

SCIENTIFICALLY  
ASIAN

MASUK  
ANGIN®

**“Everyone  
is a doctor”**

Masuk Angin or Trapped Wind or  
Entered Wind or...-

its basically a folknatural illness  
unique to Indonesia  
when you have:

a Cold, Chills, Headaches,  
Queesiness, Gassy Stomach,  
a Runny Nose, Dizzy, Nauseous,  
or Vomiting.



# Pseudo-science?

Indonesian Jamu Seller or Herbal Potions



This folk natural illness is a window to how people in Indonesia behave. It has also been practiced for centuries.

A challenge to the dominant western medicinal industry.  
(Price, Effectivity to small ailments)



## The people's medicine

There is a wide variety of perceptions among other cultures surrounding the same symptoms, particularly in Asia.

Translating these into one overarching archive **enriches the meaning** of “masuk angin” as well as exploring more **ways of treatment.**



## Short Interviews/Survey



The data collected is first impressions and quick comparisons to the respondent's respective cultures when "Masuk Angin" was mentioned (home remedy, personal).

Sources come from  
mouth to mouth (how it was  
passed down anyway) and online.

India (Gujarat)

India (Hindi/general)

Pakistan

China

Vietnam

Thailand







Brazil

# Translation Layer 1







	PACKAGING		MASSAGES/TREATMENTS	MEDICATIONS
VIET	<div>VIETNAM</div> <div>TRÚNG GIÓ</div> <div>Angin Toxic yang memasuki tubuh</div>	<div>GIÓ ĐỘC</div>	<div>KEROKAN</div> <div></div>	<div>TOLAK ANGIN</div> <div>MINYAK KAYU PUTIH</div> <div></div>
INDONESIA	<div>INDONESIA</div> <div>MASUK ANGIN®</div> <div>Masuk angin klasik asli Indonesia</div>	<div></div> <div></div> <div>Masuk Angin</div>		
THAI	<div>THAILAND</div> <div>LOM®</div> <div>Angin yang memasuki tubuh</div>	<div>MASUK ANGIN</div> <div>ลม</div>		
CHINA	<div>TIONGKOK</div> <div>PANAS DALAM</div> <div>Energi panas yang berlebihan di dalam tubuh</div>	<div></div> <div>上火</div> <div>Panas Dalam</div>	<div>-</div>	<div>GUILINGGANG (TURTLE JELLY)</div> <div>LIANG TEH</div>
PASHTO PAKISTANI	<div>PAKISTAN</div> <div>NAJAH</div> <div>Perasaan tidak utuh</div>	<div></div> <div></div> <div></div> <div>Not in One Piece</div>	<div>STEAM AND TOWEL</div>	<div>GREEN TEA</div>
HINDI	<div>HINDI</div> <div>SARDI</div> <div>सर्दी</div> <div>Sakit</div>		<div>BALANCE OF: MIND BODY SPIRIT ENVIRONMENT</div>	<div>KAADHA</div> <div>KASNI</div>
GUJARATI	<div>GUJARAT</div> <div>SARDI</div> <div>સર્દી</div> <div>masuk angin adalah mulish</div>	<div>Ayurveda Balance</div>		

# ANGIN

WIND

# KEUTUHAN

WHOLENESS

# KESEIMBANGAN

BALANCE

AYURVEDA

YIN-YANG





Illustrations

Linocut style

Folk, Artisinal,  
Organic







PAKISTAN

**NAJOORH**®

SCIENTIFICALLY  
ASIAN

Perasaan tidak utuh







**HINDI**

**SCIENTIFICALLY ASIAN**

**SARBI®**

सरदी

Perasaan tidak enak badan

**GUJARAT**

**SCIENTIFICALLY ASIAN**

**SARBI®**

सरदी

Perasaan tidak enak badan

**KANADHA**

A stylized illustration of a woman with long dark hair, wearing a pink sari, holding a white cup and saucer. Steam is rising from the cup. The background is a solid green color.

**SARBI**

A stylized illustration of a man with short dark hair, wearing a blue shirt. A snowflake is on his chest. He is holding a thermometer in his right hand. The background is a solid dark teal color.

**AYURVEDA**

A stylized illustration of a balance scale. On the left pan is a head profile. On the right pan is a person in a meditative pose. In the center, between the pans, is a heart and a tree. The background is a solid dark teal color.

**KANSNI**

A stylized illustration of a man with short dark hair, wearing a blue shirt, holding a white cup and saucer. Steam is rising from the cup. The background is a solid dark teal color.

TIONGKOK  
**PANAS  
DALAM**<sup>®</sup>  
Energi panas yang berlebihan

SCIENTIFICALLY  
ASIAN



GUILLINGGAO

**PANAS**



**DALAM**



上火



# Translation Layer 2: Packaging

