

SYNERGY OF ISLAMIC MEDICINE WITH TRADE AND TECHNOLOGICAL ASPECTS IN THE TRADE OF ISLAMIC HERBAL MEDICINE

Junardi Harahap¹

¹Universitas Padjadjaran

*¹email: junardi@unpad.ac.id

Abstract: Synergy of Islamic medicine, which certainly requires various kinds of herbal medicines specified in Islamic medicine. For the development of Islamic medicine, synergy is needed in the sale of Islamic herbal medicines so that consumers who use herbal medicines can easily get the herbal medicine. And of course, this requires easy trade to get Islamic herbal medicines, which of course also requires convenience in getting these Islamic herbal medicines. And of course, with the development of the digital era now, it is also necessary to sell Islamic herbal medicines using social media to sell these Islamic herbal medicines. The method used is a method with a literature review. The results obtained are that a promotion is needed for the sale of Islamic herbal medicines, which are carried out offline and sold freely in shops, and also sales made by using social media and carried out through digital media to get Islamic herbal medicines. these Islamic herbal medicines so that Islamic herbal medicines become easy and develop in use because they are easy to get. Thus, treatment through Islamic herbal medicines can develop well and can also be easily obtained by the community so that holistic treatment can be felt by the community by using Islamic herbal medicines.

Keywords: Herbal Medicine, Treatment, Islam, Trade, and Social Media

Introduction

Herbal medicine is a treatment that is currently starting to develop well and also provides a very important aspect in society, especially Islamic herbal medicines that have begun to be used and utilized by the community. Islamic medicine itself is a treatment that is increasingly popular today both in Arabia and in the Islamic world (Saad, 2024). Islamic medicine itself has an important role in contemporary clinical medicine practices that exist today (Mayberry, 2022). The golden age of Islam was an era marked by expansion throughout the Middle East, North Africa, Southern and Eastern Europe, and also Central Asia, which was shown by the development of healing practices in an effort to advance science, especially the world of medicine (Fadel & Al-Hendy, 2024). Of course, this is very encouraging because of the rapid development, which has contributed greatly to Islamic herbal medicine. And it is also inseparable from the golden age of Arab Islamic civilization, where the system that greatly influenced human wealth came from medicine for the benefit of society (Saad, 2024).

Literature Review

Herbs are also used for various purposes, one of which is herbal medicine for pregnant women, which, of course, is the scope of herbal medicine for health care (Makombe et al., 2023). From this, of course, we can say that this herbal medicine is widely used for health

and also for other needs, which are certainly very useful for public health both in urban and rural areas, and of course, this gives importance to the existence of herbal medicines in our society and makes them easy to find in their sale. Herbal medicinal plants not only exist in those that are planted but also grow in wild forests, which are necessary to maintain wild medicinal plants in the forest (Manzoor et al. 2023). It can be said that herbal medicinal plants are widely found in the wild and are also widely found planted, and this shows that indeed these herbal medicinal plants are very important and have also existed in the past. So this herbal medicinal plant has become an herbal medicinal plant that is in great demand by the community because its properties make people continue to use it because it is indeed very good for health, and also its holistic nature does not provide major side effects for its users.

Method

What we want to see in this article is related to the sale of Islamic herbal medicines, which are carried out both online and offline, which of course will provide an overview related to the aspects of the sale of herbal medicines for the development of Islamic herbal medicines. The method used is a qualitative method (Moleong, 2018), with a literature review conducted to obtain various references related to the theme taken so that the answers obtained from this article are illustrated.

Results and Discussion

From the literature presented, it is true that herbal medicines are indeed a treatment that has developed since ancient times and has also become a mainstay in the past for natural treatments, and of course, our bodies really need them. The human body has a natural effect so that in treatment it also requires natural things to get good results for the body, and also the human body becomes healthy and not contaminated by chemicals, and that is in herbal medicine. Costa & Sato (2025), today's treatment is not only modern medicine but also traditional medicine that can synergize basically to support the treatment carried out. This means that existing treatments must support each other and also be interdependent between one treatment and another, which, of course, will provide benefits for the healer and also the community in it.

Of course, from this Islamic treatment, it requires a stock of herbal medicines, which then become medicines used by consumers who need Islamic herbal medicines that are sold and used personally or by family. Herbal medicine today has become a favorite in society, where people have made herbal medicine their favorite medicine, even though they have to understand the dosage of the herbal medicine (Roziman et al., 2024). Aspects of herbal medicine that have holistic aspects certainly have a good effect on society because the side effects are so small compared to the effects of drugs derived from chemical drugs. What is more important is that the problem faced is related to the distribution of existing herbal medicines, which then requires income from the beginning of the herbal medicine. Herbal medicine is easy to get, and also to get the medicine is easy and not difficult. So what is needed is a process of convenience in getting the herbal medicine, with many herbal shops selling herbal medicine.

By selling these Islamic herbal medicines anywhere and easily, it makes it easy for consumers to get them and then consume these Islamic herbal medicines. And of course, this makes Islamic herbal medicines a medicine that is commonly used to treat various diseases, and not only that, because Islamic herbal medicine is a medicine that has holistic properties

that make its users naturally healthy. This is the main advantage of Islamic herbal medicine, which then makes its development rapid in sales because of its natural nature. Of course, the sale of herbal medicines, whether they are herbs found in the wild, can provide income for the local community (Mihu et al., 2024). With the ease of getting it, it provides convenience to get these Islamic herbal medicines, and its sales are not only limited to online sales but can also be done with sales based on online sales or through social media and also utilizing technology in it. The use of technology in sales at this time is very important and will also make it easier for consumers to get the desired Islamic herbal medicine. The commercialization of herbal products in sales has actually contributed to the community's economy from the sale of these medicinal plants (Odubo et al. 2024).

Of course, this is very encouraging with the development of online sales platforms, which will then provide synergy between online sales and offline sales in Islamic herbal medicines. So that indirectly there is a promotion of Islamic herbal medicine treatment in society, and of course this will give strength to Islamic medicine to develop further and also be more preferred by the community. This means that it can be said that Islamic medicine with Islamic herbal medicines is a very good treatment in the spread of herbal medicines in society, and indirectly, this is a promotion. Promotion in the world of marketing is important, especially for distributing quality products. Quality products here are Islamic herbal medicines that have been proven to be good and also based on religious teachings in them. And of course, the truth is no longer in doubt because these herbal medicines have proven their efficacy and quality. The sale of Islamic herbs carried out offline is an important thing and has an effect on health promotion. And it has a good effect on health promotion and also provides goodness for existing Islamic herbal medicines, which of course will provide various benefits in the development of herbal medicines that will bring advantages to Islamic herbal medicines. Where offline sales or in the market require good regulations in the management of the sale of these herbal medicines (Chebii et al., 2020), the trade aspect is indeed a very important aspect in bringing promotions of Islamic herbal medicines, and this has made it in the world of trade that the promotion of herbal medicines is very important.

Promotions carried out through sales with the presence of shops are also something important in developing and providing many herbal medicines that can be purchased by the public. Traditional medicines actually play a very important role in public health (Janes, 1999). And of course, trade carried out through social media or through social media platforms is something important today because people who can access this platform are certainly very large so that the promotion of bringing Islamic herbal medicine in the world of trade can also be advanced. It is known that existing trade is a trade that always has an important effect on trade carried out through social media, and it has also been proven that many trades that were previously small with the effect of making sales through social media can be widely known so that their products are known by the wider community. The need for transformation in online sales or platforms is something that must be done to provide good and productive sales (Almeman, 2024). So that existing sales become easy with the existence of an online platform in sales in our society and this is important for the development of existing products to be easy to sell. This is what is done in the development of herbal medicines, which are not only carried out for sales that are carried out offline but also via social media. Synergy in sales, both offline sales and social media that use technology platforms, is certainly very good for developing maximum results in these sales.

Conclusion

The conclusion is that the synergy carried out in the world of trade is a sales strategy for Islamic herbal products carried out through online sales through social media platforms and also through offline trade. With sales through these two things, a promotion can be obtained in Islamic herbal medicines that will be easily obtained by the public with sales both offline and also sales via social media. Today is a digital era so that all sales made through social media can be enjoyed and can also be obtained easily by the public. With just a click from social media on your cellphone, it is very easy to get Islamic herbal products that can be used to obtain the desired health. And one of the adjectives that makes consumers really like this treatment is the nature of this treatment that gives you endurance and health simultaneously and in harmony in the world of medicine. The herbal world is a world that introduces medicines that provide answers to natural health, and that is indeed what has been done by traditional communities in the past and then becomes a habit and also an activity in medicine that, of course, must be carried out continuously to achieve the desired health. And of course this also has a good effect on health and also goodness for the community because indeed some of these herbs can be easily obtained through sales that are carried out offline and also online, which will certainly be beneficial for the wider community.

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