

Economic Activities of Natural Herbal Homes Lestari Herbal Village as a Learning Resource on Social Studies

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Article History

Received: 03/15/21; Review: 18/03/21; Revision: 25/03/21; Available Online: 06/04/21

Abstrak

Aktivitas ekonomi konstruktif berbasis lingkungan dapat diintegrasikan secara kontekstual pada pembelajaran IPS. Rumah Herbal Alam Lestari di Komplek Bukit Permata Indah (Kampung Herbal) Banjarbaru merupakan usaha yang menjual berbagai produk obat herbal. Artikel ini bertujuan mendeskripsikan aktivitas ekonomi di Rumah Herbal Alam Lestari yang memanfaatkan lingkungan untuk ditanami tumbuhan herbal dalam upaya meningkatkan taraf hidup masyarakat sekaligus sebagai lingkungan hijau. Metode Penelitian ini menggunakan metode deskriptif yang untuk mendapatkan data melalui observasi, wawancara, dan dokumentasi. Data yang didapat direduksi, disajikan dalam bentuk narasi yang dilengkapi gambar dan tabel analisis materi untuk selanjutnya disimpulkan. Keabsahan data melalui triangulasi waktu, sumber, dan teknik. Hasil penelitian mendeskripsikan aktivitas ekonomi Rumah Herbal Alam Lestari memproduksi dua macam produk yaitu obat herbal dan tumbuhan langsung dari ukuran besar maupun kecil, didistribusikan 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, dan Sumber Belajar IPS.

Abstract

Environment-based constructive economic activities can be contextually integrated into social studies learning. Alam Lestari Herbal House in the Bukit Permata Indah Complex (Herbal Village) Banjarbaru is a business that sells various herbal medicinal products. This article aims to describe Rumah Herbal Alam Lestari's economic activities that use the environment to grow herbal plants to improve people's lives and a green environment. This research method uses a descriptive method to obtain data through observation, interviews, and documentation. The data obtained is reduced, presented in a narrative form equipped with pictures and material analysis tables for further conclusions. The validity of the data through triangulation of time, sources, and techniques. The results of the study describe the economic activity of Rumah Herbal Alam Lestari, which produces two types of products, namely herbal medicines and plants directly from large and small sizes, distributed and consumed or used by the community, with this economic activity can be integrated as a learning resource on social studies in class VII on economic activity material (production, distribution, and consumption) with an environmental concept.

Keywords: Economic Activities, Herbs, and Learning Resources on Social Studies.

PRELIMINARY

Activity is a form of culture as a patterned action from humans in society. This form is called a concrete social system in human activities that interact and relate and get along with one another in society (Herimanto & Winarto, 2008; Winarno, 2010). Humans, in fulfilling

their needs carry out various activities in the fulfillment of life, such as carrying out economic activities to meet the needs of goods and services.

The economy is also seen as something that deals with human needs and the means of fulfillment concerning the production of goods and services to satisfy needs. Human needs are not only for goods but can also be physical and spiritual, and humans need the name health so that suitable treatment is needed to keep this body healthy (Idri, 2016).

The community's choice besides chemical medicine, humans, also use what is called 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 medicines are ingredients or ingredients in the form of the plant, animal, mineral, and galenic preparations, or a mixture of these materials which do not yet have clinical data and are used in treatment efforts based on experience (Permadi, 1995).

This has made people cultivate herbal plants through the TOGA (Tanaman Obat Keluarga or Family Medicinal Plants) program, namely plants produced from home cultivation in their yards or the environment around the house have medicinal properties. By planting herbal plants in the yard of the house to green the surrounding environment and maintaining health, herbal plants can be used as fields for doing business and generate additional financial income (Primasari, 2019). The utilization of environmental land has a good impact on this life. These good impacts are in the form of a clean and green environment, physical health, and earning rupiah coffers by selling plants planted on environmental land. The natural environment is the addition of man himself,

The impact of positive environmental use is the construction of a Herbal Village. The herbal village is located in the Bukit Permata Indah Complex, Sungai Ulin (Kampung Herbal). Kampung Herbal is a Thematic Village That was announced by the municipal government of Banjarbaru and had its herbal plants' uniqueness. Herbs are plants or plants that have medicinal uses and the like. Herbal plants have various uses, including culinary, medicinal, and even spiritual activities (Satria, 2015; Handy et al., 2021). The activities carried out in the Herbal Village are planting various kinds of herbal plants and processing them into herbal medicines in various products carried out at the Natural Herbal House, where there are economic activities of production, distribution, and consumption.

Linkages Alam Lestari Herbal House with education, that is, this place can be used as a reference in social studies learning resources at SMP class VII semester two on economic activity material, namely the production of herbal plants and herbal medicines, distribution of

herbal products through exhibitions, training, resellers, and others as well as the consumption of plants and herbal medicine buyers who carry out social interactions at 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 to be used as a source of social studies learning.

METHOD

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

Data analysis techniques using the concept of Miles and Huberman (1992) include data reduction according to the researcher's objectives, namely the activities of the herbal village community in utilizing herbal plants as a source of social studies learning, which is equipped with activities there. Furthermore, verification or concluding according to the formula. The data obtained by the researcher were then summarized, analyzed, and presented so that conclusions could be drawn from this research in the Herbal Village in an optimal and planned manner. Checking the data's validity was carried out to determine the data's validity by matching several interviews when documentation in the field. This checking was proven in the form of data triangulation, technical triangulation, and time triangulation (Sugiyono, 2016).

RESULTS AND DISCUSSION

Alam Lestari Herbal House, which is located in Herbal Village, to be precise in the Bukit Permata Indah Complex, Jalan Bukit Dieng, Sungai Ulin, Banjarbaru City, is a place where the process of economic activity occurs, which sells various kinds of herbal plants in various pots from hanging pots, large pots or small and polybags, other than that in this place selling herbal medicines such as *Simplicia*, topical/massage medicine, and VCO (virgin coconut oil). The economy is an effort to obtain and manage the property, both material and non-material, to meet the needs of human life, both individually and collectively, which involves obtaining, distributing, or using it 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). The house yard and the surrounding land area used for growing herbal plants. Family medicinal plants (TOGA) are plants resulting from home cultivation with medicinal properties, whether they are the leaves, bark, stems, roots, and seeds, to improve internal and external health (Aslamiah et al., 2021; Harjono et al., 2017).

How to preserve plants, basically medicinal plants grown in the yard for their consumption, do not require special treatment. Maintenance in the yard of the house is enough with regular watering every day and loosening the soil to maintain soil fertility, but for plants that are taken from the rhizome, watering and loosening the soil must be done carefully, because if it is done excessively, it will make the rhizome rot (Abbas, 2013, 2015; Abbas et al., 2019, 2020, 2021; Handy & Maulana, 2021).

Rumah Herbal Alam Lestari Kampung Herbal produces its herbal plants through nurseries in the house's yard and the land behind the house 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 used by consumers (Idri, 2016; Sa'ad, 2007). The process of herbal plants in maintenance by watering every day and giving organic fertilizers with a composition of 1 soil to 1 organic fertilizer, you cannot use pesticides and chemical fertilizers because they will interfere with the development of these herbal plants, for example, black bat plants have to take extra care because this plant is laborious. They are developed if one goes wrong in the planting process. For plants such as kencur, galangal, turmeric, and other root crops, planting is very easy, no need to be too watered every time. Plants can be developed within a range of 1-3 months of planting through regular fertilization and watering treatments, after which they can be directly sold or harvested for other drug-making processes (Abbas & Jumriani, 2020).

The treatment of community diseases independently can use herbal processing by boiling with water, pulverizing it and then rubbing it on to the sick, or directly eating it by processing it into cooking ingredients, while using herbal medicinal ingredients for sale, the processing is in forms such as *Simplicia* (dry concoction). Topical/massage oil medicine, for example, drinking medicine virgin coconut oil (VCO). Direct herbal medicinal production is done through Home Natural Herbal Lestari, which Mr. Aan owns, 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 which are expertly carried out by processing *Simplicia*, drinking

drugs and topical drugs depending on demand. After that, the consumer is packaged in bottles or plastic bags, a label or stamp is given on the front of the package. The medicine is ready to be distributed to consumers. Here are some ways to make herbal medicine as follows.

- a. How to make *Simplicia* (dry mix drugs)
Harvest the plants that want to be processed into *Simplicia*, wet sorting (choosing good and harmful plants), washing them with running water three times, rinse the plants, then chop using a knife or other tool (make the herbs small or thin), dry them. In the sun and dry again in the oven so that the herbs are dehydrated with the aim that the herbs are not easily damaged so that they can be stored for a long time after which the *simplicia* is ready to be packaged or consumed directly. Note: Before making *Simplicia*, you must first know which parts of the eye plant have properties, the drying process in the sun for maximum drying (Prasetyo & Inorih, 2013).
- b. How to make virgin coconut oil (VCO) as follows.
Prepare the coconut, then grate it, make coconut milk by squeezing it from the dregs, then mixer for 10 minutes, heat it on a frying pan, then let the coconut heat sit for 24 hours until three layers are formed, namely clear oil, white blondo, coconut water, take the transparent top layer by filtering it, the oil is ready to use (Hasibuan et al., 2018).
- c. How to make herbal topical oil as follows.
Mr. Aan, as the herbal medicine maker, explains how to make topical oil: Prepare the crown of gods, sambiloto, lemongrass, clove oil, and other ingredients for each of these herbs in the mixer, just take the juice and put it in a closed container like a bottle, with a crown content. Dewa 10%, 10% sambiloto, 20% lemongrass, clove oil, 20% and 40% other ingredients, close the bottle and shake it to mix evenly, let stand for three days, the oil by the herbs is ready to use.
- d. How to make boiled herbal drinks
Prepare herbal plants according to their properties; for example, diarrhea, and you can use guava leaves. Clean the guava leaves with clean water, then prepare the water to put in the pan, then put the leaves, wait until the leaves boil and the color of the water begins to change, then let it boil again until the water warms up a little and the boiled water is ready to drink (Satria, 2015).

Picture 1. Products sold at the Herbal Natural Lestari House, Kampung Herbal



Source: Personal Documentation (July 2020).

In Indonesia, herbal plants have been monitored, and there is a decision in the form of a Decree of the Head of the Drug and Food Control Agency of the Republic of Indonesia Number: HK.00.05.4.2411 of 2004 concerning Basic Provisions for the Classification and Labeling of Indonesian Natural Material Medicines Level of proof of efficacy. Indonesian Natural Medicines are divided into jamu, standardized herbal medicines, and phyto-pharmacy (Supriyatna et al., 2014).

"Natural Herbal Home Products Lestari has fulfilled the sales permit from the health office and the District Office with the license number of the Ministry of Health R.I.P-IRT No. 205637201156. I sell products in the form of natural plants and herbal medicines at my own home called "Rumah Herbal Alam Lestari." I can accept orders throughout Indonesia. Delivery in South Kalimantan usually buyers directly to the house or deliver to the consumer's house by vehicle or car. For purchases from outside the South Kalimantan area, I use JNE, J&T, Post Office, and other services according to consumer demand. (Interview, 25 February 2020).

Based on the interview above, Rumah Herbal Alam Lestari has obtained permission. It was introduced through various ways such as exhibitions, training, word of mouth, online and offline at Mr. Aan's house with a delivery system according to consumer desires. Distribution is a process of distributing or delivering goods or services from producers to consumers and users when and where they are needed (Idri, 2016). This distribution can be done directly through Mr. Aan, the community, and the resellers who distribute it (Abbas, 2018).

Consumption is the use of goods to meet a need directly, and consumption is also defined as the use of goods and services to satisfy human needs (the use of goods and services in the satisfaction of human wants) (Idri, 2016). Consumers can buy plant products or herbal medicines directly to "Natural Herbal House Lestari" or contact Mr. Aan; besides that, it can also be through available resellers. Prices of plants and medicines vary widely 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 ingredients such as *Simplicia*, VCO, and topical drugs are sold in two forms, namely small and large packages range from Rp. 25,000 to Rp. 2,000,000.

Consumers said that the plants at Mr. Aan's house were complete, and the medicines sold were nutritious with a routine treatment process. The reasons people tend to use herbal remedies are:

- a. In general, factory-made medicines are expensive, so people are looking for cheaper alternative treatments.
- b. The side effects caused by traditional medicines are smaller than those made in factories.

- c. The chemical elements contained in traditional medicine are the basis of modern medicine. This means that the manufacture of factory medicines uses a chemical formula that has been synthesized from the natural ingredients of traditional ingredients (Satria, 2015).

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

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

In the interview above, it was explained that Rumah Herbal Alam Lestari contained an economic theme with an environmental concept to be applied as a forum for education. Environmental care for children, especially junior high schools, needs to be instilled in the character of caring for the environment from an early age; children at school can imitate the teacher's process of teaching the goodness of the environment by implementing a clean and healthy lifestyle program by protecting the environment in the school area (Elmy & Winarso, 2020). The 2013 curriculum requires education in schools to take advantage of the environment as a social studies source. Learning resources are all materials that facilitate a person's process of gaining experience. Good learning resources are used through organized experiences to make solutions with scientific methods and scientific characteristics (Satrianawati, 2018).

The economic activities of Rumah Herbal Alam Lestari, Kampung Herbal can be directed to be a source of learning that is environmentally sound and contextual, as according to Somantri (2001), Social Studies education is integrative between education, social sciences, and other sciences (humanities) about basic human activities presented scientifically, paying attention to pedagogic and psychological aspects for educational purposes (Abbas, 2014). Integration of social studies learning, this environment-based learning resource puts forward the ecological concept in social studies learning from various aspects that can be included in the teaching materials to bring critical ecoliteracy (serious environmental awareness) (Abbas et al., 2019, 2020).

Teachers can bring students to that place or with media such as pictures or videos so that the information provided to students can be understood and can be applied by students in this

learning process; the economic values that are learned can bring out an entrepreneurial spirit in students, this effort is to train the ability of students and make students independent and able to think creatively (Sutrisno et al., 2020). Education as a learning process to reach maturity, both in behavior and everyday life, encourages someone to be a good citizen, aware of how to behave in society (Subiyakto & Mutiani, 2019).

The material on social studies learning economic activities of the Herbal Natural Lestari Herbal Village House is in class VII semester 2, namely material on economic activities (production, distribution, consumption). The researcher conducted an analysis with the VII grade junior high school syllabus adjusted to the content under study:

Table 1. The Relevance of Economic Activities of Natural Herbal Homes Lestari Herbal Village as a Learning Source on Social Studies

Basic competencies	Learning materials	Economic Activities of Natural Herbal Homes Lestari Herbal Village as a Learning Resource on Social Studies
4.2 Analyzing the concept of interaction between humans and space to produce various economic activities (production, distribution, consumption, supply, demand) and interactions between spaces for the sustainability of Indonesia's economic, social, and cultural lives.	Economic activities (production, distribution, consumption)	<ol style="list-style-type: none"> 1. In production activities, home yards and surrounding areas are planted with various types of herbs and plants, they can be sold directly in pots/polybags and can be reprocessed into herbal medicinal preparations such as <i>Simplicia</i>, topical / massage, VCO (virgin coconut oil) 2. During distribution activities, products are sold at Rumah Herbal Alam Lestari, Kampung Herbal, promoted through social media, exhibitions, word of mouth, etc. Delivery can be via motorbike, car, or expedition. 3. In consumption activities, there is social interaction Among buyers and sellers, and buyers usually buy green plants and herbal medicine to increase the body's health needs.

Source: Processed data, (2020).

Based on the explanation of the table above and based on interviews with social studies teachers at SMP PGRI 9 Banjarmasin, Rumah Herbal Alam Lestari, Kampung Herbal can be used as a learning resource on social studies for class VII semester 2 with conformity to essential competencies, Analyzing the concept of interaction between humans and space to produce various economic activities (production, distribution, consumption, supply, demand)

and interactions between spaces for the sustainability of Indonesia's economic, social and cultural life in learning materials for production, distribution, and consumption economic activities. Learning in the 2013 curriculum context is oriented to produce productive, creative, innovative, and effective Indonesians through integrated attitudes, skills, and knowledge (Salim, 1979).

In this process, the teacher can link the concept of economic activity with concrete examples that exist around the students' environment so that in the learning process, not only knowledge develops, an environmentally conscious attitude to protect the earth from pollution and damage through education for sustainable development is the key to preparing (knowledge, expertise, values, and attitudes) of human resource issues that utilize and manage the environment for economic needs (Mutiani, 2017; Syaharuddin & Mutiani, 2020).

It is essential to take advantage of economic activities made as a source of social studies learning as contained in the epistemology of social studies education in social studies education material sources. It is explained that there are two sources of social studies science, namely social sciences and humanities, which are organized for educational purposes. Social studies material contains more information about concepts using local learning resources, namely economic activities in the Herbal Village, which are expected to be a concrete learning resource and make it easier for students to understand the concepts being taught (Muchtar, 2015).

CONCLUSION

Activity Alam Lestari Herbal House consists of 3 parts, namely production, distribution, and consumption. Production, Alam Lestari Herbal Houseself-planting herbal plants either in direct soil, in pots, and polybags, then treated until the herbal plants can be directly sold or harvested then processed into such as VCO, topical drugs, 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, promotion during training, and word of mouth Kampung Herbal products known to the broader community for buyers. You can go directly to Rumah Herbal Alam Lestari or outside the Banjarbaru area can be delivered by Mr. Aan himself or by expedition according to consumer demand.

Herbal plants that consumers have ordered are immediately packaged for distribution to consumers or resellers. Consumption, the reason people choose to use herbal medicine is usually the desire to recover and maintain health with low prices and few side effects. Also, herbal plants can make the environment clean and green. Economic activities at Rumah Herbal Alam Lestari, Kampung Herbal can be used as a source of social studies learning because there

are economic activities of production, distribution, and consumption. This activity can be applied as a source for learning social studies for junior high school in the 2013 curriculum. Teachers can relate this material to their daily lives or provide examples of these economic activities in photos, videos, or study tours to provide additional insight for students.

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