



# The potential of honey production as business development alternative for village owned enterprises and MSMEs

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ARTICLE INFO	ABSTRACT
<p><b>Article history</b>            Received: 2023-04-18            Revised: 2023-05-18            Accepted: 2023-05-25            Published: 2023-06-20</p> <p><b>Keywords</b>            Business alternative            Business development            Honey production            BUMDes</p>	<p><i>Community service is a process of self-empowerment for the benefit of society. This service is based on problems that occur in the community that the potential of existing honey has not been optimized to become a superior product. In addition, honey-producing bee farmers only produce honey in one product, namely real honey. Gradually, this product is certainly less attractive to consumers even though honey production keeps continue. Therefore, it is important to explore new business development alternatives so that farmers can receive more benefits from honey bee cultivation. In this community service activity, the team collaborated with Universiti Teknologi Mara (UiTM) Cawangan Melaka, Malaysia with the title Business Development: Potential for Honey Production as an Alternative for Business Development. The methods used in this service are demonstrations and lectures to the participants. The results of community service carried out in Way Kalam Village, Penengahan District, South Lampung Regency, Lampung Province with speakers from UiTM have proven to be able to increase the ability of bee farmers to carry out honey production to marketing and increase the potential income generated from selling honey.</i></p>
<p><b>Kata Kunci</b>            Alternatif bisnis            BUMDes            Pengembangan bisnis            Produksi madu</p>	<p><b>Potensi produksi madu sebagai alternatif pengembangan usaha bagi badan usaha milik desa dan UMKM.</b> Pengabdian kepada masyarakat merupakan proses pemberdayaan diri untuk kepentingan masyarakat. Pengabdian ini didasarkan pada masalah yang terjadi pada masyarakat bahwasanya potensi madu yang ada belum dioptimalkan menjadi produk unggulan. Selain itu, para petani lebah penghasil madu hanya memasarkan madu dalam satu produk saja, yaitu madu asli. Lambat laun produk ini tentunya kurang menarik konsumen padahal produksi madu terus berjalan. Maka dari itu, penting untuk mengali alternatif pengembangan bisnis baru agar petani dapat menerima manfaat lebih banyak dari budidaya lebah madu yang dilakukan. Dalam kegiatan pengabdian masyarakat ini, tim bekerja sama dengan Universiti Teknologi Mara (UiTM) Cawangan Melaka, Malaysia dengan tema Business Development: Potensi Produksi Madu Sebagai Alternatif Pengembangan Bisnis. Metode yang digunakan dalam pengabdian ini adalah demonstrasi dan ceramah kepada para peserta pengabdian. Hasil dari pengabdian kepada masyarakat dilaksanakan di Desa Way Kalam, Kecamatan Penengahan, Kabupaten Lampung Selatan, Provinsi Lampung dengan narasumber dari UiTM ini terbukti mampu meningkatkan kemampuan petani lebah dalam melakukan produksi madu hingga pemasaran dan meningkatkan potensi pendapatan yang dihasilkan dari penjualan madu.</p> <p style="text-align: right;">Copyright © 2023, Syafis et al            This is an open access article under the <a href="#">CC-BY-SA</a> license</p> <div style="text-align: right;">  </div>

*How to cite:* Syafis, K. S., Hendrawaty, E., Putri, L. A., Sembiring, S. I. O., Tuah, S. N. A., & Hasan, Z. A. (2023). The potential of honey production as business development alternative for village owned enterprises and MSMEs. *Journal of Community Service and Empowerment*, 4(2), 249-254. <https://doi.org/10.22219/jcse/v4i2.25911>

## INTRODUCTION

Community service is a process of self-empowerment for the benefit of society. Community service should be continuous and long-term because building a community requires a long process. There are many aspects that must be touched to make a society good, its character, culture, to the way of thinking we must also touch to truly create a civilized society. In addition, the implementation of community service is also a manifestation of the Tridharma of Higher Education.

Community service is an activity that can provide positive benefits. This community service activity is not limited to the scope of social service or giving in kind, but activities such as outreach and workshops can also be of benefit to the community, especially if this can be implemented immediately. In addition, the implementation of community service is also a manifestation of the Tridharma of Higher Education. The implementation of the Tridharma of Higher Education can be carried out independently or in collaboration with partners.

Forms of community service also vary, not always fixated on quick social services with makeshift groceries as is done by political parties ahead of elections. Organizing free education or empowering the human resources of an area, even buying local products is also a form of community service. A community empowerment movement, whatever its form, is part of community service. Many examples of community service are emerging nowadays, and the majority are initiated by young intellectuals such as Indonesia Mengajar, Indo Historia, or non-profit NGOs and NGOs.

By forming an advanced society, an advanced civilization will indirectly be formed because a civilization originates from a group of people who influence and complement each other. If there is just one good society, then its kindness will spread to other communities and until finally the whole community will be good too, starting from a small community and then growing into a large community to a large community.

In this community service activity, the team collaborated with Universiti Teknologi Mara (UiTM) Cawangan Melaka, Malaysia with the theme Business Development: The Potential Honey Production as a Business Development Alternative. Community service activities were carried out in Way Kalam Village, Penengahan District, South Lampung Regency, Lampung Province with speakers from UiTM who explained honey production to marketing and the potential income generated from selling honey.

Nowadays it is difficult to get honey of the highest quality and especially pure without any mixture of water, sugar and so on (Rini et.al, 2021). If the existing content is mixed with others, then the efficacy of honey consumed is also not optimal. Therefore, this service activity is expected to be able to provide new knowledge and motivation for the people of Way Kalam Village to be able to produce the best quality honey. This is because real honey has many benefits such as boosting immunity, high in antioxidants, anti-bacterial, and so on. Thus, after obtaining information about a good production process, the community is also expected to be able to apply it to other processes such as packaging to marketing the honey products they produce.

BUMDes (Village Owned Enterprises) business development is carried out to improve the village economy by utilizing the potential and resources that exist in the village. The following are theories related to BUMDes business development. Village Economics Theory. This theory states that the village economy can be developed by utilizing the resources and potential that exist in the village, as well as increasing the competitiveness of village products in the market (Suwarman, 2018). Endogenous Economic Growth Theory. This theory emphasizes the importance of developing human resources and technological innovation as key factors in village economic growth (Putra and Kusuma, 2018). Organizational Behavior Theory (Organizational Behavior Theory). This theory focuses on effective and efficient BUMDes management through the development of management skills and employee motivation (Cahyono and Yunanto, 2018).

Honey is one of the non-wood forest products made by honey bees (*Apis Dorsata*) (Simanjuntak, 2022). Honey has many properties that are very beneficial to humans. According to Alvarez-Suarez, Giampieri, and Battino (2018), honey can be a source of antioxidants in the human diet which has the potential to protect against chronic disease. They also examined honey structure, bioavailability, and evidence of protection against several human diseases. Meanwhile, Eteraf-Oskouei and Najafi (2018) collected evidence from literature sources on the use of honey in traditional and modern medicine for various human diseases. They found that honey has antimicrobial, anti-inflammatory and antioxidant properties that can help in the treatment of disease. Honey contains several kinds of enzymes including diastase enzymes, invertase enzymes, glucose oxidase enzymes, peroxidases, and lipases (Ariandi & Khaerati 2017). Honey contains a variety of reduced sugars so that if it is stored for a long time it will change (Sihombing 2005).

Gethin and Cowman (2018) conducted a clinical study to compare the effectiveness of Manuka honey with hydrogels in healing varicose veins. The results showed that Manuka honey was more effective in cleaning wounds and promoting healing. Meanwhile, Khalil, Alam, and Moniruzzaman (2018) examined the ability of several active compounds in honey, such as sulforaphane and epigallocatechin gallate, to restore antioxidant properties in commercial honey. Sánchez-Muros, Cámara-Martos, and Fernández-Ruiz (2018) evaluated the nutritional composition and functional properties of various types of honey. They found that honey contains various bioactive compounds and nutrients that are beneficial to human health.

According to Menon and Jose (2018), honey can be differentiated based on its floral origin and geographical location by using volatile organic compounds. The method used to distinguish the types of honey is using a combination of electronic nose (e-nose) and Solid Phase Micro Extraction-Gas Chromatography Mass Spectrometry (SPME-GC-MS) to identify the unique volatile patterns of honey. Bees produce honey from plant nectar that is around the hive. Different nectar sources cause varying honey qualities (Khasanah et al. 2017). Research by Otmani et al. (2019) on Algerian honey

found that the content of phenolics, flavonoids, and total tannins in bitter honey was higher than sweet honey which also indicated good properties for health.

This research shows that certain volatile compounds can be used to differentiate honey from different types of flowering plants and geographic regions. Therefore, volatile compounds can be used as clues for the identification of different types of honey.

The development of honey as an alternative to BUMDes basically has many references. Another factor that indicates that the market opportunity for the honey business is still very wide open is shown by the high import value of Indonesian honey compared to the export value (Rezki et.al, 2017). Based on research conducted by Setiawan and Priyanto (2018), beekeeping can be an alternative business for village-owned enterprises (BUMDes). A case study conducted in Karangduren Village, Grabag District, Magelang Regency, shows that beekeeping can increase people's income and empower them economically. This is because honey products are in high demand and have good economic value.

Hadi and Sarimanah (2018) also found similar results in their research in Tenggulunan Village, Wlingi District, Blitar Regency. The development of the honey business in the village has increased the welfare of the community and has had a positive impact on the development of the local economy. Widiastuti and Pratama (2018) explain that the strategy for developing a honey business by farmer groups in Sukorejo Village, Ngawen District, Klaten Regency can be carried out by developing various and quality honey products, building partnerships with business actors outside the village, and increasing promotion and marketing. Meanwhile, Sukma and Putra (2018) conducted an analysis of the potential and strategy for developing a honey business in the Bukit Traditional Village, Kintamani District, Bangli Regency. The results of their research show that the village has the potential to develop a honey business with marketing strategies through social media and local product exhibitions. Bees have many benefits for humans and the environment, making it one of the main commodities that can increase the economic value of the community (Situmorang and Hasanudin, 2014 in Serli, 2021). Therefore, bees must be utilized to improve the welfare and improve the standard of living of the Community. Honey bee livestock business is a business development and sale of honey bee products. The effort was carried out to meet the needs of increasing honey products (Andri et.al, 2016).

From the results of the research above, it can be concluded that honey can be an alternative business for BUMDes in increasing people's income and empowering them economically. Honey business development can be done by developing a quality product strategy, building partnerships with business actors outside the village, and increasing the promotion and marketing of honey products. Alternative business development strategies that can be applied in developing honey products, one of which is to create quality honey products, create superior honey products and maintain the authenticity and purity of honey and increase honey productivity in order to increase consumer loyalty to honey products sold (Andri et.al, 2016).

This service relationship with SDGs is to improve the standard of living of the community. This is done in order to improve and increase public sales so that their economy will also improve and guarantee a sustainable pattern of production and consumption in accordance with 12 SDGs, namely responsible consumption and production (The Ministry of PPN/Bappenas, not listed). The purpose of The Services is to be able to increase the ability of bee farmers to carry out honey production to marketing and increase the potential income generated from selling honey.

## METHOD

The series of International Joint Community Service FEB Unila 2022 activities with Universiti Teknologi MARA (UiTM) Cawangan Melaka was carried out on 26 October to 02 November 2022 in hybrid. International joint community activity themed The Potential of Honey Production. The focus of this activity is to provide information regarding the correct management of honey production so that it can be able to produce maximum production. The speaker for this activity was Mrs. Pn Zunaidah Ab. Hasan who is a senior lecturer at the MARA University of Technology (UiTM) Cawangan Melaka.

This activity was carried out in Way Kalam Village, South Lampung Regency and the participants in this activity were the people of Way Kalam Village who are active in honey production by utilizing forest land in the area where they live. The community service from FEB Unila came to Way Kalam Village and took part in a series of online activities with the Village Head, Sub-District Head and Way Kalam Village community. Meanwhile, service organizers from Malaysia who are in Cawangan Melaka are present online. This dedication is carried out hybrid with a demonstration and lecture method. Through this method, participants are expected to understand the basis of the knowledge needed and be able to apply the knowledge taught.

## RESULTS AND DISCUSSION

The implementation of international joint community activities began with a welcome by the Head of Way Kalam Village, Bapak Abdul Rasyid. Then continued with a welcome by the Dean of the Faculty of Economics and Business, Mr. Dr. Nairobi, S.E., M.Si and Head of School, Faculty of Management and Business UiTM Melaka Branch. After that, the event continued with the presentation of material by Ms. Zunaidah Ab. Hasan who spoke about the introduction of kelulut honey, the kelulut breeding process, the marketing of kelulut honey, the potential for additional income.

The material presented is intended so that those involved in the production of kelulut honey can know the husbandry process that can provide optimal profit and also pay attention to the environmental needs of kelulut honey bees. In

addition, Teja Honey UiTM Melaka Branch was also introduced which is the result of the production of kelulut honey and has been packaged for sale.



Figure 1. The explanation of the standard procedure for cultivating honey kelulut

Presentation of material from Mrs. Zunaida Ab. Hasan also invited questions from the community during the question-and-answer discussion related to kelulut honey, namely how long kelulut honey can be harvested, how much kelulut honey can be harvested in one harvest and what is the best source of food for honey bees. From the discussion, the producers of kelulut honey have learned the ideal conditions of kelulut honey farming.

Based on the results of this service, it is known that the ability of bee farmers in carrying out production and marketing has improved. In addition, those who used to only sell pure honey have now done variations of products and in collaboration with the government to provide original honey Way Kalam, Penengah District, South Lampung as honey that can be used as original products.



Figure 2. Photo session after the lecture and community service demonstration process

In addition, the honey farmers began to know the right ways to harvest honey honey while maintaining their quality. Farmers also now have a standard of harvesting procedures for the long time needed to wait for honey to harvest and how

much honey can be harvested at each time harvesting. This is important to be done in order to preserve the aquaculture of honey carried out and maintain the continuity of the honey -producing honey -producing farm.

## CONCLUSION

The International Joint Community Service with the Way Kalam village community has been carried out and is running smoothly. During the implementation of the international joint community service, participants who were active in developing honey production in Way Kalam Village were very enthusiastic in receiving material. This was shown by the liveliness of the participants during the question and answer session and at the same time describing the condition of honey production activities in Way Kalam Village.

Submission of material and discussion with speakers was very useful for the participants in increasing their knowledge about how the honey production process is carried out in each season and the best plants that need to be prepared to improve the quality of bee food so that they can increase the quality and quantity of honey production in Way Kalam Village. So it is hoped that the honey products produced will not only be consumed locally but also be able to compete internationally.

## ACKNOWLEDGEMENT

The author would like to thank those who have provided financial support for the implementation of this activity, namely FEB, University of Lampung. In addition, the authors also thank the service partners, namely the MARA Technology University (UiTM) Cawangan Melaka and the Way Kalam Village Community, South Lampung Regency and Malaysia who have joined this service.

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