

The local innovation perspective: Development of mobile-herbal service for indonesia's mobile cellular market

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Abstrak

This paper reports the local-innovation perspective for the Indonesian mobile cellular market. Under the local perspective, the innovation opportunity appears when it suit characteristics of the country and the behavior nature of its people such concept is built into realization by making an applications of mobile-herbal (m-herbal) services applications. The service is designed by following the proposed framework, starting from scanning the market demand, defining specific applications, defining the actors, exploration of tacit knowledge of the actors, engineering development, implantation innovation and concurrent innovative development. We used the results of previous market survey emphasizing a need of health-related service for Indonesian market. Herbal remedy was chosen as the focal point of health-related service development since it is well-known indigenous method of treatment by using Indonesian natural ingredients. The service is developed to run on the Android-based smartphone, connects to the database called Indonesian HerbalDB. It consists two main features, i.e. query of herbal remedies and self evaluation assessment. Users of the services may search the names of Indonesian traditional plantation, its local names, and the kind of disease which can be cured. Through the features of self evaluation assessment, users are encouraged to give their personal perception of the herbal remedies, and being the recommendation to other users afterward. Finally, our proposed framework signifies the importance of communications channel among the actors in the mobile cellular facilitating mutual interaction between the multiple actors involved in the mobile herbal development.