

# Creative Product Development Strategy: Case Study of Acaraki, Kota Tua

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## ABSTRACT

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This article discusses creative product development strategies in the Acaraki food and beverage industry, Kota Tua, Jakarta. The research method used is qualitative, with a descriptive qualitative approach and SWOT analysis. The data collection techniques used are direct observation, interviews, and literature studies. The formulation of the problem; what are the creative products offered by Acaraki Kota Tua, what is the current development strategy of Acaraki Kota Tua, and why is a development strategy needed for Acaraki Kota Tua. The research objectives are to find out the creative products offered by Acaraki Kota Tua to consumers, analyze the current development strategy of Acaraki Kota Tua, and provide insight into the importance of development strategies for the creative industry, especially in the field of food and beverages. The research findings show that Acaraki has succeeded in presenting innovation in promoting Indonesia's cultural heritage through its main product, namely herbal drinks. Not only herbal drink products, but Acaraki also sells food products and also produces herbal drinks in packaged form. There are several obstacles faced by Acaraki, such as the lack of attracting the attention of the younger generation, inadequate marketing, and limited products packaged for tourists as souvenirs. To overcome these problems, Acaraki can implement appropriate strategies, such as expanding branches, entering international markets, increasing promotions, collaborating with the government, and optimizing the use of information technology.

**Keywords:** *Acaraki, Creative Products, Development Strategy, Food and Beverages, Innovation*

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## 1. INTRODUCTION

In this ever-evolving era, the creative industry has become one of the strongest concepts in the global economy. With intense competition, business people in various sectors compete to create innovative and attractive products for consumers [1]. The creative industry is also growing rapidly in Indonesia today, with many creative products emerging and having a positive impact on the country's development and income, as well as creating new jobs [2]. Creative products, which include various forms of art, technology, food/beverage, and the like, are not only an integral component of the global economy but also a key driver of innovation and economic development. [3]. Based on this statement, creative product development strategies are very important to ensure product success and competitiveness in an increasingly tight market.

One industry that applies many creative industry concepts is food and beverage. Concept, creativity, and experience are the main elements of the creative industry to differentiate themselves from their competitors [4]. The food and beverage industry is currently competing to create unique new products with packaging or appearance or new things that can attract people's attention [5]. A creative product is the result of a creative process that creates something new, original and meaningful. It includes innovative ideas that can provide business opportunities and solve life's problems [6].

In the creative era, the economic value of a product or service is no longer determined solely by raw materials or production systems, as seen in the industrial era. Instead, this era emphasizes the utilization of creativity and innovation through technological advancements [7]. Industries can

no longer compete globally based solely on price or product quality, but must compete through innovation, creativity, and imagination [8]. Creative product development cannot be separated from cultural heritage, science and technology. Therefore, Indonesia's rich cultural heritage can be utilized as a creative product that can spread Indonesian culture to foreign countries while boosting the economy [9].

One of the food and beverage businesses that apply the concept of creative industry is Acaraki, which is located at Jl. Kali Besar Timur Gedung Kerta Niaga 3, Kota Tua, West Jakarta. Acaraki is a café-style food and beverage outlet, and the main product they offer is traditional Indonesian herbal drinks, namely jamu. The café serves a variety of contemporary jamu drinks that are brewed using the coffee brewing method or transformed into modern drinks, such as jamu mixed with ice cream or soda. In fact, the concept of selling modernized jamu has gained popularity among the younger generation. Not only selling jamu drinks, Acaraki also sells food with Indonesian specialties [10].

After direct observation, Acaraki is one of the cafes that is good for relaxing, and the products they offer are very diverse. The formulation of the problems identified from this paper is what are the creative products offered by Acaraki Kota Tua, what is the current development strategy of Acaraki Kota Tua, and why a development strategy is needed for Acaraki Kota Tua. The purpose of this research is to find out the creative products offered by Acaraki Kota Tua to consumers, analyze the current development strategy of Acaraki Kota Tua, and provide insight into the importance of development strategies for the creative industry, especially in the food and beverage sector.

## 2. LITERATURE REVIEW

### 2.1 *Tourism Product Development*

According to Law No. 10 of 2009 concerning Tourism, the Tourism Industry is a variety of tourism businesses related to producing goods or services to fulfill the needs of tourists in the implementation of tourism [11]. The development of the tourism industry can be seen from various aspects, such as the development of cultural arts, utilization of natural resources, and regional development [12]. The tourism industry provides services such as accommodation, food and restaurant services, transportation, entertainment services, and event organizing services [13].

Tourism product development is one form of tourism development carried out by tourism stakeholders [14]. Creative tourism products are the concept of product development resulting from the tourism industry that has aesthetic value, using ideas, skills, and innovation as the main factor [15]. The creative industry that is currently developing is influenced by the lifestyle of the community, which is a creative society that always strives to produce a creative and innovative product to meet tourism needs [16].

### 2.2 *Creative Tourism Products*

A creative product is the result of a creative process that involves a new idea, concept, or notion being transformed into a physical or digital form that has artistic, aesthetic, or innovative value. Creative products can include forms and types, such as visual arts, design, music, literature, performing arts, software, and more. The

development of creative products in Indonesia continues to grow and is strengthened by the advancement of technology and innovation [17].

One sector that has contributed to the development of creative products is the tourism industry. The food and beverage industry is one of the tourism industries that apply many creative products. Creative products in the food and beverage industry are currently growing rapidly, the industry creates creative and innovative food and beverage products, such as unique packaging forms, modern ways of making, attractive appearance, adding a special menus, combining several food or beverage ingredients to create new products, producing food and beverages using good raw materials and processes, creating place decorations with a fun and unique atmosphere, digital marketing, product safety, and many more [18].

### 2.3 SWOT Analysis

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is an analytical technique used to evaluate internal and external factors that affect the success of a product, service, and the like [19]. This analysis can help identify internal strengths and weaknesses, as well as external opportunities and threats that may affect their product development strategy. SWOT analysis was invented by Albert Humphrey in the early 1960s, and the method became popular in the business world as an effective strategic analysis tool [20].

## 3. METHODS

This research was conducted at Acaraki which is located on Jl. Kali Besar Timur Gedung Kerta Niaga 3, Kota Tua, West Jakarta. The data collection techniques in this research are direct observation, conducting oral interviews with Acaraki employees, and previous literature by exploring relevant sources [21]. The selection of interviewees for this research was carried out by selecting individuals who have sufficient capability and capacity. The research method used in this research is qualitative, with a descriptive qualitative approach and SWOT analysis. Descriptive qualitative is an analysis by describing and explaining the data that has been obtained. SWOT analysis which consists of strengths, weaknesses, opportunities, and threats to identify internal strengths and weaknesses of Acaraki products, and identify external opportunities and threats of Acaraki products.

## 4. RESULTS AND DISCUSSION

### 4.1 Acaraki, Kota Tua

Acaraki is a business engaged in food and beverages, with a cozy atmosphere like a cafe. Jony Yuwono is the founder of Acaraki, with his vision is to make jamu an international standard drink and his mission is to introduce jamu as a delicious drink and can be used as a lifestyle to the wider community. Acaraki itself named The Art of Jamu as their business motto, and Acaraki has opened 4 branches, namely:

1. Acaraki Gama in Sleman, DI Yogyakarta
2. Acaraki Landmark Pluit in North Jakarta, DKI Jakarta
3. Acaraki Kota Tua in West Jakarta, DKI Jakarta
4. Acaraki Aeon Tanjung Barat in South Jakarta, DKI Jakarta

The name Acaraki itself comes from the Madhawapura inscription, which is an inscription containing notes on professions, and Acaraki is a profession of herbal medicine compounding. In this study, researchers chose Acaraki in Kota Tua, West Jakarta, to further research their creative

products. Acaraki, which is precisely located at Jl. Kali Besar Timur Gedung Kerta Niaga 3, Kota Tua, West Jakarta, opened in mid-2018 [22]. In addition to the cafe, they also have a mini museum called Acaraki Terrace, which features shadow puppets, monograms, mechanical typewriters, and interactive activities such as customizable postcards.

#### 4.2 Acaraki Creative Products, Kota Tua

Before getting to the topic of creative products, researchers will first describe the products offered by Acaraki, Kota Tua to potential buyers. Their main products are traditional Indonesian drinks, namely jamu, and also provide food products with Nusantara characteristics. Acaraki offers 2 jamu drink menus made on the spot, namely Speciality Jamu and Jamu New Wave, a menu of archipelago specialties, and sells jamu in packaged form.

The first is the Speciality Jamu menu, which provides herbal drinks in general. Here are the product names of the menu:

1. Beras Kencur/Kencur Rice (trump/medium) as much as 250ml
2. Kunyit Asam/Sour Turmeric (trump/medium) as much as 250ml
3. Kunyit Asam/Sour Turmeric (filter/light) as much as 250ml
4. Beras Kencur/Kencur Rice (filter/light) as much as 250ml
5. Kunyit Asam/Sour Turmeric (concentrated/bold) as much as 32ml
6. Beras Kencur/ Sour Turmeric (concentrated/bold) as much as 32ml



Figure 1. Speciality Jamu menu

Source: Acaraki Website

##### a. Adding a New Product

Jamu New Wave menu, which means a movement that emphasizes the ingredients of jamu. Jamu New Wave is their special menu, and this menu is one of the products that tries to combine local jamu tradition with modern lifestyle and offers a unique and interesting drinking experience. Jamu New Wave is named because Acaraki sees an opportunity that there are similarities between coffee and herbal medicine, which are both bitter and nutritious, and in terms of the manufacturing process is the same.

Therefore, Acaraki made the same concept as the development of coffee. Acaraki wants to explore the taste of jamu with different extraction methods, by utilizing coffee-making tools to make their jamu products. Here are the names of the products from the menu:

1. Bereskrim (cold), which contains rice, galangal, and ice cream
2. Golden Sparkling (cold), which contains turmeric, tamarind, sparkling water, and simple syrup
3. Jaman Batu (cold/hot), which contains ginger, honey, lemon, and basil seeds
4. Saranti (cold/hot), which contains rice, galangal, creamer, and milk
5. JKT 1681 (cold/hot), which contains turmeric, ginger, and ginger

6. Rigalize (cold), which contains rice, galangal, sparkling water, and simple syrup
7. Berkesan (cold), which contains rice, galangal, and coconut milk
8. Dutch Jamu (cold/made H-1), which contains kencur rice or sour turmeric
9. Vanilla Twilight (cold), which contains turmeric, tamarind, and ice cream
10. The Challenger (3 Sloki), which contains sambiloto and ginger
11. Golden Yoghurt (cold), which contains turmeric, tamarind, and yogurt
12. Fun Date with Hibiki (cold), which contains curcuma, hibiscus, and soda
13. Ruby Sparkling (cold), which contains turmeric, hibiscus, and soda
14. Gaea's Touch (hot), which contains Vietnamese dripped ginger and palm sugar.
15. Gaea's Embrace (hot), which contains Vietnamese dripped ginger and milk.
16. Sweetie Pea (cold), which contains red ginger, butterfly pea, and milk.
17. Magenta Sparkling (cold), which contains red ginger, butterfly pea, lemon, and sparkling water.



Figure 2. New Wave Herbal Menu

Source: Acaraki Website

Not only herbal drinks, Acaraki also sells food products, where they provide food with the characteristics of the archipelago. Here are the products from Acaraki food menu:

1. Anchovies or Chicken Grilled Rice = Savory rice mixed with anchovies or chicken served with sambal, fried tofu and tempeh, and refreshing tomato slices.
2. Dori Fish or Curry Chicken = Dori fish or chicken simmered in curry sauce and flavored with aromatic spices.
3. Sweet and Sour Dori Fish or Chicken = Deep fried dori fish or chicken, served with sweet and sour sauce.
4. Garlic Cassava = Tasty traditional snack seasoned with savory garlic, crispy on the outside and fluffy on the inside.
5. Tempe Mendooan = A deep-fried tempe slices covered in coriander mix, leek, and flour, served with soy sauces.
6. Tape Roll = Sweet tapai or fermented cassava rolled with spring roll skins and fried lightly, precented with cinnamon powder like a life; sweet, sour, and crunchy
7. Pisang Goreng = A golden brown deep-fried bananas, coated with crispy banana crumbs and cinnamon powder
8. Klepon Cake = Klepon-inspired aromatic pandan cake, with layer of pandan buttercream, palm sugar, sauces, and coconut flakes
9. Aromatic Strawberry Cake = The delightful aroma of freshly strawberries accompanied by aromatic ginger cake filled with whipped cream is sure to please



Figure 3. Acaraki Food Menu  
Source: Instagram @acaraki.jamu

Acaraki carries the concept of creative products by combining tradition and innovation, such as offering drinks in packaged form. In addition to the drink menu that is ordered and made on the spot, Acaraki also sells packaged herbal products and is sold offline and online. Here are the packaged herbal products:

1. Turmeric Powder with 40g and 100g options
  2. Kuteja Powder with 40g and 100g options
  3. Ginger Powder with 40g and 100g options
  4. Tin Can Packaging: Stone Age, Ruby Sparkling, Fun Date with Hibiki, Golden Yoghurt, Golden Sparkling, and Alea's Smile.
  5. Turmeric Sour Shot
  6. Wilwatikta Turmeric Tamarind
  7. Wilwatika Kencur Rice
- b. Unique Packaging



Figure 4. Acaraki Packaged Herb Products  
Source: Acaraki Website

Of all the products sold, Acaraki sells at prices ranging from Rp10,000 to Rp120,000 for offline or on-site sales (Acaraki Kota Tua). While herbal medicine packaging products, they sell at prices ranging from Rp20,000 to Rp120,000, these packaged products are also sold offline / on-site and also online which are sold through e-commerce applications such as; tokopedia, shopee, and gofood.

c. Modern Ways of Making

Not only bottled drinks, Acaraki applies the concept of creative products also with different ways of making, they explore the taste of herbs with different extraction methods, by utilizing coffee

making tools to make their herbal products. Acaraki sees an opportunity that there are similarities between coffee and herbal medicine, which are both bitter and nutritious, and in terms of the manufacturing process is the same, from roasted coffee beans, then mashed with a mortar and pestle, digodog in the fireplace then filtered, taken the juice, and remove the pulp, the process is also the same as making herbal medicine in general.

Such product diversification allows Acaraki to reach the market and increase revenue. Attractive presentation and good quality can increase product appeal and provide a positive experience for consumers. The café prioritizes the use of local ingredients, such as traditional Indonesian spices, with the aim of supporting the local economy and also promoting Indonesia's rich culture. From this, Acaraki has succeeded in creating a concept of herbal drinks that is creative and highly competitive in the market. The following is the herbal medicine making machine used by Acaraki:

1. Aeropress, a brewing technique that utilizes air pressure to produce a fast and concentrated extraction. The resulting flavor and aroma are thicker than infusion.
2. Infusion French Press, the ingredients are immersed directly into hot water for about 3 minutes with hot water, then an iron filter is lowered to separate the dregs. The direct contact between the ingredients and the hot water results in a fairly concentrated extraction.
3. Mokapot, this technique uses water vapor pressure that rises through the ingredients and is condensed at the top of the appliance. The water vapor pressure produces flavors and aromas that are relatively more intense than infusion.
4. Pourover-V60, brewing by running hot water over ingredients on a paper filter. This technique brings out the aroma of the ingredients with a light and clean flavor.
5. Cold Drip, an extraction process using cold water dripped slowly over the ingredients for approximately 8 hours. Cold water extraction produces flavors and aromas that are quite different from other methods that use hot water.
6. Manual Espresso Flair, this technique uses pressure and hot water to produce a concentrated extract from the ingredients. The resulting pressure of a Flair is only up to 8 bar. This technique produces a concentrate with a thick and dense flavor.
7. Manual Espresso Rokpresso, this technique uses pressure and hot water to produce a concentrated extract from the ingredients. The pressure generated from Rokpresso can reach up to 10 bar. This technique produces a concentrate with a thick and dense flavor.
8. Syphon, an extraction technique that utilizes boiling water vapor to cook the ingredients. Vacuum and gravity then pull the ingredients through the filter. The resulting flavor is very clean, light but has a very strong aroma.



Figure 5. Acaraki Herb Making Machine

Source: Acaraki Website

#### d. Marketing

Acaraki Café products show how cultural heritage can be revitalized through innovation, by combining traditional elements with a modern touch. Ensuring the development of creative industries prioritizes innovation and creativity in creating unique and interesting products. In addition, it teaches the importance of respecting tradition while remaining open to change and evolving with the times. By combining tradition with modern life, Acaraki conveys that valuing cultural heritage remains relevant in the context of modern life. The café encourages the younger generation to uphold a connection with cultural heritage while introducing innovation, showcasing the richness of local culture, and bridging the gap between traditional and modern lifestyles. Acaraki showcases local richness through the promotion of traditional herbal drinks. The café provides an opportunity for locals to learn and appreciate Indonesia's rich culture. The initiative also motivates domestic and international travelers to delve deeper into Indonesia's cultural and historical heritage.

Acaraki utilizes information technology, such as a website that provides information about Acaraki (<https://acaraki.com/>), social media to promote their products, such as; facebook (@Acaraki.jamu), instagram (@acaraki.jamu), youtube (@acaraki.journey), and whatsapp (+6282114318750), and e-commerce applications to sell their products online such as; tokopedia, shopee, and go food [23].

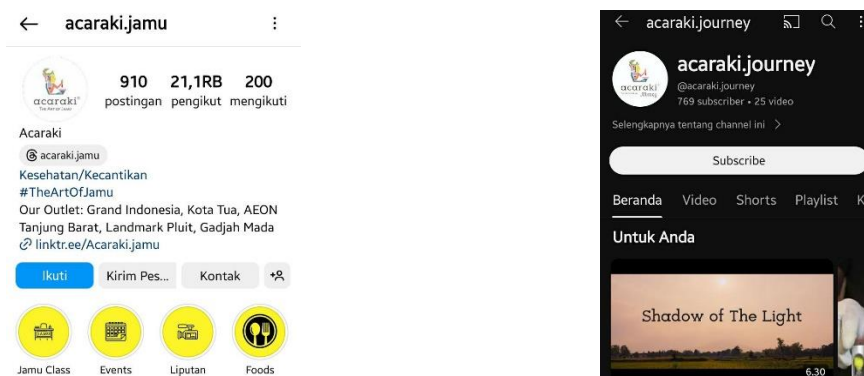


Figure 6. Acaraki Social Media

Acaraki actively promotes by holding activities to several places to advance and popularize their products and also want to attract the attention of many people so that Indonesia's cultural heritage, namely jamu, remains popular from generation to generation. In 2018, Acaraki participated in the "Jakarta Culinary Festival 2018" event organized by Kompas.com by promoting and demonstrating their products. In 2020, Acaraki participated in the " Bursa Hilir Inovasi Herbal Indonesia 2020" event which also promoted and demonstrated their products. In the same year, 2020, Acaraki collaborated with Barista Indonesia to create an event entitled "Cupping Jamu" which activities discussed the making of herbs and coffee. In 2021, Acaraki participated in the "Healthy Living Expo" event by promoting and demonstrating their products. The same year, 2021, Acaraki participated in the "Jakarta Coffee Week" event by Livin Mandiri, which activities promoted and demonstrated their products. In 2022, Acaraki participated in the "Perjamuan Nusantara" event held at The Westin Surabaya, which promoted and demonstrated their products. In 2024, Acaraki was invited to BePilates Jakarta to promote and demo their product under their title "menjamu".

From a creative product point of view, Acaraki has embraced contemporary innovation, as seen from the way jamu is made, which is similar to coffee making in cafes. The packaging is attractive, ranging from standard packaging for individual products to hamper-style packaging. The uniqueness of Acaraki's packaging products lies in the rich and interesting philosophical values and local wisdom that are ready to be developed further. In addition to jamu drinks, Acaraki also offers spice soaps formulated with traditional ingredients known to be efficacious for skin health, demonstrating the café's commitment to introducing local wisdom through its products.



The research findings show that Acaraki in Kota Tua, West Jakarta has successfully brought innovation to the forefront in promoting Indonesia's cultural heritage through creative products, namely jamu drinks with a modern way of making using a coffee maker, Acaraki strives to attract the attention of local people to preserve Indonesian culture and introduce it to the international community. However, after conducting direct observations and interviews with Acaraki Kota Tua employees, their products have not met the sales target due to ineffective marketing activities and no collaboration with the local government in promoting these products. Therefore, the researcher conducted a SWOT analysis of Acaraki Kota Tua marketing and creative products, and offered strategies that might be implemented by Acaraki Kota Tua.

#### 4.3 SWOT Analysis

<b>SWOT</b>	<p style="text-align: center;"><b>Strength</b></p> <ol style="list-style-type: none"> <li>1. Acaraki combines local cuisine traditions with modern innovation, creating unique and exciting products</li> <li>2. Using information technology to promote and sell products, including websites, social media, and e-commerce applications.</li> <li>3. Offering a wide range of Nusantara-type snacks and dishes, allows Acaraki to reach various market segments.</li> <li>4. Prioritize the use of local materials, support local economies and promote Indonesian cultural wealth.</li> </ol>	<p style="text-align: center;"><b>Weakness</b></p> <ol style="list-style-type: none"> <li>1. There is a lack of enthusiasm among the younger generation to pursue this product as a cultural heritage.</li> <li>2. Inadequate marketing efforts.</li> <li>3. Limited products packed for tourists as by-the-eye.</li> <li>4. Lack of collaboration with the government or other stakeholders.</li> </ol>
<p style="text-align: center;"><b>Opportunity</b></p> <ol style="list-style-type: none"> <li>1. Acaraki has an opportunity to raise public awareness of the importance of Indonesian cultural heritage through its products.</li> <li>2. A strategic location to attract consumers</li> <li>3. An opportunity to enter the international market.</li> <li>4. Increased recognition of Indonesian culture through this product.</li> </ol>	<p style="text-align: center;"><b>SO Strategy</b></p> <ol style="list-style-type: none"> <li>1. To harness public awareness of the importance of Indonesian cultural heritage to enhance the promotion of Acaraki products.</li> <li>2. Building partnerships with governments and cultural organizations to organize events or campaigns that promote Acaraki products as part of national identity.</li> <li>3. Opening branches or partnerships with shops at famous tourist destinations to reach domestic and international tourists.</li> <li>4. Develop training or educational programmes for younger generations on the benefits and usefulness of traditional foods, thereby enhancing their interest in the continuation of cultural heritage.</li> </ol>	<p style="text-align: center;"><b>WO Strategy</b></p> <ol style="list-style-type: none"> <li>1. Increase marketing efforts by focusing on consumer education about the benefits and uniqueness of Acaraki products, including through social media campaigns and collaboration with influencers.</li> <li>2. Expanding the products offered to include variants that are more attractive to tourists as by-the-go, such as special packages with stories and information about Indonesian cultural wealth.</li> <li>3. Take advantage of the strategic location of Acaraki stores to hold promotional events or product exhibitions that attract the attention of tourists and local communities.</li> <li>4. Conduct a customer loyalty program or special offers to strengthen customer relationships and enhance brand loyalty.</li> </ol>

Threat	ST Strategy	WT Strategy
<ol style="list-style-type: none"> <li>1. The emergence of new competitors</li> <li>2. Competition with old competitors offering similar products</li> <li>3. Rapidly changing consumer trends can affect demand for Acaraki products</li> <li>4. The market for traditional spices may be limited, especially compared to modern beverages</li> </ol>	<ol style="list-style-type: none"> <li>1. Strengthen the differentiation of Acaraki products from new competitors by enhancing innovation in product formulation and packaging.</li> <li>2. Expanding the distribution network nationally and internationally to cope with competition from long-standing competitors offering similar products.</li> <li>3. Adopts a flexible approach in responding to consumer trends quickly, including by adapting Acaraki's product portfolio to changing market demands.</li> <li>4. Increased promotional campaigns to highlight the excellence of Acaraki products over modern beverages, such as focusing on authenticity, health benefits, and sustainability.</li> </ol>	<ol style="list-style-type: none"> <li>1. Enhanced collaboration with governments and industry associations to improve competitiveness and strengthen positions in the face of new and old competitors.</li> <li>2. Optimize the use of information technology to expand market reach and improve operational efficiency, so that you can compete better in a rapidly changing market.</li> <li>3. Building partnerships with local producers and supply chains to strengthen the supply of raw materials, reduce the risk of supply instability, and maintain consistent product quality.</li> <li>4. Conduct surveys and market research regularly to understand changing consumer preferences and adapt marketing and product strategies to existing threats.</li> </ol>

## CONCLUSION

Acaraki is a food and beverage business located in the Kota Tua area, West Jakarta, successfully presenting innovations in promoting Indonesian cultural heritage through its main product, herbal drinks. Not only herbal drinks, Acaraki also sells food products, and they also produce herbal drinks in the form of packaging containing powder and packaging in the form of cans. Although Acaraki has successfully combined tradition with innovation, there are several obstacles that must be overcome, such as the lack of attracting the attention of the younger generation, inadequate marketing, and limited products packaged for tourists as souvenirs. By utilizing its internal strengths, such as product innovation, use of information technology, and preference for local ingredients, and facing external threats, such as the emergence of new competitors and changes in consumer trends, Acaraki can implement appropriate strategies, such as expanding branches and trying to enter international markets, increasing promotions such as utilizing influencers, collaborating with the government, and optimizing the use of information technology, to overcome challenges and strengthen its position in the market. Thus, Acaraki can continue to grow and make a greater contribution in promoting Indonesia's rich culture through its creative products.

Suggestions for Acaraki, they need to improve their marketing strategies such as collaboration with influencers and attractive promotional activities, collaborate with local governments to support the promotion of their products through local cultural events and educational programs, and implement strategies from the results of the SWOT analysis that researchers have done. Suggestions for future researchers; conduct more complex research on the marketing strategies implemented by Acaraki, or research on consumer preferences related to herbal medicine and food products offered by Acaraki.

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