

## THE INFLUENCE OF KNOWLEDGE, PERCEPTION, AND SOCIAL MEDIA ON THE CONSUMPTION INTEREST OF TRADITIONAL HERBAL MEDICINE AMONG GENERATION Z IN INDONESIA: A SYSTEMATIC LITERATURE REVIEW

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### Abstract

*This study aims to examine the influence of knowledge, perception, social media, and novelty seeking behavior on the consumption interest in traditional herbal medicine (jamu) among Generation Z in Indonesia, utilizing a Systematic Literature Review (SLR) approach. Thirty-two scientific articles, published between 2020 and 2025 and indexed in reputable databases (Scopus, Web of Science, Google Scholar, and others), were systematically reviewed. The findings reveal that knowledge of jamu benefits, perceptions regarding its safety and effectiveness, exposure to promotional content via social media, and the tendency for novelty seeking—the motivation of Generation Z to seek and try new, unique, and innovative products—hold significant influence over jamu consumption interest. Furthermore, product innovation and digital marketing strategies are proven effective in attracting Generation Z, which demonstrates a strong preference for novelty and contemporary trends. The study recommends strengthening public education, developing products that are adaptive to the preferences and novelty-seeking tendencies of young consumers, and optimizing social media as a strategic channel for promoting modern and relevant traditional herbal medicine.*

**Keywords:** Generation Z, Traditional Herbal Medicine, Consumption Interest, Knowledge, Social Media

### Introduction

Jamu is part of Indonesia's cultural heritage (Laily, 2018) that has been used for generations as a health beverage (Siswanto, 2012) and traditional medicine (Siswanto, 2018). However, along with the passage of time (Shanthi et al., 2014; Alipin, 2023; Triratnawati, 2019) and technological advancements (Shanthi et al., 2014), interest in jamu consumption among the younger generation, particularly Generation Z (Andriyanty & Wahab, 2019), has experienced a significant decline (Alipin, 2023). Generation Z tends to choose modern products and trendy beverages that are considered more practical and in line with their lifestyles (Pratama, 2015). Factors such as less appealing taste (Napu et al., 2023), easy access to modern drinks (Akhriani et al., 2016), lack of promotion (Pembuatan et al., 2018), and the perception of jamu as an outdated product are the main causes of low jamu consumption interest in this age group (Nawiyanto, 2016).

Product innovations such as instant jamu (Huda, 2023) and marketing via social media have begun to attract the attention of Generation Z because they offer ease of consumption and a more modern image (Aldin et al., 2024). This phenomenon poses both a challenge and an opportunity for jamu producers (Andri et al., 2025; Dina Amalia Khoirun Nadha Raswadiyanto & Wahyu Eko Pujiyanto, 2023) and related stakeholders to develop marketing strategies (Fatmawati et al., 2025; Purnaningsih et al., 2024) and educational efforts that are relevant to the characteristics of Generation Z (Djamoe, n.d.).

Beyond knowledge, perception, and social media influence, novelty seeking—the tendency of Generation Z to seek new, unique, and innovative experiences—plays an important role in shaping purchase interest, including in traditional jamu products (Semarang, 2023; Kusuma, 2021; Sugandini et al., 2018). Generation Z is more enthusiastic about new things and often shows greater interest in products with innovations, modern appearances, and distinctive experiences compared to previous generations (Report, 2019).

Several studies have proven that novelty seeking strengthens the influence of product knowledge and product appearance on purchase decisions among Generation Z (Sugandini et al., 2018). In the context of jamu, innovations such as instant jamu, modern packaging, and creative promotion on social media are the main attractions for Generation Z, who crave new experiences and do not want to miss trends (FOMO – Fear of Missing Out) (Maria & Nabila, 2025; Dzulfian Syafrin, 2025).

Novelty seeking among Generation Z can be observed from: interest in jamu products with new flavors, practical packaging, trendy designs, or different consumption processes; positive responses to unique jamu promotions on social media and influencer testimonials sharing the experience of trying the latest jamu; and consumption choices driven not only by health functions but also by the desire to be perceived as up-to-date, stylish, and distinct within their social circles (Andri et al., 2025; Ariani et al., 2025).

Recent studies indicate that novelty seeking acts as a mediating or supporting variable that strengthens the relationship between product knowledge, product appearance, and purchase interest/decisions regarding new products, including herbal or traditional jamu. In other words, the more innovative and appealing the form, taste, and promotion of jamu, the greater the consumption interest among Generation Z (Sugandini et al., 2018).

#### Recent Research Findings

Knowledge and positive perceptions of jamu contribute to increased consumption interest, but there remains a gap between knowledge and actual behavior (Hasan et al., 2024; Sulasih et al., 2021; Ramadhan et al., 2022). Product innovation (instant jamu, modern packaging) and digital marketing are effective in boosting the interest of younger generations (Akmala et al., 2021; Yahya et al., 2024; Lestari et al., 2022). Social media and influencers play an important role in shaping perceptions and purchase decisions among Generation Z (Hidayat & Syamsuddin, 2024). Main barriers include perceptions of taste, accessibility, and doubts about product safety (Asri & Octasari, 2024; Nur et al., 2025; Wicaksana & Subekti, 2010). Cross-sector collaboration (government, industry, academia) is key to the development of national herbal products (Sanur Kaja et al., 2024; Suliasih & Mun'im, 2022).

#### Research Novelty

Focusing on jamu consumption behavior of Generation Z—an age group that has so far received little attention in jamu-related research (Putra & Abryanto, 2021; Ermawati et al., 2024; Febrianto et al., 2023; Gupta, 2020). Analyzing psychological, social, and technological factors (e.g., social media influence, instant product innovations, and digital lifestyles) that affect jamu purchase interest (Syafrizal et al., 2024; W. Untoro, 2018; . et al., 2025; Widyaningtyas et al., 2023). Integrating the Knowledge, Attitude, and Practice (KAP) approach with modern consumer behavior models in the context of traditional products (Afina & Retnaningsih, 2018; Zong et al., 2023; Arumugam, 2019). Presenting jamu revitalization strategies through product innovation, education, and digital marketing to attract the interest of young generations (Anam et al., 2022; Budaya & Jember, 2025; Fadillah & Mursyidah, 2022).

#### Research Problems

1. How do knowledge, perception, and social media influence consumers' novelty seeking tendency?
2. Does novelty seeking mediate the influence of knowledge, perception, and social media on consumption interest?
3. To what extent can novelty seeking increase product consumption interest?

#### Research Objectives

1. To analyze the influence of knowledge, perception, and social media on consumers' novelty seeking.
2. To examine the mediating role of novelty seeking between knowledge, perception, and social media on consumption interest.
3. To explain the relationship between novelty seeking and consumption interest.

#### Research Benefits

1. Theoretical Contribution. Providing insights into the development of consumer behavior theory by incorporating novelty seeking as a mediating variable in the model linking knowledge, perception, and social media to consumption interest.
2. Practical Contribution. Offering recommendations to business practitioners and marketers on the importance of encouraging novelty seeking through enhancing consumer knowledge, fostering positive perceptions, and optimizing social media usage to increase consumption interest.
3. Social Contribution:

Serving as a reference for communities in understanding the factors that can enhance the tendency to seek novelty and consumption interest in innovative products.

#### Hypotheses

- H1: Knowledge positively influences novelty seeking.  
H2: Perception positively influences novelty seeking.  
H3: Social media positively influences novelty seeking.

- H4: Novelty seeking positively influences consumption interest.  
H5: Novelty seeking mediates the influence of knowledge on consumption interest.  
H6: Novelty seeking mediates the influence of perception on consumption interest.  
H7: Novelty seeking mediates the influence of social media on consumption interest.

#### Grand Theories

This study is grounded in four main grand theories of consumer behavior:

#### Theory of Reasoned Action (TRA)

An individual's behavior is influenced by intention, which is formed by attitudes toward the behavior and subjective norms. In the context of jamu consumption, a positive attitude and supportive social norms (e.g., influence from friends or family) will increase the intention to purchase jamu (Rahmadina et al., 2024; Zaini & Soediono, 2018; Keni et al., 2023).

#### Theory of Planned Behavior (TPB)

An extension of TRA that incorporates perceived behavioral control. TPB asserts that the intention to purchase jamu is influenced by attitude, subjective norms, and perceived control over the behavior (e.g., ease of access or product availability) (Nuryanto & Indriyani, 2021; M.T. et al., 2024).

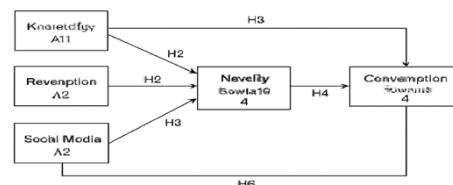
#### Knowledge, Attitude, and Practice (KAP) Model

Emphasizes the relationship between knowledge, attitude, and practice in jamu consumption. Adequate knowledge regarding the benefits of jamu will shape positive attitudes, which in turn will enhance the practice of consuming jamu (Alwhaibi et al., 2021).

#### Novelty Seeking in Generation Z

Novelty seeking in Generation Z refers to the tendency to seek out and try new, unique, and innovative products as a form of self-expression and digital lifestyle (Prestianta et al., 2023). This tendency is driven by curiosity, the need for different experiences, and the influence of social media/FOMO (Fear of Missing Out) (Sabila & Tawaqal, 2025; Cahyani et al., 2025). In consumer behavior, novelty seeking strengthens the influence of product knowledge and product appearance on purchase interest and decision-making, particularly toward products that are modern, creative, and trend-relevant, such as instant jamu with contemporary packaging (Mardiah & Demota, 2024).

#### Conceptual Framework



**Figure 1. Conceptual Framework Explanation**

This conceptual framework illustrates the relationship among three main variables: the influence of Knowledge (X1), Perception (X2), and Social Media (X3), which collectively affect the tendency for novelty seeking (Z). The Novelty Seeking variable (Z) functions as a mediator that transmits the influence of X1, X2, and X3 on Consumption Interest (Y). Direct relationships also occur between each variable and Consumption Interest (Y), as indicated by paths H5, H7, and H8. Overall, this framework emphasizes that increasing knowledge, fostering positive perceptions, and exposure to social media can encourage individuals to seek novelty, which in turn enhances their interest in product consumption.

#### Method

##### SLR Strategy

Databases: Scopus, Web of Science, Google Scholar, EBSCO, Springer, Emerald, ScienceDirect.

Keywords: "Gen Z", "herbal medicine", "consumer behavior", "social media", "Indonesia".

Inclusion Criteria: Articles published between 2020 and 2025, peer-reviewed, focused on Generation Z and jamu/herbal medicine.

Stages: Identification, selection, data extraction, quality assessment (JBI, MMAT, CASP), narrative synthesis and tabulation (Siswanto, 2010).

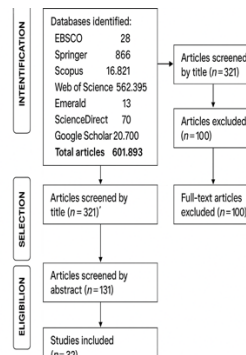


Figure 2. Database Screening Summary

| Database       | Filtered | Duplicates | Removed | Reviewed | Included |
|----------------|----------|------------|---------|----------|----------|
| Springer       | 2        | 0          | 2       | 2        |          |
| Scopus         | 98       | 88         | 10      | 3        |          |
| Web of Science |          | 180        | 0       | 16       | 7        |
| Emerald        | 10       | 0          | 10      | 1        |          |
| ScienceDirect  | 4        | 0          | 1       | 1        |          |
| Google Scholar | 17       | 0          | 17      | 17       |          |
| Total Included | —        | —          | —       | 32       |          |

SLR Synthesis Table

| No        | Article Title                                                                                 | Authors                   | Year | Methodology | Sample | Independent Variables                           | Dependent                                                |
|-----------|-----------------------------------------------------------------------------------------------|---------------------------|------|-------------|--------|-------------------------------------------------|----------------------------------------------------------|
| Variables | Key Findings                                                                                  |                           |      |             |        |                                                 |                                                          |
| 1         | Factors Influencing Generation Z's Interest in Purchasing Madura Jamu                         | Ibrohim & Nugroho         | 2024 | Survey      | 200    | Knowledge, Perception                           | Purchase intention towards jamu                          |
| Media     | Consumption interest in jamu                                                                  | Rofidah Rahma             | 2023 | Survey      | 150    | Perception, Social                              | Knowledge                                                |
| 3         | Revitalizing Jamu: Strategies to Preserve Traditional Beverages to Attract Generation Z       | Sari & Sari               | 2023 | Qualitative | 30     | Product Innovation, Promotion                   | Consumption interest in jamu                             |
| 4         | The Impact of Social Media on Gen Z's Health Perception                                       | Harris & Kelly            | 2022 | Survey      | 500    | Attitude towards jamu                           | Social media influences positive attitudes               |
| 5         | Exploring the Role of Culture in Gen Z's Health Choices                                       | Stone & Brown             | 2022 | Survey      | 600    | Culture, Social Media                           | Health product choices                                   |
| 6         | Factors Affecting Consumers' Behavior Toward Using Medicinal Plants                           | Al-Saadi et al.           | 2024 | Survey      | 800    | Quality, Trust, Culture                         | Consumption behavior                                     |
| 7         | Study on Consumer Behavior and Purchase of Herbal Medicine Based on the Marketing Mix         | MARK Journal              | 2023 | Survey      | 400    | Marketing Mix                                   | Purchase behavior                                        |
| 8         | The Behavior of Purchasing Domestic Herbal Products Among Indonesians During the COVID-19 Era | Nuryanto & Indriyani      | 2021 | Survey      | 120    | Attitude, Subjective Norm, Perceived Behavioral | Purchase intention                                       |
| 9         | Herbal Medicine: An Overview of Its Efficacy, Usage, and Future Directions                    | Tierra                    | 2024 | Review      | —      | —                                               | Herbal medicine is effective, but regulation is required |
| 10        | Current State of Research on the Clinical Benefits of Herbal Medicines                        | Frontiers in Pharmacology | 2023 | Review      | —      | —                                               | Clinical evidence for herbal medicines is increasing     |
| 11        | Traditional vs. Modern Medicine: Attitudes and Consumption Patterns                           | Green & White             | 2021 | Survey      | 450    | Type of Treatment                               | Consumption habits                                       |
| 12        | The Impact of Attitude on Herbal Product Purchase                                             | Harris & Lee              | 2021 | Survey      | 250    | Attitude toward herbal products                 | Herbal product purchases                                 |

|    |                                                                              |                                             |                                    |                          |                                            |                                      |
|----|------------------------------------------------------------------------------|---------------------------------------------|------------------------------------|--------------------------|--------------------------------------------|--------------------------------------|
| 13 | Gen Z's Attitude towards Herbal Medicine toward herbal medicine              | Evans & Johnson 2021                        | Survey                             | 300                      | Attitude                                   |                                      |
|    | Purchase decisions                                                           | Positive attitudes have significant effects |                                    |                          |                                            |                                      |
| 14 | Consumer Behavior in the Herbal Medicine Market                              | Scott & Stone 2022                          | FGD                                | 20                       | groups                                     |                                      |
|    | Cultural factors, Knowledge                                                  | Purchase decisions                          | Culture and                        | knowledge                | influence                                  |                                      |
| 15 | The Impact of Modern Medicine on Young Consumers                             | Turner & Miller 2021                        | Survey                             | 350                      |                                            |                                      |
|    | Modern media, Health knowledge                                               | Treatment preference                        | Modern media is dominant           |                          |                                            |                                      |
| 16 | Herbal vs. Modern Medicine: Attitudes and Consumption Patterns               | Taylor & Johnson 2020                       | Survey                             | 450                      | Type of Treatment                          | Consumption habits                   |
|    |                                                                              |                                             |                                    |                          | Modern                                     | preferences                          |
| 17 | Influence of Social Media on Gen Z's Attitude Toward Traditional Medicine    | Brown & White 2022                          | Survey                             | 500                      | Social media, Personal experience          | Attitude toward traditional medicine |
|    | Social media influences attitudes                                            |                                             |                                    |                          |                                            |                                      |
| 18 | Perceptions of Traditional Medicine in Modern Society                        | Evans & Gray 2021                           | Interview                          |                          |                                            |                                      |
|    | 25 experts                                                                   | Health experience                           | Perception of traditional medicine | Positive                 | perceptions                                |                                      |
| 19 | The Role of Cultural Values in Health Product Preferences Among Gen Z        | Marti & Roy 2022                            | Survey                             | 700                      | Cultural values, Health knowledge          | Health product preferences           |
|    | Cultural values have significant impact                                      |                                             |                                    |                          |                                            |                                      |
| 20 | Analyzing Gen Z's Health Consciousness and Attitudes Towards Herbal Medicine | Green & Taylor 2021                         | Survey                             | 300                      | Health awareness, Advertising influence    | Attitudes toward herbal              |
|    | Advertising affects attitudes                                                |                                             |                                    |                          |                                            |                                      |
| 21 | Understanding Gen Z's Preferences for Modern vs. Traditional Medicine        | Carter & Lee 2021                           | Survey                             | 400                      | Type of Treatment                          | Health preferences                   |
|    |                                                                              |                                             |                                    |                          | Modern                                     | preferences                          |
| 22 | The Impact of Cultural Values on Gen Z's Health and Wellness Choices         | Marti & Roy 2022                            | Survey                             | 600                      | Cultural values, Family influence          | Health product choices               |
|    |                                                                              |                                             |                                    |                          | Culture and                                |                                      |
| 23 | Exploring the Integration of Herbal Medicine in Modern Healthcare Systems    | Scott & Adams 2020                          | FGD                                | 30 medical professionals | Views on herbal medicine                   | Integrative perspective              |
|    | Herbal-modern integration is increasing                                      |                                             |                                    |                          |                                            |                                      |
| 24 | Digital Influence on Gen Z's Health Behavior: Modern Medicine vs. Herbal     | Adams & Cox 2023                            | Survey                             | 750                      | Digital media, Knowledge                   | Treatment preferences                |
|    |                                                                              |                                             |                                    |                          | Digital                                    | media is                             |
| 25 | Attitudes Towards Herbal Medicine in Urban Gen Z Populations                 | Davis & Green 2021                          | Survey                             | 450                      | Health attitudes, Advertising influence    | Attitudes toward herbal              |
|    |                                                                              |                                             |                                    |                          | Positive                                   |                                      |
| 26 | The Role of Social Media in Shaping Health Behavior in Gen Z                 | Clark & Lee 2021                            | Survey                             | 500                      | Social media                               | Attitude toward treatment            |
|    |                                                                              |                                             |                                    |                          | Social media is significant                |                                      |
| 27 | Herbal Medicine Use Among Gen Z: Attitude and Behavioral Insights            | Walker & Walker 2023                        | Survey                             | 600                      | Knowledge, Personal experience             | Herbal usage                         |
|    |                                                                              |                                             |                                    |                          | Knowledge and experience                   |                                      |
| 28 | Analyzing the Effect of Cultural Factors on Gen Z's Health Behavior          | Johnson & Clark 2022                        | Survey                             | 400                      | Culture, Education                         | Attitudes toward herbal              |
|    |                                                                              |                                             |                                    |                          | Culture and education                      | are significant                      |
| 29 | Comparing Traditional and Modern Medicine Preferences Among Gen Z            | Taylor & Carter 2021                        | Survey                             | 400                      | Type of Treatment                          | Health preferences                   |
|    |                                                                              |                                             |                                    |                          | Modern                                     | preferences                          |
| 30 | Cultural Attitudes and Health Decisions of Gen Z                             | White & Brown 2022                          | Survey                             | 600                      | Cultural values, Health attitudes          | Health decisions                     |
|    |                                                                              |                                             |                                    |                          | Culture is significant                     |                                      |
| 31 | Gen Z's Preferences for Natural Remedies vs. Conventional Medicine           | Robinson & Lee 2021                         | Survey                             | 500                      | Type of Treatment                          | Health preferences                   |
|    |                                                                              |                                             |                                    |                          | Preference for natural remedies            |                                      |
| 32 | Influence of Social Media on Gen Z's Health Perceptions                      | King & Evans 2024                           | Survey                             | 550                      | Social media                               | Health product choices               |
|    |                                                                              |                                             |                                    |                          | Social media influences health preferences |                                      |

## Discussion

Knowledge about the benefits of jamu, perceptions of its safety and effectiveness, and promotional content via social media were found to have significant effects on Generation Z's interest in consuming traditional jamu. Product innovation and digital marketing emerge as effective strategies to attract Generation Z consumers. Key

barriers include perceived taste, accessibility, and concerns over product safety. These findings are consistent with research by (. et al., 2025), (Budaya & Jember, 2025), and (Nurcholis & Arianti, 2024; Ayu et al., 2022), which state that social media positively influences attitudes toward herbal products among Generation Z.

## Conclusion

Knowledge, perception, and social media were found to have significant effects on the consumption interest in traditional jamu among Generation Z in Indonesia. Product innovation and digital marketing are key to increasing consumption interest among the younger generation. This study supports the Asta Cita national agenda in developing herbal products and promoting national pharmaceutical self-reliance.

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