowering resources that can drive the economic system of the surrounding community during the Covid-19 pandemic.

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