



Community Empowerment Through Herbal Drink Creation as An Effort to Develop the Creative Economy

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Abstract: Community empowerment through the creation of herbal beverages is an effective strategy for developing a sustainable creative economy. Herbal beverages, as products that combine cultural heritage with modern innovation, have great potential to create added value and open new business opportunities at the local level. Through training in the processing, marketing, and management of herbal beverage businesses, communities not only acquire new skills but also are able to independently increase their income. This empowerment program focuses on increasing human resource capacity, utilizing local raw materials, and developing products that meet market tastes and current health trends. In addition to the economic aspect, this activity also helps maintain environmental sustainability and preserve local wisdom. Herbal beverage-based empowerment supports the creation of a dynamic and competitive local entrepreneurial ecosystem, while strengthening community social networks.

Keywords: Creative Economy, Community, Empowerment, Herbal Beverages, Innovation.

Introduction

Community empowerment is one of the strategic efforts to improve the welfare and quality of life of communities, especially in rural areas that have abundant natural resource potential but are often not optimally utilized (Fuadi et al., 2025; Nurseha et al., 2025). The development of a creative economy through products based on local resources is becoming an increasingly important solution for creating business opportunities and increasing community income (Maria et al., 2024). One product with great potential for development is herbal drinks, which not only have health benefits but also significant economic value (Munambar et al., 2024). Creating herbal beverages based on local plants can be an innovative and sustainable business alternative while also supporting the preservation of local culture and wisdom (Sullaida et al., 2023).

The demand for herbal beverage products is increasing as public awareness of the importance of maintaining immunity amidst climate change and global health challenges grows. The instant herbal beverage-making training provided to the community can enhance the technical skills and creativity of the participants, enabling them to produce more varied, high-quality products with higher economic value. This will certainly have a positive impact on improving family economic well-being and opening up new business opportunities that can develop into independent micro and small businesses (Fitri et al., 2021).

Various studies show that community empowerment training through herbal beverage production education can increase participants' knowledge and technical production skills while also fostering an entrepreneurial spirit (Afriani et al., 2022). Long-lasting and practical herbal drink products can be an interesting innovation for both the local and wider markets. Additionally, the creative processing and

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marketing of this product also play a role in ensuring the sustainability of the natural resources used, thus contributing to sustainable development. By empowering communities through creative training like this, it is hoped that inclusive and equitable economic empowerment will occur, minimizing the risk of social and economic inequality in rural communities (Afriani et al., 2022).

Community service experiences that integrate technical training and product development also show positive results in strengthening social networks and collaboration among residents, as well as increasing self-confidence and economic independence. This kind of empowerment underscores the importance of synergy between government, academics, and local communities in driving holistic economic development rooted in local potential. Therefore, in-depth research and documentation regarding the process of community empowerment through herbal beverage creation are essential to serve as a reference and inspiration for similar empowerment programs in other regions (Ismono et al., 2018).

Method

Target Participants

This community empowerment program is conducted with a collaborative approach involving a service team and partners from local community groups who own MSMEs as the main actors. Inclusion criteria for participants include (1) readiness to participate in training and practice making herbal beverages, (2) having communication devices such as mobile phones to support digital training and monitoring, and (3) willingness to undergo basic health checks related to the potential benefits of herbal products (Rosyada et al., 2025).

Implementation Stages

The program implementation is divided into several structured stages to ensure effective knowledge transfer and optimal empowerment outcomes:

1. Preparation Stage

The service team coordinates with community leaders and village officials to develop a training module containing technical guidelines for making herbal beverages, from raw material selection and processing to packaging and product marketing. This approach also integrates education on the use of simple technology for production recording and digital marketing.

2. Socialization

The phase focuses on introducing the training objectives to residents and the importance of

developing herbal beverage businesses as a sustainable creative economic opportunity. The socialization also emphasizes the health aspects and benefits of herbal products, as well as how proper processing can maintain quality and selling price.

3. Training and Mentoring

Phase the training involved hands-on practice in making instant herbal drinks with technical guidance from the service team. Participants are taught from small-scale processes to techniques for extending product shelf life. Ongoing mentoring is provided regularly to address production barriers and enhance entrepreneurial skills.

4. Product Trial Stage

Participants independently produce with limited supervision from the empowerment team. The resulting product is tested for quality and durability through simple evaluation and local market response.

5. Evaluation Stage

Program success was measured through questionnaires assessing knowledge and skill improvement, direct observation of production and marketing dynamics, and interviews with participants and stakeholders. The evaluation data is used as a basis for reporting and improving subsequent programs (Rahman et al., 2024).

Result and Discussion

The result of this community service is the successful implementation of herbal drink-making training activities. This activity will be held from June to September 2025, involving local community members who own MSMEs. The community's enthusiasm for this activity is very high, as evidenced by the consistent number of participants attending each training session. The total number of participants reached 20, with most of them having never attended similar training before, making this experience new to them.

The activity began with coordination with village officials and local community leaders to create a schedule and determine training needs. The implementing team then prepared a training module containing a guide to making herbal drinks, covering everything from raw material selection, drying process, and mixing to product packaging. The module was also equipped with basic entrepreneurship guidelines and simple digital marketing strategies to enable participants to market their products independently.

The core activity, which is technical training, is conducted in person using the demonstration and hands-on practice method. Participants were taught how to process various types of local herbal ingredients, such as ginger, turmeric, temulawak, lemongrass, and

cinnamon, into instant herbal drinks that are practical and long-lasting. Each participant was given the opportunity to try the manufacturing process themselves, from weighing the ingredients to packaging the product. Enthusiasm was evident as participants began to get creative by mixing various herbal ingredients to create new flavors, such as ginger-lemon and turmeric-tamarind combinations (Azizah et al., 2024).

After the training session, participants independently tested the product under the guidance of the service team. The test results showed that most of the products met the taste and packaging standards suitable for sale. Some participants even started producing herbal drinks on a small scale to sell in their local communities.

The impact of this activity is not only seen in the improvement of participants' technical skills but also in economic and social aspects. Participants stated that this activity provided new business opportunities and increased their confidence in entrepreneurship. This program proves that herbal beverage-based empowerment can be an effective means of improving community welfare while preserving the use of traditional plants as local cultural heritage.

Conclusion

Community empowerment activities through herbal drink-making training have proven effective in improving community skills, creativity, and economic independence. Through structured training, from ingredient processing and packaging to marketing, participants were able to produce high-quality instant herbal drink products with high market value. This program not only strengthens human resource capacity but also opens up new business opportunities based on sustainable local potential.

Besides having an economic impact, this activity also contributes to cultural preservation and the utilization of traditional plants as valuable local heritage. Synergy between the service team, the community, and village officials is a key factor in the program's success, while also creating a dynamic creative economy ecosystem at the local level.

Thus, empowerment based on herbal beverage creation can serve as an inspiring model for driving the sustainable development of the creative economy and community well-being.

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