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Economic Activities Of Rumah Herbal Alam Lestari Kampung Herbal As A Source Of Social Studies Learning

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Abstract

The implementation of economic activities cannot be separated from the concept of the environment. In relation to the integration of contextual content in social studies learning, teachers can take advantage of economic activities at the Rumah Herbal Alam Lestari. Rumah Herbal Alam Lestari is a house located in Komplek Bukit Permata Indah (herbal Village) Banjarbaru, there sells various herbal needs, from finished herbal medicinal products to herbal plants directlyin various types. The article aims to describe the economic activities at Rumah Herbal Alam Lestari that use the environment to grow herbal plants which can be used to improve people's lves by selling them, in addition to other benefits for the health of the body and the surrounding green environment. This research methods with techniques to obtain data through observation, interviews, and documentation. The data obtained is reduced, presented in a narrative form eccompainied by a picture and a table of material analysis which then draws conclusions. The validity of data through triangulation of time, sources, and techniques. The research result describe the economic activity of Rumah Herbal Alam Lestari which produced two kinds of products, namely herbal medicine and direct plant of large and small sizes, distributed and consumers or used by the community, with this economic activities it can be integrated as a social learning resource in grade VII on economic activity (production, distribution, and consumtion) with an environmental concept.

Keywords: Economic Activities, Herb, and Learning Resource on Social Studies.

Abstrak

Implementasi aktivitas ekonomi tidak bisa lepas dari konsep lingkungan. Dalam kaitannya dengan integrasi konten kontekstual pada pembelajaran IPS, guru dapat memanfaatkan aktivitas ekonomi pada Rumah Herbal Alam Lestari. Rumah Herbal Alam Lestari merupakan rumah yang berlokasi di Komplek Bukit Permata Indah (Kampung Herbal) Banjarbaru, disana menjual berbagai kebutuhan herbal, dari produk obat herbal jadi maupun tumbuhan herbal langsung dalam berbagai jenis. Artikel ini bertujuan untuk mendeskripsikan aktivitas ekonomi di Rumah Herbal Alam Lestari yang memanfaatkan lingkungan untuk ditanami tumbuhan herbal dalam meningkatkan taraf hidup masyarakat dengan menjualnya, selain itu manfaat lainnya untuk keperluan kesehatan tubuh dan lingkungan hijau. Metode Penelitian ini menggunakan metode deskriptif dengan teknik mendapatkan data melalui observasi, wawancara, dan dokumentasi. Data yang didapat direduksi, disajikan dalam bentuk narasi yang dilengkapi gambar dan tabel analisis materi yang selanjutnya ditarik kesimpulan. Keabsahan data melalui triangulasi waktu, sumber, dan teknik. Hasil penelitian mendeskripsikan aktivitas ekonomi Rumah Herbal Alam Lestari memproduksi dua macam

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produk yaitu obat herbal dan tumbuhan langsung dari ukuran besar maupun kecil, didiskribusikan dan dikonsumsi atau digunakan oleh masyarakat, dengan aktivitas ekonomi ini dapat diintegrasikan sebagai sumber belajar IPS di kelas VII pada materi aktivitas ekonomi (produksi, distribusi, dan konsumsi) yang berkonsep lingkungan.
Kata Kunci: *Aktivitas Ekonomi, Herbal, Sumber Belajar IPS*

PRELIMINARY

Activity is a form of culture as a patterned action of humans in society. This form is called a concrete social system that is contained in human activities that interact and relate and get along with each other in society. (Herimanto, H. W Winarso, 2009). Humans in meeting their needs carry out various activities in fulfilling life, such as carrying out economic activities to meet the needs of goods and services. Economics is also seen as something related to human needs and the means of fulfilling them related to the production of goods and services as a means of satisfying needs. Human needs are not only for goods but can also be physical and spiritual, humans need the name of health so a good treatment is needed to keep this body healthy (Idri, 2016).

In addition to chemical medicines, humans also use traditional herbal medicinal plants. Herbal plants according to the Minister of Health of the Republic of Indonesia No. 246/Menkes/Per/V/1990 Article 1 states that: traditional medicine is an ingredient or herb of ingredients in the form of plant ingredients, animals, minerals and/or galenic preparations, or a mixture of these ingredients that do not have clinical data, and is used in medicine based on experience (Permadi, 1995).

This makes the community try to cultivate herbal plants through the TOGA (Family Medicinal Plants) program, which is home-grown plants in the yard or the environment around the house that efficacious as a medicine (Berutu et al., 2023). Planting herbs in the yard of the house in terms of greening the surrounding environment, in addition to maintaining health, herbal plants can be used as a field for doing business and generating additional financial income (Primasari, 2016). The use of environmental land has a good impact on this life. These good impacts are in the form of a clean and green environment, body health and generating rupiah coffers by selling plants planted on environmental land. The natural environment is the increase of humans themselves, humans have the intellect and thinking ability to respond to the life challenges they face, so that science and technology are born (Salim, 1995).

A form of positive impact of environmental utilization is the construction of a Herbal Village. The herbal village is located in the Bukit Permata Indah Complex, Sungai Ulin (Herbal Village). Herbal Village is a Thematic Village launched by the Banjarbaru city government

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and has the uniqueness of its herbal plants. Herbs are plants or plants that have uses for medical purposes and such. Herbal plants have a variety of uses, including culinary, medicine and even spiritual activities (Putra, 2015). The activities carried out in the Herbal Village are planting various kinds of herbal plants and processing them into herbal medicine in various products carried out at the Alam Lestari Herbal House where there are economic activities of production, distribution, and consumption (Maulana et al., 2023).

The relationship of the Alam Lestari Herbal House with education is that this place can be used as a reference in social studies learning resources for junior high school grade VII semester 2 on economic activity materials, namely the production of herbal plants and herbal medicines, the distribution of herbal products through exhibitions, training, resellers and others (Rusmaniah et al., 2024). As well as consumption from buyers of plants and herbal medicines who carry out social interaction at the Alam Lestari Herbal House. This article aims to describe the economic activities of the Alam Lestari Herbal House in the Herbal Village and analyze the activities there so that it can be used as a social studies learning resource (Safitri et al., 2023).

METHOD

The approach in the article used is qualitative research in descriptive form because the article is described in the form of economic activities of the Herbal House of Alam Lestari Herbal Village. The researcher obtained data through direct observation, then the author described it according to the reality in the field and interviewed informants Aan Kuswandi as the owner of the Alam Lestari Herbal House, Zainal as the community and the Head of RT Kampung Herbal, and Liesda Arianti as a teacher of SMP PGRI 9 Banjarmasin to support research that the Herbal Village can be used towards social studies learning resources. This research document is complemented by photos of the activities of the Rumah Herbal Alam Lestari Kampung Herbal, activity documents, field notes during observation and the syllabus of social studies subjects.

The data analysis technique using the Miles and Huberman concept includes data reduction according to the goals written by the researcher, namely the activities of the Herbal Village community in utilizing herbal plants as a social studies learning resource that is complemented by activities there. Furthermore, verification or drawing conclusions according to the formula. The data obtained by the researcher is then summarized, analyzed and presented so that conclusions can be drawn from this Herbal Village research optimally and planned. Data validity checks were carried out to determine the validity of the data by matching several

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interviews and as evidenced during documentation in the field, this check was in the form of data triangulation, technical triangulation and time triangulation (Sugiyono, 2018).

RESULTS AND DISCUSSION

Alam Lestari Herbal House which is located in Kampung Herbal precisely in the Bukit Permata Indah Complex, Jalan Bukit Dieng, Sungai Ulin, Banjarbaru City is a place where the process of economic activities takes place, which sells various kinds of herbal plants in various pots from hanging pots, large or small pots and *polybags*, besides that in this place they sell herbal medicines such as simplisia, Topical/Massage Medicine, and VCO (*Virgin Coconut* Oil) (Isnaini et al., 2023). Economics as an effort to obtain and manage both material and non-material assets in order to meet the needs of human life, both individually and collectively, which concerns the acquisition, distribution or use to meet the needs of life (Idri, 2016; Sa'ad, 2007).

Rumah Herbal Alam Lestari Kampung Herbal implements a program in terms of health improvement called Family Medicinal Plants (TOGA) where the yard of the house and the surrounding land are used to plant herbal plants. Family medicinal plants (TOGA) are plants that are cultivated at home with efficacy as medicine that is taken both the leaves, skin, stems, roots and seeds in an effort to improve external and internal health. (Harjono, Y. H Yusmaini, M Bahar, 2017).

The way to preserve plants, basically medicinal plants grown in the yard for their own consumption do not require special treatment. Maintenance in the yard is enough with regular watering every day and loosening the soil to maintain soil fertility, but for plants that are taken by rhizomes, watering and loosening the soil must be done carefully, because if done excessively, it will actually make the rhizome rotten (Abbas, 2015).

Rumah Herbal Alam Lestari Kampung Herbal produces its own herbal plants through nurseries in the yard of the house and backyard in various forms such as small or large pots, polybags, hanging pots or directly planted into the ground. Production is a human activity to produce goods and services that are then utilized by consumers (Idri, 2016; Sa'ad, 2007). The process of herbal plants in maintenance by watering every day and applying organic fertilizer with a composition of 1 soil to 1 organic fertilizer, should not use pesticides and chemical fertilizers because it will interfere with the development of the herbal plant, for example black bat plants must be with extra maintenance because this plant is difficult to develop if it is wrong in the planting process (Handy et al., 2024). For plants such as kencur, galangal, turmeric and other tuber plants, planting is very easy without needing to be watered too often. Plants can be

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developed with a time of 1-3 months of planting through regular fertilization and watering treatments, after which they can be directly sold or harvested for the next drug manufacturing process (Hijratullah et al., 2024).

Treatment of people's diseases independently can use the herbal processing process by boiling it with water, peeling it and then applying it to the sick part, or directly eaten by processing it into cooking ingredients, while the use of herbal medicinal herbs for sale, processing it in the form of simplisia (dry concoction medicine), oil / massage medicine, drinking medicine for example *virgin coconut oil* (VCO) (Mutiani et al., 2024). The production of herbal medicines is directly carried out through the Alam Lestari Herbal House owned by Mr. Aan, in this place the process of picking plants both leaves, roots, stems and others that have medicinal properties then goes through several stages of manufacture carried out by experts by processing simplisia, oral medicines and applied medicines depending on consumer demand, after that it is packaged in the form of bottles or plastic packaging, given a label or stamp on the front of the packaging. The drug is ready to be distributed to consumers (Rizal et al., 2024).

Here are some ways to make herbal medicines as follows.

a. How to make simplicia (dry herbal medicine)

Harvest the plants that you want to process into simplicia, wet sorting (selection of good and bad plants) then wash with running water 3 times, rinse the plants, then rinse them using a knife or other tool (making the herbs small or thin), dry in the sun and dry again with the oven so that the herbs are completely dry with the aim that the herbs are not easily damaged so that they can be stored for a long time after that the simplicia is ready to be packaged or consumed directly. Note: before making simplicia, you must first know the part of the eye plant that has properties, the drying process in the sun so that drying is maximum (Prasetyo and E Inoriah, 2013).

b. How to make *virgin coconut oil* (VCO) as follows.

Prepare the coconut and then grate, make coconut milk by squeezing it from the pulp, then mixer for 10 minutes, heat it on a pan, after the heat let the coconut milk sit for 24 hours until 3 layers are formed, namely clear oil, white blondo, coconut water, take the top clear layer by filtering it, the oil is ready to use (Hasibuan et al, 2018).

c. How to make herbal oil is as follows.

Mr. Aan as the maker of herbal medicine explained how to make oil spread: Prepare the crown of the god, sambiloto, lemongrass, clove oil, and other ingredients of each of these herbs

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in the mixer just take the juice and put it in a closed container like a bottle, with a level of the crown of the god 10%, sambiloto 10%, lemongrass 20%, clove oil, 20% and other ingredients 40%, then close the bottle and shake it so that it is mixed evenly, Let it sit for 3 days, the oil by the herbs is ready for use (Ilhami et al., 2024).

d. How to make a boiled herbal drink

Prepare herbal plants according to their properties, for example, diarrhea can use guava leaves. Clean the guava leaves with clean water, then prepare water to put in the pot, then put the leaves wait until the decoction of the leaves boils and the color of the water begins to change, then after boiling let it sit again until the water warms up a little and the boiled water is ready to drink (Putra, 2015).

Figure 1 Product Images sold at Herbal House of Sustainable Nature Herbal Village

(Source: Personal Documentation, July 2020)

In Indonesia, herbal plants have been supervised and there is a decision in the form of a Decree of the Head of the Food and Drug Supervisory Agency of the Republic of Indonesia Number: HK.00.05.4.2411 of 2004 concerning the Main Provisions for the Grouping and Marking of Natural Medicines in Indonesia, grouping natural medicines based on the method of manufacture and the type of use claims and the level of proof of efficacy. Indonesian Natural Medicines are divided into: herbal medicine, standardized herbal medicine, and phytopharmacy (Supriyatna, et al., 2014).

> "The Alam Lestari Herbal House products have fulfilled the sales permit from the health office and the District Office with the permit number of the Ministry of Health of the Republic of Indonesia. P-IRT and 205637201156. I sell products in the form of direct plants and herbal medicines at my own house called "Rumah Herbal Alam Lestari". I can accept orders throughout Indonesia. Delivery in South Kalimantan

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> usually comes directly to the buyer's home or delivers to the consumer's home by vehicle or car, for purchases from outside the South Kalimantan area I use services such as JNE, J&T, Post Office and other services according to consumer demand". (interview, February 25, 2020)

Based on the above interview, Rumah Herbal Alam Lestari has obtained permission, introduced through various ways such as exhibitions, training, word of mouth, online and offline at Mr. Aan's house with a delivery system in various ways according to the wishes of consumers. Distribution is a process of distributing or delivering goods or services from producers to consumers and users when and where the goods or services are needed (Idri, 2016). This distribution can be carried out through Aan's father directly, the community, or the reseller who distributes this item (Intan Noor Azizah et al., 2024).

Consumption is the use *of goods and services in the satisfaction of human wants* (Idri, 2016). Consumers can buy plant products or herbal medicines directly at "Rumah Herbal Alam Lestari" or contact Mr. Aan, besides that you can also go through *the available resellers*. The price of plants and medicines varies greatly from affordable to expensive. The prices include: For herbal plants in the form of polybags, hanging pots, large/small pots are sold from the range of Rp.20,000 to Rp.1,700,000 and for the price of herbal medicinal herbs such as simplisia, VCO, and topical medicines are sold in two forms of packaging, namely small and large packages ranging from Rp.25,000 to Rp.2,000,000.

Consumers said that the plants in Mr. Aan's house were very complete, and the medicines sold were efficacious with the routine treatment process. The reasons people tend to use herbal medicine are:

a. In general, the price of factory-made medicines is expensive, so people are looking for cheaper treatment alternatives.
b. The side effects caused by traditional medicines are less than those of factory-made medicines.
c. The content of chemical elements contained in traditional medicine is actually the basis of modern medicine. This means that the manufacture of factory medicines uses chemical formulas that have been synthesized from the natural ingredients of traditional herbs (Putra, 2015).

The activities of the Rumah Herbal Alam Lestari Kampung Herbal can be used as a Social Studies Learning Resource which is included in the material on economic activities: production, distribution, and consumption in the material of class VII semester 2. In an interview with Liesda Arianti, a social studies teacher at SMP PGRI 9 Banjarmasin. He said:

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> "This place can be used as a learning resource because the discussion includes economic activities of production, distribution, and consumption. Students can think of loving the environment, preserving plants, knowing that herbal medicine and others from this plant, if they are sick, it is good to consume this. So they must have bought those herbal plants or herbal medicines for their needs. In learning resources I use textbooks and in relating them to distant environments I insert them through pictures or videos. It can also be that the study tour there will be more fun for students or invite them to plant herbs around the school". (interview, July 28, 2020)

In the interview above, it was explained that the Alam Lestari Herbal House contains an economic theme with an environmental concept so that it can be applied as an educational forum. Environmental concern for children, especially junior high school, needs to be instilled in the character of caring for the environment from an early age, the process of teachers teaching the goodness of the environment can be imitated by children, at school by implementing a clean and healthy living behavior program by maintaining the environment in the school area (Elmy, M. HP Winarso, 2020). The 2013 curriculum requires that education in schools utilize the environment as a social studies learning resource. Learning resources are all materials that facilitate the process of gaining experience. Source Good learning is used through organized experiences where the solution is with scientific methods and scientific properties (Satriawati, 2018).

The economic activities of Rumah Herbal Alam Lestari Kampung Herbal can be directed to be an environmentally friendly learning resource that is contextual such as according to Somantri (2001), Social Studies education is integrative between education, social sciences, and other sciences (humanities) about basic human activities by being presented scientifically paying attention to pedagogic and psychological aspects for educational purposes (Abbas, 2014). The integration of social studies learning, an environment-based learning resource, prioritizes the concept of ecology in social studies learning from various aspects that can be included in teaching materials to give rise to critical ecoliteration (serious environmental awareness) (Abbas et al, 2020).

Teachers can take students to the place or with media such as pictures and videos so that the information provided to students can be understood and can be applied by students in this learning process, the economic values learned can bring out an entrepreneurial spirit in students This effort trains students' abilities and makes students independent and able to think creatively (Sutrisno, A. H Matnuh. HP Winarso, 2019). Education as a learning process to achieve maturity, both in behavior and daily life, encourages a person to become a good citizen, aware of the procedures of behavior in society (Subiyakto et al, 2019).

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The material in social studies learning The economic activities of the Rumah Herbal Alam Lestari Kampung Herbal are in class VII semester 2, namely economic activity material (production, distribution, consumption). The researcher conducted an analysis with the SMP Class VII syllabus adjusted to the content studied below:

Table 1. Matrix of Economic Activity of Sustainable Nature Herbal Houses Herbal Village as a social studies learning resource

Basic Competencies	Learning Materials	Economic Activities of Herbal Houses of Sustainable Nature Herbal Villages as a Source of Social Studies Learning
4.2 Analyze the concept of interaction between humans and space so as to produce various economic activities (production, distribution, consumption, supply, demand) and interaction between spaces for the sustainability of Indonesia's economic, social, and cultural life.	Economic activities (production, distribution, consumption)	1. In production activities, the yard of the house and its surroundings are planted with various types of herbal plants and plants can be directly sold either in pots/*polybags* and can be reprocessed into processed herbal medicines such as simplisia, topical/massage medicines, VCO (*virgin coconut oil)* 2. In distribution activities, products are sold at the Alam Lestari Herbal House Kampung Herbal, promoted through social media, exhibitions, word of mouth and others. Delivery can be by motorbike, car, or by expedition. 3. In consumption activities, there is social interaction between buyers and sellers, buyers usually buy for the purposes of greening plants and herbal medicines to improve the health needs of the body.

(Source: Data processed, 2020)

Based on the explanation of the table above and based on interviews with social studies teachers of SMP PGRI 9 Banjarmasin, Rumah Herbal Alam Lestari Kampung Herbal can be used as a learning resource for social studies class VII semester 2 with suitability for basic competencies, Analyzing the concept of interaction between humans and space so as to produce various economic activities (production, distribution, consumption, supply, demand) and interaction between spaces for the sustainability of economic life, social and cultural Indonesia in learning materials for economic activities of production, distribution and consumption (Rosalini et al., 2024). Learning in the context of the 2013 curriculum is oriented to produce productive, creative, innovative, and affective Indonesian people through integrated attitudes,

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skills, and knowledge, the main step that teachers must take is to design learning appropriately (Syaharuddin, S. M Mutiani, 2020).

In this process, teachers can relate the concept of economic activities with concrete examples around the students' environment so that in the learning process, not only knowledge develops, but environmental awareness of protecting the earth from pollution and damage through education for sustainable development is the key to preparing oneself (knowledge, expertise, values, and attitudes) from the problem of human resources who utilize and manage the environment to economic needs (Mutiani, 2017).

It is important to utilize economic activities as a source of social studies learning as contained in the epistemology of social studies education in the source of social studies education materials, there it is explained that there are two sources of social studies, namely social sciences and humanities which are organized for educational purposes. Social studies materials contain more information about concepts using local learning resources, namely economic activities in Kampung Herbal are expected to be a concrete learning resource and make it easier for students to understand the concepts taught (Al Muchtar, 2015).

CONCLUSION

The activities of the Alam Lestari Herbal House consist of 3 parts, namely production, distribution, and consumption. Production, Rumah Herbal Alam Lestari grows its own herbal plants, be it in direct soil, pots and polybags, then treated until the herbs can be directly sold or harvested then turned into products such as VCO, applied medicines, simplicia and other products. Distribution, herbal plants and herbal medicinal products are sold at Rumah Herbal Alam Lestari at varying prices, promoting them through social exhibitions, social media, counseling, promotions during training, and word of mouth make Kampung Herbal products can be known in the wider community, for buyers can go directly to Rumah Herbal Alam Lestari or outside the Banjarbaru area can be delivered by Mr. Aan himself or through expeditions according to consumer requests.

Herbal plants that have been ordered by consumers are directly packaged to be distributed to consumers or resellers. Consumption, the reason people choose to use herbal medicines usually want to recover and maintain health at a low price and few side effects. In addition, herbal plants can make the environment clean and green. The economic activities of Rumah Herbal Alam Lestari Kampung Herbal can be used as a social studies learning resource because there are economic activities of production, distribution, and consumption and this activity can be applied as a learning resource for junior high school social studies in the 2013

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curriculum. Teachers can relate this material to their daily lives or can provide examples of this economic activity in the form of photos, videos or *study tours* to be able to be additional insight for students.

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