

# UGM Promotes Herbal Medicine to the Millennial

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Faculty of Pharmacy of Universitas Gadjah Mada (UGM) has organised an *International Herbal Medicine Festival* as a forum to introduce herbal medicine (*jamu*) as a cultural heritage to the millennial generation and the world.

The Festival ran from 14 - 17 November 2019 in Royal Ambarrukmo Hotel, Yogyakarta, opened by Dean of Faculty of Pharmacy UGM, Prof. Agung Endro Nugroho, on Thursday evening (14/11).

"The international *jamu* festival is presented through a collaboration between stakeholders, namely, university, industry, Yogyakarta regional government, and Health Ministry to promote herbal medicine once again," said the Dean.

He asked all members of society to promote *jamu* as an Indonesian local wisdom through this event. *Jamu* is even expected to be a state icon.

"Through this festival, let's make *jamu* as a state icon and pride of the nation. Let's promote *jamu* as a heritage from our ancestors," he asked.



Coordinator of the festival, Dr. Ronny Martien, said *jamu* has been used by the Indonesian people from generation to generation as a health drink. Unfortunately, *jamu* has declined in terms of popularity. Although it is surviving, but it still is a marginalised product. It has the image of old times. Therefore, Ronny mentioned the need to improve this image to make *jamu* great again.

"It includes bringing *jamu* closer to the young generation," he said.

He said *jamu* needs to adapt to the current condition, for example by integrating it with technology or making variants or a modern packaging.

"*Jamu* can be made with coffee, soda, milk, and so on. The question is how to encourage people to drink it repetitiously and make it a lifestyle," he concluded.

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