

**Business Seminar On Kelulut Honey Bee Cultivation (TRIGONA Sp)
(Case Study On Marketing)**

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Abstract

This seminar is an activity carried out to provide experience to students and the community to start a business by utilizing nature, namely by cultivating Kelulut honey bees. The general objective of implementing the Kelulut Honey Bee Cultivation business seminar project is to find out how to plan and organize seminars. Specific objectives are carried out to find out the promotion mix, to find out the planning and realization of the promotion budget, and to determine the obstacles faced and their solutions. The method of implementing this final project consists of several stages, namely project preparation, project implementation, project completion, and project reporting. The results of the project preparation carried out are determining the promotion strategy to be carried out, planning the brochure design, and looking for sponsors and donors. Project implementation is carried out by distributing brochures, and promoting using social media to sponsors, donors, and participants. The project completion stage is carried out by giving appreciation to participants, the committee, and resource persons. Dissolving the committee and thanking those who helped. The project reporting stage carries out the implementation of the final project activities, reports on the use of promotion costs, and determines the constraints and solutions encountered in implementing the activity. The obstacles faced were delays in disbursing funds from sponsors and donors which resulted in activities being postponed and other obstacles, namely constraints during the implementation of activities, namely an error occurred in the sound system which resulted in the committee re-repairing the sound system.

Keywords: Project, Cultivation, Kelulut Honey Bee, Promotion, Sponsorship

1. PENDAHULUAN

Today's business development is increasingly rapid and affects the economic development of today's society. A business can create many jobs and reduce unemployment in a region including Indonesia. The entrepreneur must be able to take advantage of existing natural resources to make a business or carry out cultivation such as beekeeping, which has a very good opportunity to be developed in rural communities because the territory of Indonesia has the potential of biological natural resources that support the agribusiness. plants as a source of Bee food and sap sources as well as tropical environmental conditions that strongly support the sustainability and development of Bee life (Wardani, 2018).

Research carried out by Situmorang and Hasanuddin (2014), Bees have direct and indirect benefits for humans. The direct benefit for humans is for the body's stamina because beekeeping products have a high nutritional content. Indirect benefits, namely helping the flower pollination process. Bees fertilize plants (transfer of pollen to the stigma) this process can form new individual candidates or plant seeds.

Moreover, Wardani (2018) that said, the benefits that can be obtained from the development of Arizona sp beekeeping business include increasing the income of business actors from the products of beekeeping in the form of honey, propolis pollen, and bee colonies, Bee products support the fulfillment of community nutrition and support efforts to conserve natural resources which play an important role in assisting the process of plant pollination.

More Research by Wardani (2018) *Trigona* Sp or Klulut is a social insect that lives in groups to form colonies. One Bee colony consists of 300-80,000 bees. Until 2014, around 500 species were identified and grouped into 5 genera namely, *Melipona*, *Trigona*, *Meliponula*, *Dectylurina*, and *Lestrimelitta*. *Trigona* has 11 sub-genres. The genus *Trigona* spreads from Mexico to Argentina, India, Sri Lanka to Taiwan, Solomon Islands, Australia, and Indonesia

The Researcher will conduct seminars that aim to add insight into Kelulut Honey Cultivation for the community and students who want to do Kelulut Honey Cultivation. The researcher hopes that the participants who attend the seminar can implement it. An activity that is very useful but if it is not introduced then the public will not know about it. Therefore, promotion is needed as a tool to introduce, influence, and attract public interest in what is offered. Promotional activities are one of the marketing mixes that are expected to support the success of marketing activities. To increase sales and maintain brand fame that has been improved so far, a company or organization must be able to promote well.

Seminar activities must be promoted, this activity aims to introduce products, increase sales, and build brand awareness so that they can create the image of a brand. Using events such as sporting events, conventions, fundraising, seminars, festivals, and workshops, to engage consumer perspectives, build awareness, or market company products and services.

The Business Seminar on Kelulut Honey Bee Cultivation has marketing and promotional activities to determine participants who meet the criteria this seminar can be well organized and achieve its objectives with many people gaining knowledge about the existing materials and practices. will be delivered in activities. This seminar is conducted to provide knowledge and experience to the public and students who want to start a business and can create jobs to improve the economy.

Based on the problems that occurred, the researcher solved the problem by proposing a project for students and the community "Seminar on Kelulut Honey Bee Cultivation Business (Case study on Marketing)" which aims to motivate the community in responding to small things that can be useful for life and promotion strategies play a very important role it is important to inform the public to be able to participate and be interested in this seminar. Because by attending the seminar a lot of knowledge is gained and experiences.

2. TINJAUAN PUSTAKA

According to Tribowo in the journal "Development of Kelulut Peringin Honey, Kab. Balangan. Integration of Post-Coal Mining Programs and Community Empowerment" (2021) The results of activities at the Kelulut palace partner SMEs show that there is an addition of kelulut honey bee nests to approximately 300 (three hundred) units (*Trigona Thorasica* and *Trigona Itama*) with an average production of 300 liters per month. The results of the laboratory analysis of kelulut honey for Itami species on all honey parameters meet the quality requirements of *Trigona* honey (SNI 8664,2018).

Then, research by Tulu et al (2020) The title research "Improved beekeeping technology in Southwestern Ethiopia: Fokus on beekeepers' perception, adaption rate, and adoption determinants" The result Study showed a low adaption rate of improved beekeeping technology in the study areas. High yield, ease of inspection, and quality honey are the main advantages of improved beekeeping technology reported by beekeepers.

As reported by Vaulina and Kurniati in the journal "Analysis of Business and Marketing of Kelulut Honey in Kampar Regency (2019)", the results show that the characteristics of breeders are in the category of productive age (26-55 years), SD-Bachelor education and animal husbandry experience 1-6 year.

Research carried out by Dafar and Turi (2019) The Title research "Analysis Marketing Behavior of Honey in Oromia Regional State, Ethiopia" The result of the SCP model indicated that the structure of the honey market in the study area characterized the existence of oligopoly

with four firms concentration ratio 40.7%. The honey market conduct was inefficient in that some traders were price makers and the price was affected by individual firms.

According to Yeserah et al (2019) The Title research “Honey marketing, structure and conduct of honey market in Gozamen district, East Gojjam Zone, and Amhara Region” As a result, establishing legal honey marketing framework and regulatory measures are indispensable tasks to establish healthy honey marketing system in the study area.

3. METODE PENELITIAN

The location of this project implementation is in Bengkalis Island. The objects in this seminar project are the community, students and young people on Bengkalis Island. There are 4 methods used in this activity, namely planning, preparation, implementation and reporting. This activity was carried out in the Hall of the ADM Building, floor III. participants who registered for this activity totaled 109 participants and those who were present at the time of the activity totaled 103 people who were students, the community and young people on the island of Bengkalis who had registered and paid a registration fee of DIR 10,000 per person. Promotional activities carried out to find participants are by making brochures and posting them on social media such as Facebook, Whatsaap, Instagram and promoting directly to potential participants.

4. HASIL PENELITIAN DAN PEMBAHASAN

Project promotion is carried out using lobbying which is an activity to influence and persuade sponsors and donors as well as convince potential sponsors and donors so that these parties are interested in participating in helping and providing support in the form of material and non-material. Lobbying is done by an approach that leads to a goal that is beneficial to both parties. This activity is carried out by offering activity proposals to prospective sponsors and donors. In the implementation of the business seminar co-sponsors, the sponsors, get funding in the form of money to help with business seminar activities. In addition to sponsors, they also get funds from donors who sincerely give money without expecting anything in return from the project organizers.

List of Sponsors for the 2022 Business Seminar

No	Sponsor Name	Amount
1	Pemuda Batak Bersatu	IDR 500,000
2	Bumdes Maju Bersama	IDR 300,000
3	Cm Photography	IDR 250,000
4	Kopi Kap	IDR 75,000
5	Discover Bengkalis	IDR 75,000
TOTAL		IDR 1,200,000

Source: Processed Data 2022

List of Donors 2022 Business Seminar

No	Donor Name	Amount
1.	Kelompok Tani	IDR 500,000
2.	Putra DM Elektronik	IDR 300,000
3.	Toko Agung	IDR 300,000
TOTAL		IDR1,100,000

Source: Processed Data 2022

After being prepared with good calculations and planning, the next step is the implementation of the project in the promotion section. Some of the activities carried out in stage. This is to Appreciation to participants, dissolve the committee, project activity implementation report for the Business Seminar 2022 activities.

The business seminar 2022 activity was carried out on October 15, 2022. It was held on Saturday because the participants who were students, the community and young people

had free time on Saturday. The report on the implementation of the Business Seminar which was held on Saturday, October 15, 2022, in the Hall of the Commerce Administration Building, Floor III, went successfully. At the time of carrying out the activity, there were no obstacles faced because it had been carefully prepared by the committee that had been formed, before the event was carried out the committee had conducted a site survey first and prepared all the equipment needed. the day before the event lady did first.

Certificate making by the promotion section as explained in the previous chapter, namely making certificate designs for participants as a form of appreciation for having attended the seminar. Every participant who has registered and has paid the registration fee will be given a certificate by the organizing committee of the seminar activity.

Certificates were not only given to participants but all committee members who had assisted in the implementation were also given certificates as a sign of gratitude for helping prepare the business seminar 2022 activities. Resource persons who filled in at the event were also given certificates because they were willing to convey material at the activity.

In the previous plan for certificates participants were given E-certificates to save costs, during seminar activities however because quite a lot of sponsors and donors were obtained finally the committee gave certificates to participants. Certificates were given to all participants, committee and resource persons as a sign of gratitude and appreciation from the activity organizing committee.

Certificates are well designed, nice and attractive by using white and orange so that the certificate looks elegant and luxurious. the certificate is signed by the chief executive and executive secretary and given a stamp. Each certificate is given a seminar activity logo as a valid identity.



Figure 1 Photo session documentation

Source: Processed Data 2022

The picture above is a photo documentation of the participants of the business seminar 2022. This photo session was carried out before the formal event, namely the delivery of material from an extraordinary resource person who was invited by the committee to fill the business seminars. This photo session was carried out before the lecturer left the event because there are other activities.

After the formal event was held, the core event of the 2022 business seminar was immediately guided by the resource Namely Khairul Saleh M.H which explains the material about Kelulut Honey Bee Cultivation. The resource persons were specially invited to provide material on the cultivation of honey bees because resource person is the builder of the honey bee cultivation community group.

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