



Branding Management of Sido Muncul Product (Case Study of Tolak Angin) and Its Implications for The Indonesian Healthcare Industry

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Abstract

This study aims to analyze the management branding of Sido Muncul products, especially the Tolak Angin product, in relation to the broader pharmaceutical industry in Indonesia. This research utilizes a systematic literature review (SLR) as a qualitative approach, supported by tools such as Publish or Perish, PRISMA, and Covidence software to collect, filter, and evaluate relevant academic sources. Additionally, a science mapping review serves as the quantitative approach, using Mendeley and VOSviewer software to visualize bibliometric data and research trends. Tolak Angin exemplifies effective brand management by successfully positioning itself as a trusted natural remedy within Indonesia's competitive health landscape. The product's strong market presence reflects strategic branding, consumer trust, and cultural relevance. The implications of Tolak Angin's brand management go beyond individual success; it catalyzes broader shifts in Indonesia's healthcare industry. As consumers increasingly prefer natural and holistic alternatives to synthetic drugs, Tolak Angin inspires other pharmaceutical companies to innovate and develop herbal-based remedies.

Manajemen Branding “Tolak Angin” dan Implikasinya Bagi Industri Kesehatan Indonesia

Abstrak

Penelitian ini bertujuan untuk menganalisis manajemen branding produk Sido Muncul, khususnya produk Tolak Angin, dalam kaitannya dengan industri farmasi yang lebih luas di Indonesia. Penelitian ini menggunakan metode systematic literature review (SLR) sebagai pendekatan kualitatif, yang didukung oleh alat seperti Publish or Perish, PRISMA, dan perangkat lunak Covidence untuk mengumpulkan, menyaring, dan mengevaluasi sumber akademik yang relevan. Selain itu, pendekatan kuantitatif dilakukan melalui science mapping review dengan bantuan perangkat lunak Mendeley dan VOSviewer untuk memvisualisasikan data bibliometrik dan tren penelitian. Tolak Angin menjadi contoh manajemen merek yang efektif dengan berhasil memosisikan dirinya sebagai obat alami yang dipercaya di tengah persaingan industri kesehatan Indonesia. Kehadiran produk ini yang kuat di pasar mencerminkan strategi branding yang tepat, kepercayaan konsumen, dan relevansi budaya. Implikasi dari manajemen merek Tolak Angin melampaui kesuksesan individu; produk ini mendorong perubahan yang lebih luas dalam industri kesehatan Indonesia. Seiring meningkatnya preferensi konsumen terhadap pengobatan alami dan holistik, Tolak Angin menginspirasi perusahaan farmasi lain untuk berinovasi dan mengembangkan obat herbal.

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INTRODUCTION

As an archipelago with an area of 1.3% of the earth's surface, Indonesia is one of the 12 centers of biodiversity (Mas-yhari, 2013). In Indonesia, there are approximately 28,000 species of plants, of which 7500 species of medicinal plants, or 10% of the number of medicinal plants in the world. These medicinal plants are then formulated by the Indonesian people into a herbal medicine recipe. Where herbal medicine is one type of natural medicine to overcome health problems. Tolak Angin is an herbal medicine originating from Indonesia, has brought local wisdom in its business of formulating traditional herbal medicine that has been passed down from generation to generation to maintain its quality. In its development, it maintains the authenticity of herbal recipes, but Tolak Angin still adapts to the times to become a modern herbal medicine. Standardized and produced in a GMP (Good Manufacturing Process) standard factory.

Branding plays a critical role in Sido Muncul's success, particularly in positioning Tolak Angin as a leading herbal medicine in Indonesia. For the company, strong branding enhances market differentiation, builds consumer trust, and sustains long-term business growth amid increasing competition in the healthcare industry. In Indonesia's healthcare sector, where consumer trust and product credibility are essential, branding serves as a key factor in shaping purchasing decisions and fostering customer loyalty. Tolak Angin's branding strategy, which combines traditional herbal medicine with modern marketing approaches, has not only strengthened its market presence but also contributed to the broader acceptance of herbal remedies in Indonesia's healthcare system. As the industry evolves, effective branding management remains crucial for maintaining competitiveness, navigating

regulatory challenges, and expanding the reach of herbal healthcare solutions.

By using the tagline "Smart People Drink Tolak Angin" as its main positioning, it can change the perception of the wider community, from previously perceiving that herbal medicine is only consumed by traditional people, to herbal medicine that is feasible and good for consumption by modern people and is practical, safe, affordable. The tagline also expresses that no one is stupid, everyone is smart in their calling in life or their respective fields so that people are more careful in choosing a product to consume.

The development of Tolak Angin is also reflected in sales which continued to increase throughout the first semester of 2024. PT Industri Jamu dan Farmasi Sido Muncul Tbk (SIDO) recorded that the company's net profit grew 35.79% in the first semester of 2024 to Rp608.49 billion, compared to the same period the previous year of Rp448.1 billion. The increase in the company's net profit was driven by the growth of the company's sales in the first semester of 2024 by 14.68% to Rp1.89 trillion, compared to the same period the previous year of Rp1.65 trillion. The company's margin was also recorded to have increased as of June 2024 to 58.19%, up from 53.06% as of June 2023.

Looking at the sales breakdown, all sales segments experienced an increase. The largest contribution to Sido Muncul's sales is in herbal medicine and supplement products (one of which is Tolak Angin) which reached 59%, followed by food and beverages at 38%, and the remaining 3% by pharmaceuticals. So it can be said that the sales of Tolak Angin also contributed greatly to the sales of Sido Muncul products.

Tolak Angin plays an important role in Indonesia's pharmaceutical industry, as a prime example of traditional herbal medicine adapted for modern use. As a

well-known herbal remedy, Tolak Angin has gained popularity for its efficacy in alleviating common ailments such as colds, flu, and digestive problems. The product is formulated with a blend of natural ingredients, including ginger, which is revered for its anti-inflammatory and anti-nausea properties. This blend not only highlights Indonesia's rich biodiversity but also capitalizes on the growing global interest in natural and alternative medicine. The product has penetrated the markets of Malaysia, Singapore, Brunei, Australia, South Korea, Nigeria, Algeria, Hong Kong, USA, Saudi Arabia, Mongolia and Russia. The sale of Tolak Angin to all corners of the world is also recorded in its export development. Sido Muncul's export sales are also recorded to increase every year, even in the first semester of 2024 the contribution of export sales was recorded to be 8%, this figure increased from the full year 2023 to 5.8%. The contribution of export sales of Sido Muncul products recorded growth from year to year. This is reflected in the increase in export sales from 2020 to the first semester of 2024.

By successfully marketing Tolak Angin as a safe and effective solution to everyday health problems, the brand has fostered consumer trust and loyalty, leading to increased sales and market penetration. Simon and Miharni (2018) examined the factors that influence Tolak Angin customer loyalty with 231 respondents who consumed Tolak Angin within six months. In his research, it is known that branding management is very influential on Tolak Angin customer loyalty. Branding management in the study is Brand Awareness and Brand Trust has a positive influence on Tolak Angin customer loyalty. Brand awareness is the ability of customers to recall and recognize a brand, shown in their ability to identify the brand in a variety of different conditions and can link brand names, logos, symbols to certain as-

sociations in memory. Simon and Miharni (2018) say that Brand Awareness Tolak Angin has a high value with an average Likert scale questionnaire value of 4.21. A total of 231 respondents in his study could easily remember the Tolak Angin brand. This means that Tolak Angin products are indeed quite popular compared to other brands. This is in line with statistical data from the global marketing research firm NielsenIQ (2024) which shows that Tolak Angin controls an average.

In addition, the success of Tolak Angin has encouraged other local pharmaceutical companies to explore and develop herbal products, thus boosting the sector as a whole (Adina, 2015; Akoglu, 2022; Agu, 2024; Ahmadi, 2024). The increased development of herbal products not only supports economic growth, but also promotes sustainable practices, as many of the herbal ingredients are sourced from local farmers, contributing to rural development. The integration of traditional knowledge with modern pharmaceutical practices shows how Tolak Angin is not just a product, but an important player in promoting Indonesia's cultural heritage while meeting contemporary health needs. This dual focus on tradition and innovation positions Tolak Angin as a prominent figure in the Indonesian pharmaceutical landscape, driving consumer interest and industry growth.

This article offers some new insights into the relationship between traditional medicine and modern brand practices. One of the key novelties is the exploration of how Tolak Angin successfully integrates cultural heritage into its brand strategy. Unlike many health products that rely solely on scientific validation, Tolak Angin taps into its traditional roots to foster trust and authenticity. This approach highlights a unique marketing strategy that blends cultural identity with consumers' health needs, demonstrating the potential for tra-

ditional medicine to coexist with modern health trends. In addition, this research contributes to the understanding of community engagement in brands. This research examines how Tolak Angin utilizes storytelling and customer testimonials to create an emotional connection with consumers. This focus on narrative-driven brands is relatively under-explored in the context of the Indonesian healthcare industry, which offers a new perspective on how emotional brands can increase consumer loyalty and brand recognition.

Tolak Angin has various challenges in the health industry, including tight competition with modern pharmaceutical products and other herbal brands that continue to innovate. Changes in consumer preferences, especially the younger generation who prefer supplements based on modern technology, are also a challenge in maintaining customer loyalty. In addition, expansion into the global market faces regulatory constraints and differences in perceptions of herbal products in various countries. Strict regulations in the health industry also limit claims of product benefits, thus requiring a more effective and research-based branding strategy. On the other hand, the sustainability trend requires Tolak Angin to implement environmentally friendly innovations to remain relevant in a market that is increasingly concerned about sustainability issues.

The implications of this study are important for marketers and healthcare practitioners in Indonesia. For marketers, the findings underscore the importance of aligning brand strategy with cultural values and community engagement. Brands in the healthcare sector can learn from the Tolak Angin model, recognizing that building trust and emotional connections can lead to stronger consumer loyalty and market differentiation. This article suggests that the success of Tolak Angin may catalyze a broader discussion within the

Indonesian healthcare industry regarding the integration of traditional medicine into mainstream practice. This could lead to the development of regulations that promote the standardization and safety of herbal products, ultimately benefiting both consumers and producers. By showcasing a successful model of branding and consumer engagement, this research contributes to a broader conversation about the future of health and wellness in Indonesia.

This study has objective to analyze the Management Branding of Tolak Angin for its role in Pharmaceutical Industry in Indonesia using SLR approach.

METHOD

This research method is using systematic literature review. A systematic literature review refers to a method, process, or protocol in which a body of literature is collected, reviewed, and assessed, using predefined and standardized methods (Rozi, 2020). In this process, as a means of minimizing bias, rationale, hypotheses, and data collection methods are prepared in advance, and then consulted to guide the research process (Budianto et al., 2023). The aims in SLR method is to identify and summarize the previous literature in line with the problem (Keller, 2016; Mukred et al., 2024, Putra et al., 2024).

This review study uses a mixed methods approach, SLR is part of the qualitative approach, while science mapping is part of the quantitative approach, that can be divided into 6 steps to summarize the research on management branding of Tolak Angin for the pharmaceutical industry in Indonesia. This approach includes a systematic literature review (qualitative approach) with the help of Publish or Perish, PRISMA and Covidence software and a science mapping review (quantitative approach) in sequence, to synthesize and analyze the available literature on a

subject using Mendeley and VOSviewer software (Jiang et al., 2024).

PRISMA guidelines were followed to conduct the systematic literature review of this study (Shi, 2024). The PRISMA methodology can improve the reporting of systematic literature reviews and meta-analyses, and produce more transparent, complete, and accurate systematic reviews (Jiang et al., 2024). On top of other relevant methodologies, systematic literature reviews based on PRISMA guidelines can improve and advance research methods for identifying, selecting, assessing, and synthesizing research (Triandini et al., 2019). PRISMA outlines the steps for identifying documents in a systematic literature review, which are: identification, screening, eligibility, article inclusion, data extraction, and quality assessment. To calculate how many articles were eliminated as inappropriate, Coovidence software was used. The selection of articles requires several assessments. The following article assessment in Table 1 is carried out:

Science maps are visual representations of the structure and dynamics of scholarly knowledge. They aim to show how fields, disciplines, journals, scientists, publications, and scientific terms relate to each other. (Jiang et al., 2024).

The scientometric analysis was using VOSviewer. One of the main advantages of using VOSviewer is its ability to enhance understanding of the relationships between elements in the datasets. By presenting data in clear and comprehensive visualizations, VOSviewer allows to see and understand patterns that may be hidden in the data (Mukred, 2024). A total of 113 journal articles and related data were extracted, evaluated for quality, and entered into VOSviewer. In addition, the data indexed in VOSviewer were visualized, and the results were presented in the form of keyword co-occurrence analysis and co-cited document analysis (Putra, 2024).

Publish or Perish software was used to collect articles in 2014-2024 about Tolak Angin branding management. Using the software, we identified 1,000 articles as part of the article database, including 100 registered articles. These articles were indexed in Scopus, Web of Science (WoS), and Google Scholar. After collection, the articles were screened and sorted using Covidence software. Based on the results at the identification stage, the duplicated articles amounted to 450 articles, which did not meet the requirements as many as 130 articles. At the screening stage, 440 articles remained, where there were 130

Table 1. Articles Assessment

No	Assessment
1	Are goals and objectives clearly stated?
2	Is the reporting logical and coherent?
3	Are the proposed techniques well described?
4	Is the research methodology used appropriate to the objectives?
5	Are data collection methods adequately described?
6	Are explanations and conclusions data-dependent?
7	Is there a real and substantial contribution to knowledge?
8	Are the aims and objectives met?
9	Is the research process well documented?
10	Is the research reproducible?

Sources : (Jiang et al., 2024)

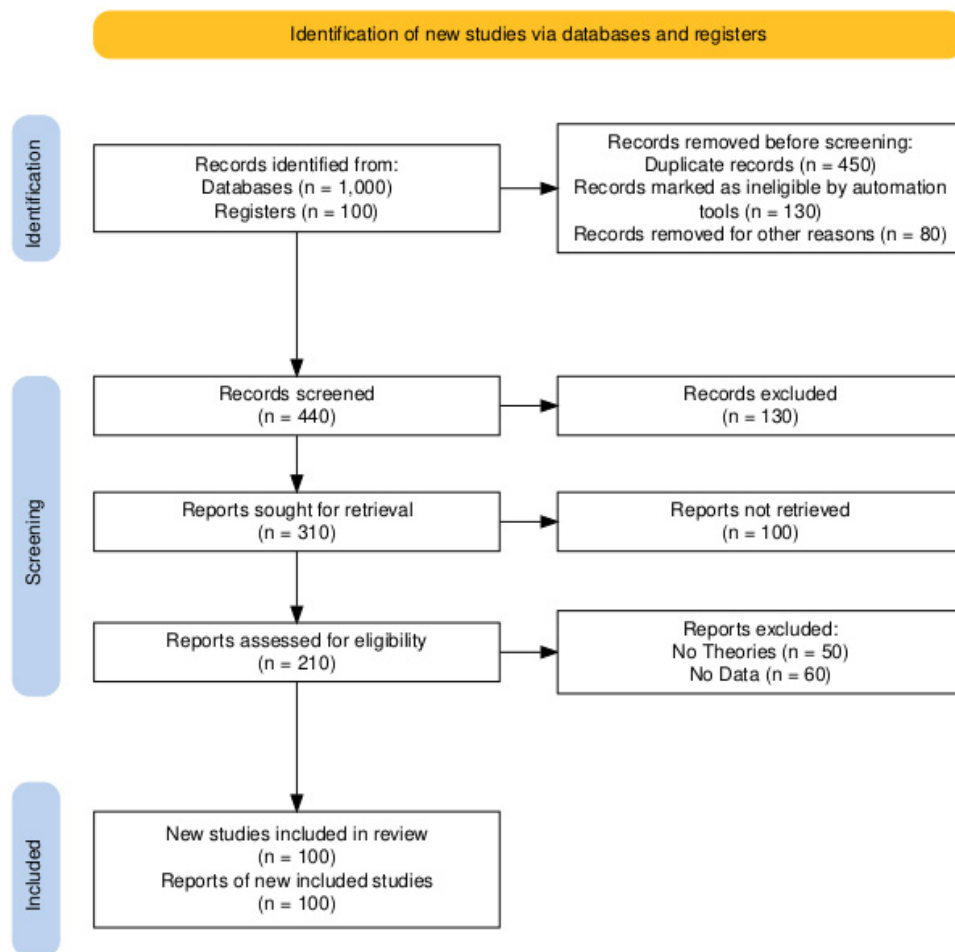


Figure 1. Research PRISMA Diagram
Sources : Data Processed, 2024

articles excluded because there was no abstract; articles that were not taken due to lack of bibliography were 100 articles; articles with no theory were 50 articles; articles with no data were 60 articles. So that the total articles used as a literature review in this study amounted to 100 articles; consisting of 80 Scopus articles, 15 WOS articles, consisting of 80 Scopus articles, 15 WOS articles, and 5 articles from Google Scholar.

After knowing the quality of the articles used, the next analysis is quantitative analysis with the science mapping review method using Mendeley and VOSviewer software. The articles that have been collected are exported through Mendeley in

the form of RIS-Research Information System and then uploaded to VOSviewer. VOSviewer is used to build and visualize bibliometric networks in the form of relationship maps between various items in a collection of scientific literature, such as authors, publications, journals, and keywords (Triandini, 2019). Co-word maps that analyze documents, based on the frequency of occurrence of keywords in the document under study, are the basis for co-occurrence mapping which displays a network of various important or unique terms in an article (Putra, 2024).

In the VOSviewer analysis, there are four variable clusters with eight items which can be seen in the table 2 :

Table 2. Variable Clustering

Cluster	Item	Occurrences	Total Link Strength
1	Brand Experience	5	7
	Brand Loyalty	12	18
	Brand Trust	6	5
2	Brand Management	5	6
	Branding	9	11
3	Brand Equity	10	15
	Brand Reputation	9	3
4	Brand Image	6	9

Sources : Data Processed, 2024

RESULT AND DISCUSSION

A product brand can be defined as any term that can identify a product and differentiate it between sellers (Adina, 2015; Ertimur, 2015; Fritz et al., 2017; Atulkar, 2020; Cambier and Poncin, 2020; Dwivedi et al., 2021; Akoglu, 2022; Bae, 2023). A brand must have inherent philosophical values such as design, symbols, and names, whatever the reason for the birth of the product. A brand has a meaning not only as an introduction to something to others but also describes a Perseverance, how far the belief is about Enduring Relevance, whether the brand is able to inspire (capacity to inspire), and how far the brand changes a person's behavior (provide direction) (Bairrada et al., 2018; Brown et al., 1985; Cheng et al., 2023; Choi and Burnham, 2020; Dolbec dan Chebat, 2013).

Brand loyalty and brand equity are the most analyzed variables in the literature we use. Brand Loyalty Simamora (2001), states that brand loyalty is a measure of customer closeness to a brand. While brand loyalty greatly influences customer vulnerability from competitor attacks, this is very important and closely related to the company's future performance. According to Aaker (2014), Brand Equity is a set of brand assets and

liabilities related to a brand, its name and symbol, which add to or reduce the value provided by a good or service to a company or the company's customers. Then, the definition of brand equity according to Tjiptono (2014) is a series of brand assets and liabilities related to a brand, its name, and its symbol, which add or reduce the value given by a product or service to the company and/or the company's customers. Tjiptono (2014). According to Supranto and Limakrisna (2011) The definition of brand equity according to Supranto and Limakrisna is the value determined by consumers on a brand above and beyond the functional characteristics/attributes of the product. The definition of brand equity according to Kotler and Keller is the added value given to products and services. Brand equity can be reflected in the way consumers think, feel and act in relation to the brand, as well as the price, market share and profitability that the brand provides to the company. Kotler and Keller (2009).

Strong brands go beyond product attributes and distinguish brand associations such as, organizational associations, brand personality, symbols, emotional benefits, self-expressive benefits (Olsson and Sandru, 2006). Hankinson and Cowking (1993) describe brand development and maintenance of strong brands in a five-step model called "The branding cycle"

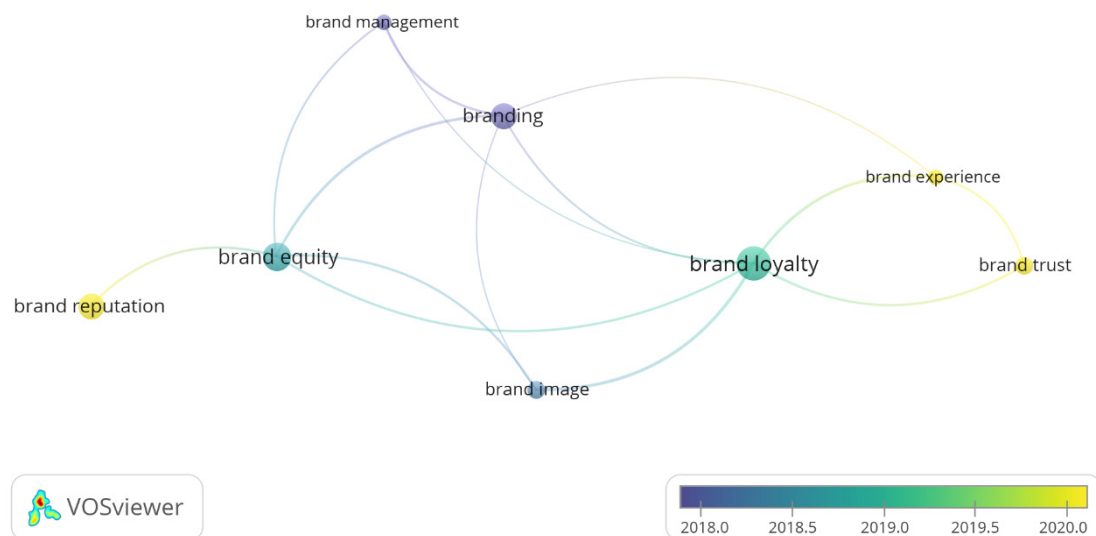


Figure 2. Visualization of the Most Common Words Obtained from Research Data
Sources : Data Processed, 2024

(see Figure 5.). The steps of the branding cycle contain; research, brand proposition, marketing mix, communication and consumer triggers.

The concept of wind resistance, meaning “warding off the wind,” embodies a wealth of philosophical values that intersect with cultural beliefs and practical applications in health. At its core, tolak angin serves as a symbol of protection, reflecting a deep understanding of the human experience in relation to the environment. This practice, rooted in Indonesian tradition, signifies a balance between the body and nature, illustrating how individuals seek harmony amidst external chaos (Huang and Guo, 2021; Hwang et al., 2021; Jalleh et al., 2002; Khoirunnisa and Winoto, 2022; Kovalchuk, 2021). Tolak angin product designs often feature natural ingredients, emphasizing a philosophy that values holistic well-being and the interconnectedness of life.

One of the key philosophical values inherent in the symbol of the wind chime is the idea of resilience (Faircloth et al. 2001; Beverland et al., 2010; Bilgin, 2018; Boisen et al., 2018; Essamri et al, 2019; Foroudi, 2019; Mahmood, 2020). The act of using a windchime signifies a proactive approach to health, where individuals take responsibility for their well-being by using natural remedies. This empowerment reflects a broader existential principle: the capacity to face challenges and adapt to changing circumstances (Mangan and Collins, 2002; Fuchs and Diamantopoulos, 2010; Malmelin and Moisander, 2014; Rossiter, 2014; Popp and Woratchek, 2017). The symbolic act of “warding off” discomfort or illness implies that one can influence their health destiny through careful choices, which is in line with a philosophy that advocates individual agency and personal growth (Yoo ad MacInnis, 2005; Schallen et al., 2014; Sasmita and

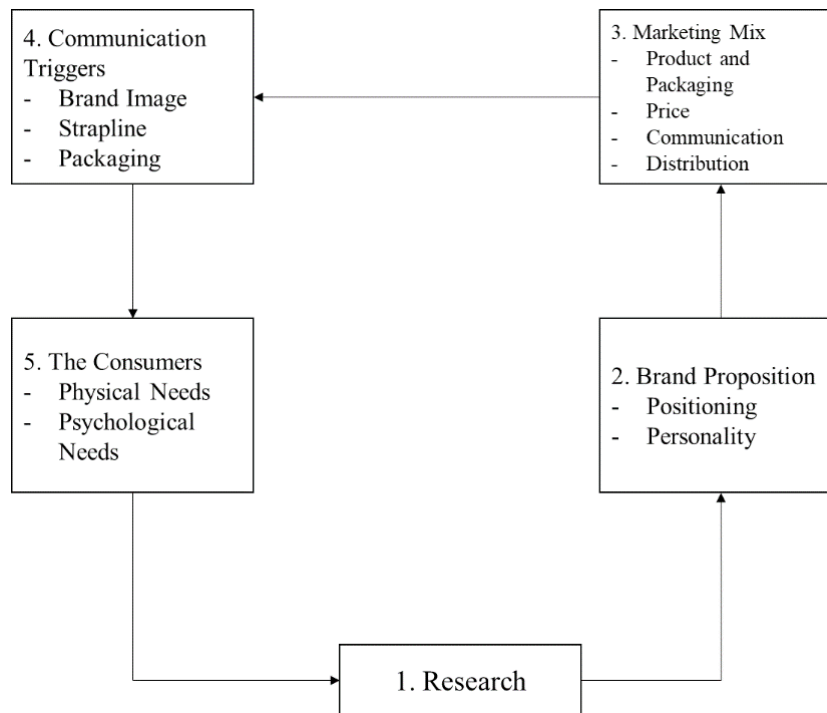


Figure 3. The Branding Cycle
Sources : Hankinson & Cowking (1993)

Mohd, 2015; Rauschnabel et al., 2016; Zenker et al., 2017; Tuskej and Podnar, 2018; Verbeka, 2020; Whan et al., 2010; Yohana et al., 2020).

In addition, the design of wind resist products often incorporates elements that evoke a sense of tradition and cultural heritage. This connection to ancestral wisdom emphasizes the importance of collective knowledge in shaping identity (Romaniuk, 2001; Ngo, 2020; Razak et al., 2020; Budiman, 2021; Mu and Zhang, 2021; Wowling et al., 2022). By utilizing locally sourced ingredients and time-honored practices, Tolak Angin serve as a reminder of the value of cultural continuity and the lessons embedded in shared experiences. This connection fosters a sense of belonging and reinforces the idea that personal health is inextricably linked to community well-being, which echoes a philosophy that prioritizes communal support and shared care (Tritama and Tarigan, 2016;

Switala et al., 2018; Tursunbayeva et al., 2018; Wang et al., 2021; Parris and Guzman, 2023; Tohir et al., 2023; Vuong and Bui, 2023).

Furthermore, the aesthetic elements of the wind resist-often characterized by bright colors and organic shapes-speak to the philosophical value of beauty in functional design. These design principles align with ideas from various philosophical traditions, such as those that celebrate the harmony of form and function (Paul, 2019; Shtovba et al., 2020; Swaminathan et al., 2020; Patty et al., 2023;). The visual appeal of wind repellent products enhances the user experience, creating a sense of comfort and calm (Iglesias et al., 2020; Mekhail et al., 2021; Naveen et al., 2021;). These aesthetic considerations reflect the belief that well-being is not only about physical health but also includes emotional and spiritual dimensions, advocating a comprehensive approach to healing.

Enduring Relevance (ER) implies that brands are not built in a short time (Nannan and Juho, 2020). The long journey of a brand and product provides valuable lessons about the meaning of failure in every attempt to penetrate the competition (Harsandaldeep et al., 2020; Lamberto et al., 2020; Ming et al., 2020; Raed et al., 2020). It takes tenacity and persistence for a brand to survive and last (Shampy et al., 2017; Islam et al., 2018; Pedro et al., 2018; Hakjun et al., 2019). Hard work and sacrifice color every long journey of a brand and when in the future a brand becomes famous and big and firmly embedded (brand in mind) in the minds of consumers it is a reward for all forms of sacrifice in the past in raising the brand (Rather, 2017; Markovic et al., 2018; Ebrahim, 2019).

Capacity to Inspire (CI) or the brand provides the capacity to inspire (Feifei et al., 2017; Nick et al., 2017; Paul et al., 2017). Inspiration from a brand provides its own psychological meaning for its users (Bruno et al., 2016; Bagozzi et al., 2017; Huang, 2017). Provide Direction or meaningfully means that a brand is able to direct a person's behavior psychologically, normatively and emotionally (Anil et al., 2016; So et al., 2016). Being different is much more important than just being better (Alaa et al., 2016; Barger and Schultz, 2016; Leckie et al., 2016; Munyaradzi et al., 2016). This is the underlying reason why innovation is growing and enveloping all lines in the concept of management. Both innovation in products, especially innovation in the form of services and branding strategies Kandampully et al., 2015).

Tolak Angin has gone through a remarkable journey in establishing itself as a relevant and inspiring brand in the traditional medicine landscape. Originating from Indonesia, the brand emerged in response to a cultural need for natural remedies for common ailments, particularly in a society

that highly values holistic health practices. Its commitment to using natural ingredients is not only in line with traditional beliefs but also aligns with contemporary trends that favor organic and sustainable products. By integrating these practices into its identity, Tolak Angin has managed to bridge the gap between ancient wisdom and modern health consciousness, ensuring its relevance across generations. This adaptability allows it to maintain a loyal customer base while attracting new users seeking natural alternatives in an increasingly health-conscious market.

As Tolak Angin evolved, it leveraged the power of storytelling to inspire and connect with its audience. The brand's narrative often revolves around themes of resilience, community and the importance of well-being, reflecting broader social values. By positioning itself not only as a medicine but also as a companion in life's journey, Tolak Angin has cultivated a strong emotional bond with consumers. This storytelling approach goes beyond product marketing; it invites customers to share their experiences, creating a sense of belonging and community around the brand. Such engagement transforms Tolak Angin from a mere product into a cultural phenomenon, empowering individuals to live their health journey while celebrating the collective wisdom of their heritage.

In addition, Tolak Angin's commitment to innovation has played an important role in its enduring relevance. The brand continues to evolve its offerings, developing new products that meet the changing needs of consumers while remaining true to its core values. By investing in research and development, Tolak Angin has ensured that its remedies remain effective and attractive in a competitive market. This proactive approach has not only improved its product line but also strengthened the brand's image as a leader in natural health. By blending tradition with

modernity, Tolak Angin inspires trust and loyalty among its customers, proving that a brand can honor its roots while adapting to the future. Through this strategic initiative, Tolak Angin not only strengthens its position in the market but also becomes a timeless source of inspiration for individuals looking to regain their health through natural means.

The ultimate goal of branding management is to achieve brand performance by increasing consumer loyalty and repeat purchases. Branding management is intended to create a good perception from consumers so that it causes repeat purchase decisions. A brand is a form of representation of the form of product perception and experience when using the product. So that brand image is also closely related to consumer attitudes as seen from brand beliefs and preferences. If the brand image is considered positive, it will attract consumers to buy. Ultimately, brand image will create a perception of the product.

Tolak Angin exemplifies effective brand management by successfully positioning itself as a trusted natural remedy in Indonesia's health landscape. The brand has tapped into its cultural roots, promoting traditional herbal remedies that are not only effective but also a symbol of national identity. This strategic alignment with local beliefs fosters a strong connection with consumers, who see Tolak Angin as more than just a product—it is a representation of their heritage. By emphasizing the use of natural ingredients and traditional practices, the brand reinforces consumer trust, which is important in the healthcare industry, where credibility is paramount.

In addition, Tolak Angin's brand strategy highlights the importance of storytelling and community engagement. By sharing testimonials and personal experiences, the brand creates an emotional bond with its audience. This approach not

only increases brand loyalty but also encourages the spread of positive word-of-mouth, which is particularly valuable in a market where personal recommendations hold significant weight. The brand's presence on social media and its participation in various public health initiatives further amplifies its reach and impact, positioning Tolak Angin as a thought leader in natural health. This engagement model sets a benchmark for other brands in the Indonesian wellness industry, emphasizing the importance of building relationships with consumers, rather than simply focusing on transactions.

Tolak Angin branding management is a catalyst in the Indonesian health industry. Increasingly, people are looking for more natural and holistic alternatives to conventional medicine. This will push herbal medicine into the most sought-after health practices in society. This will pave the way for standardization and safety of herbal products. So it can be understood that Tolak Angin branding management not only strengthens its position in the market, but can also influence the direction of the entire health care industry in Indonesia and become a pioneer of Indonesian herbal products.

CONCLUSION AND RECOMMENDATION

The success of Tolak Angin branding management has succeeded in making Tolak Angin a herbal product in natural medicine that is trusted in the Indonesian health landscape. Tolak Angin utilizes Indonesian culture and promotes effective herbal medicine and becomes a symbol of national identity. The alignment of this strategy fosters local trust, thus creating a loyal consumer relationship. Inspiration from a Tolak Angin's brand provides its own psychological meaning for its users. Provide Direction or meaningfully means that a brand is able to direct a person's

behavior psychologically, normatively and emotionally. Increasingly, people are looking for more natural and holistic alternatives to conventional medicine. This will push herbal medicine into the most sought-after health practices in society.

Sido Muncul needs to strengthen its Tolak Angin branding strategy through product innovation, digital marketing, and international expansion, as well as educate consumers about the benefits of herbs in the health industry. Academically, further research can focus on the effectiveness of digital branding, herbal product regulation, and the integration of sustainability and green innovation in the modern herbal medicine industry.

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