

STRATEGY TO INCREASE THE ECONOMIC VALUE : THE POTENTIAL OF MORINGA OLEIFERA LEAF POWDER

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ABSTRACT

This research aims to provide information to the public about the contents of Moringa leaf extract through phytochemical analysis and the benefits of Moringa leaf extract by using a database in the form of articles in the form of online journals as a literature review. This research uses a qualitative research method with descriptive presentation. Moringa leaves have health benefits as herbal medicine. Moringa leaves (*Moringa oleifera*) have long been used as a good traditional medicine to prevent cancer, anti-bacterial, maintain blood pressure and anemia. The health benefits of Moringa leaves are influenced by the nutrients contained in Moringa leaves. Apart from antioxidants, Moringa leaves also contain vitamins and minerals, including vitamin B6, vitamin B2, vitamin C, vitamin A, iron and magnesium. Strategies for Increasing the Economic Value of Traditional Products Moringa Leaves are becoming increasingly important for traditional herbal medicine in Indonesia because there are more and more Consumers are aware of traditional Moringa leaf products, and prefer products that are beneficial for improving health, such as health which is influenced by the nutrients contained in Moringa leaves. Apart from antioxidants, Moringa leaves also contain vitamins and minerals, including vitamin B6, vitamin B2, vitamin C, vitamin A, iron and magnesium. Purchasing decisions are influenced by internal factors from within the consumer and external factors originating from the surrounding environment.

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1. Introduction

Indonesia is a vast country with an abundance of diverse plants. However, there are still many products that are not processed enough, such as vegetables that have a bitter taste or types of vegetables that are less popular for consumption or export. Moringa leaves (*Moringa Oleifera* L) are a typical tropical plant that is also easy to grow in Indonesia. Moringa leaves are widely known in Indonesia, especially in rural areas, but have not been widely used as a processed food product. (Friskilla, 2018).

Moringa leaves are a type of tropical plant that is easily recognized by the small size of its leaves. This plant has various very good benefits for health, including containing flavonoids, beta-carotene and antioxidants which are very useful for maintaining health. Moringa leaves have been used traditionally in medicine and herbal medicine, as well as in mystical rituals. The WHO organization has named the Moringa tree as a "miracle tree" because of its important benefits in healing diseases which are important in dealing with disease outbreaks and malnutrition problems..

Moringa plants are still not utilized optimally as food. In general, people only use the leaves of this plant to make vegetables. (Angelina, 2021). Many people don't like consuming Moringa leaves because of the smell. The development of Moringa leaf products faces several challenges such as lack of knowledge about processing technology, limited market access, and low public awareness about the benefits of Moringa leaves. There are still several challenges faced in developing Moringa leaf products, such as a lack of knowledge about how to develop a small Moringa leaf industrial business and a lack of effective marketing strategies. Therefore, it is necessary to carry out more effective strategies to increase the economic value of traditional Moringa leaf products.

The leaves of the Moringa plant can be processed into powder or extract which can be used to increase the nutrients in food products. Moringa leaves have complete nutritional content to support our health, because Moringa leaves contain vitamins A and C, especially beta-carotene. Some of the active compounds in Moringa leaves are arginine, leucine and methionine. (Almawanti, 2018). Moringa contains abundant nutrients which play an important role in meeting human nutritional needs. Currently, the use of Moringa leaves as a food and beverage product is growing because Moringa leaves have good health benefits. Moringa leaves are useful for treating various diseases including fever, intestinal inflammation, rheumatism, aches and pains, diarrhea, nearsightedness, dysentery, diabetes, bronchitis, inflammation of the mucous membranes, stomach ulcers, increasing breast milk (ASI) (Pitaloka , 2020).

In an effort to increase the economic value of Moringa Leaves, several strategies have been developed. One effective strategy is to improve product quality through the use of more modern and efficient technology. This can be done by improving the processing and preservation processes, as well as increasing the quality of the raw materials used. Apart from that, another strategy that can be implemented is to increase public awareness about the benefits of Moringa leaves as a traditional product that has significant economic value. In this way, people will better understand the importance of this product and will be better prepared to purchase and use this product. Based on the background above, this research aims to provide information to the public about the contents of Moringa leaf extract through phytochemical analysis and the benefits of Moringa leaf extract using a database in the form of articles in the form of online journals as a literature review. Do not indent the first paragraph of each section or subsection. The Introduction is not an extended version of the abstract; never use the same sentences in both sections. Please use no more than three levels of headings.

2. Literature Review

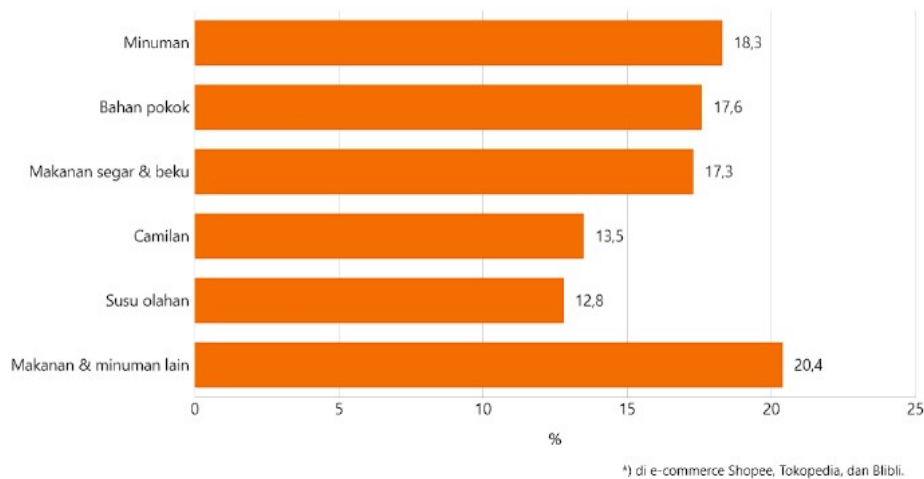
Based on the results of research on the Moringa industrial UKM PT. Tri Utami Jaya uses a marketing strategy, namely a marketing mix in the form of 4 elements, such as product strategy, price strategy, strategy, distribution or place and promotion strategy. (Reni Anggreini, 2022).

3. Method, Data, and Analysis

This research uses qualitative research methods with descriptive presentation. According to Sugiyono (2016) qualitative research methods are methods used to examine the condition of natural objects where the researcher is the key instrument. According to Nazir (2014) descriptive research examines the status of human groups, objects, conditions, thought systems or current events with the aim of creating systematically, factually and accurately descriptive of the facts studied.

4. Result and Discussion

From this data, herbal drinks in Indonesia still have quite a lot of interest. Drinks will be the food and beverage products most sought after by Indonesian e-commerce consumers in 2023. This can be seen from the Indonesian FMCG Report 2023 released by Kompas, a digital market research company from Indonesia. Kompas researched sales of health products in 3 major domestic e-commerce sites, namely Shopee, Tokopedia, and Blibli.



From the results of online crawling or digital searches, Kompas estimates that the sales value of food and beverage products on Shopee, Tokopedia and Blibli will reach IDR 11.8 trillion throughout 2023. This value is equivalent to 20.4% of the total sales value of the fast moving consumer goods (FMCG) sector in 3 e-commerce. In the food and beverage category, beverages have the largest proportion of sales value in 2023, reaching 18.3%. This product segment consists of :

- Coffee: 6,2%
- Tea: 2,8%
- herbal: 2%
- Syrup/Juice: 1,9%
- Powder Drink: 1,8%
- Another Drinks: 3,7%

Moringa leaves have health benefits as herbal medicine. Moringa leaves (*Moringa oleifera*) have long been used as a good traditional medicine to prevent cancer, anti-bacterial, maintain blood pressure and anemia (Saputra et al., 2020; Sulasmi et al., 2023). The health benefits of Moringa leaves are influenced by the nutrients contained in Moringa leaves. Apart from

antioxidants, Moringa leaves also contain vitamins and minerals, including vitamin B6, vitamin B2, vitamin C, vitamin A, iron and magnesium

Table 1. SWOT Analysis

Strength	<ul style="list-style-type: none"> • Improve nutrition • Is a raw material that is often found in the community • Can be sold online • Practical for brewing
Weakness	<ul style="list-style-type: none"> • Low interest due to new products - Classified as being underestimated by society • There is rarely any outreach to the community about the uses and opportunities obtained from processing Moringa leaves • Lack of knowledge in the local community about the use of Moringa leaves which can be processed into herbal medicine
Opportunity	<ul style="list-style-type: none"> • Availability of Moringa leaf powder is still rare on the market • Processing Moringa leaves to increase creativity and improve nutrition
Thereats	<ul style="list-style-type: none"> • Because raw materials are easy to find, perhaps new products that are similar will emerge • People's mindset still tends to consider Moringa leaf plants as ordinary ornamental plants

Tabel 2. Table Overview of the Moringa Leaf Powder Herbal Medicine Business

Marketing Strategy	Description
Product	<p>a. Moringa leaf powder herbal medicine is a product homemade which is made from dried Moringa leaves to increase nutrition and is able to treat various diseases and uses corn sugar as an additional sweet taste</p> <p>b. Moringa leaf powdered herbal medicine will be packaged using standing packaging ziplock pouch made from paper metalize</p>

Figure 1. Refining Moringa Leaves





4.1. Equation

BEP production prices represent the lowest prices. If the producer price is below the BEP price, then the business suffers a loss.

$$\text{BEP} = \frac{\text{Pengeluaran per produksi}}{\text{jumlah dalam 1 kali produksi}} = \frac{\text{Rp } 750.000}{100} = \text{Rp. } 7500$$

So, the price is for 1pouchesMoringa leaf herbal medicine powder IDR 7,500 is the price at which production costs/return on investment are profitable, so the product price must be above IDR 7,500 to make a profit. So, for 1pouchesMoringa leaf powder herbal medicine as increasing the nutritional value of food products at a price perpouchesIDR 15,000 makes a profit of IDR 15,000 – IDR 7,500 = IDR 7,500.

5. Conclusion and Suggestion

Strategy to Increase the Economic Value of Traditional Moringa Leaf Products is becoming increasingly important for traditional herbal medicine in Indonesia because more and more consumers are becoming aware of traditional Moringa leaf products, and prefer products that are beneficial for their health. improve health, as health is influenced by the nutrients contained in Moringa leaves. Apart from antioxidants, Moringa leaves also contain vitamins and minerals, including vitamin B6, vitamin B2, vitamin C, vitamin A, iron and magnesium. Purchasing decisions are influenced by internal factors from within the consumer and external factors originating from the surrounding environment.

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