

# Dinamika Arena Jamu Indonesia: respons Koperasi Jamu Indonesia terhadap peng-ilmiahan jamu = The dynamics of field in the Indonesian Herbal Medicine: response of the Indonesian Herbal Medicine Cooperative (KOJAI) to `Saintifikasi Jamu`

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## Abstrak

Tesis ini merupakan bagian dari riset tentang the sociology of markets of Indonesian traditional medicine (jamu) (Hardjosoekarto et al, forthcoming), khususnya yang menyajikan laporan awal tentang dinamika pasar obat tradisional di Indonesia dengan menggunakan konsep market field dari Jense Beckert, yang menekankan interelasi tiga social forces yaitu institutions, networks dan cognitive frames. Studi ini fokus pada respons Koperasi Jamu Indonesia (KOJAI) terhadap peng-ilmiahan Jamu yang dimulai sejak tahun 2007. Social Network Analysis diterapkan untuk mengukur perubahan KOJAI networks, baik pada level makro maupun pada level meso. Ekplorasi kualitatif perubahan dua KOJAI social forces lainnya, yaitu institutions dan cognitive frames dilakukan pada level meso. Riset ini menyajikan bukti berlakunya Beckert's social grid model dengan pengayaan beberapa novelties. Pertama, dinamika interelasi tiga social forces itu dapat terjadi di level meso yaitu pada level KOJAI as organizational field. Kedua, stabilitas dan perubahan organizational field itu dapat terjadi karena adanya dinamika internal di dalam organisasi itu sendiri, tetapi dapat juga berlangsung karena adanya perubahan external seperti perubahan institutional rules pada tingkat makro. Ketiga, riset ini juga menyajikan aplikasi Social Network Analysis untuk mengukur network as a market forces, sebuah pengukuran market field yang tidak dilakukan oleh Beckert. Hasil penelitian menunjukkan bahwa, jamu kurang berkembang karena, banyak regulasi yang memperkecil pengaruh dari aktor bisnis, baik itu pelaku usaha jamu maupun petani dalam mendapatkan dominasi nya di market field. Dominasi market field lebih banyak dilakukan oleh aktor dari Pemerintah, namun tetap belum memberikan hasil signifikan dalam pengembangan jamu. Oleh sebab itu, perlu adanya penguatan untuk para pelaku usaha industri yang memiliki keterbatasan modal dalam merealisasikan pemenuhan CPOTB. Sebagai strategi efektif, penelitian ini memberikan saran untuk memobilisasi cognitive frame bahwa proses produksi jamu tidak bisa disamakan dengan proses produksi obat kimia melalui konstruksi pada sisi institusional dan network struktur berdasarkan dari pemikiran Beckert (2010).

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This thesis is a part of research on the sociology of markets of Indonesian traditional medicine (jamu) (Hardjosoekarto et al, forthcoming), specifically which presents a preliminary report on the dynamics of the traditional medicine market in Indonesia by using the market field concept from Jense Beckert, which emphasizes the interrelation of three social forces namely institutions, networks and cognitive frames. This study focuses on the response of the Indonesian Herbal Cooperative (KOJAI) to the knowledge of herbal medicine that began in 2007. Social Network Analysis is applied to measure changes in KOJAI networks, both at the macro level and at the meso level. Qualitative exploration of changes in two other KOJAI social forces, namely institutions and cognitive frames is carried out at the meso level. This research presents evidence of the validity of Beckert's social grid model with the enrichment of several novelties. First, the dynamics of the interrelation of the three social forces can occur at the meso level, namely at the KOJAI as

organizational field level. Second, stability and organizational field changes can occur due to internal dynamics within the organization itself, but can also take place due to external changes such as changes in institutional rules at the macro level. Third, this research also presents a Social Network Analysis application to measure network as a market forces, a measurement of market fields that Beckert did not do. The results showed that, herbal medicine was underdeveloped because, there were many regulations that reduced the influence of Business actors, both herbal and farmer entrepreneurs in getting their dominance in the market field. Market field domination is mostly done by actors from the Government, but still does not provide significant results in the development of herbal medicine. Therefore, it is necessary to strengthen for industrial businesses that have limited capital in realizing the fulfillment of CPOTB. As an effective strategy, this study provides suggestions for mobilizing cognitive frames that the process of herbal medicine production cannot be equated with the process of producing chemical drugs through construction on the institutional and network structures based on the thought of Beckert (2010).