

Marketing Strategy of Honey in Sarining Trigona Pertiwi Beekeeper Bongkasa Pertiwi Village

I Gusti Ayu Widari Upadani^{1*}, Gusti Ngurah Aditya Krisnawan²

¹ Department of Information System, Technology and Business Institute STIKOM of Bali, Indonesia

² Department of Information System, Technology and Business Institute STIKOM of Bali, Indonesia

*Corresponding author. Email: ayuwidari@stikom-bali.ac.id

Abstract

Honey bees are one of the potential forest resources to be developed and cultivated. Marketing is an important part of business development. The purpose of this study is to the identification of factors that affect honey business cultivation and to obtain the strategy for business development of the business *Tetragonula laeviceps* honey in Sarining Trigona Pertiwi. The method used in this research is the descriptive method using a questionnaire and observation, interview, and documentation. The data found were analyzed using descriptive and continued with SWOT analysis. The research found that the main factor contributing to the business, are assistance from universities and related institutions, mentoring/training, increasing consumer demand for "kele-kele" honey, regulations or rules and trends, development of promotional media through social media, the existence of online marketing, the climate and environment is supportive develop of the honeybee is the availability of natural bee feed plants, and the selling price of the honey is affordable. Several strategies that can be carried out in business development include: Human resources who are highly committed to the development of the honey bee cultivation business, assistance from universities and related institutions, honey products developed to make derivative products so that consumers choose more varied products, marketing is done through social media so that the product is more widely known not only in the Bongkasa Pertiwi area, increasing the availability of plants as natural bee feed, preventing pests and diseases, and packaging made according to quality standards to ensure the safety of the products.

Keywords: strategy, honeybee, *Tetragonula laeviceps*, business, marketing

1. Introduction

Honey bees are one of the potential forest resources to be developed and cultivated. Honey bee farming is a business of developing and selling honey bee products. These efforts are made to meet the growing demand for honey products. The amount of demand for honey has not been matched by the ability of the beekeeping industry to increase honey production, so to overcome these conditions, honey bee business development needs to be carried out [1]. Marketing is an important part of business development. According to [2], the most difficult condition in marketing is maintaining consumer confidence in the products purchased. Digital marketing is a marketing activity so that products or services are better known by potential consumers and at the same time influence potential buyers to be able to buy and consume company products and services through the Internet [3];[4]. [5] found that digital marketing has a positive and significant effect on increasing sales performance. According to [5], e-commerce is the latest trend that becomes a strategy in marketing that utilizes technology to reach a wider scope than conventional marketing. The use of social media, especially Instagram in marketing coffee beverage products, has proven to be effective in spreading promotional messages to customers in a fast and cost-effective way compared to traditional media [6].

The high competition in honey production has resulted in honey development and honey marketing to be able to create added value to its products so that it can compete with producers [7]. With the increase of competition in honey marketing, conventional marketing strategies need to be

adapted to market developments. According to [8];[9]; [10], a marketing strategy is a plan to achieve organizational goals in the field of marketing. In other words, marketing strategy is a set of goals and objectives, policies, and rules that give direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially as the company's response to the environment and competitive conditions. always changing.

The purpose of the study was to determine and identify the factors that influence the development of the "kele-kele" honey business in the Sarining Trigona Pertiwi group and to determine and obtain the right marketing strategy for honey products produced by the group in the face of intense competition. more competitive going forward. By looking at the condition of internal and external factors owned by the Sarining Trigona Pertiwi group, it is very necessary to change its marketing strategy. Based on the description described above and the problems found in the group, it is necessary to make research marketing strategies for developing the honey business in the Sarining Trigona Pertiwi group.

2. Material and Methods

The study was located in Bongkasa Pertiwi Village in the "Sarining Trigona Pertiwi" *kele-kele* honey bee (*Tregonela laeviceps*) cultivation business group in Badung Regency and the research was carried out for four months. This research used a descriptive method with primary and secondary data. The data was collected through observation, interview, and documentation. Honey's business development is influenced by several factors, both internal and external. These two factors will influence the development of the honey business in the Sarining Trigona Pertiwi group. Identification of these two factors needs to be done and marketing strategies also need to be analyzed to get strategic priorities in developing the honey business in Bongkasa Pertiwi Village.

At the initial stage, surveys and interviews were conducted regarding the location and existing conditions of the honey bee cultivation, the environment, and the potential possessed by the group. For further research, the initial information obtained becomes a reference and an illustration in making the questionnaire which will then be carried out by extracting data from the management and group members, representatives of the village government, as well as consumers of the honeybee both local and regional consumers using the questionnaire above. Besides using questionnaires, interviews were also conducted to obtain complete and accurate data. The data were obtained and then tabulated and analyzed using descriptive and comparative analysis.

3. Results and Discussion

3.1 Internal and External Factors of Kele-Kele Honey Cultivation Business in the Sarining Trigona Pertiwi Group

During the observation for 3 months and conducting in-depth interviews with the owner of the Sarining Trigona Pertiwi group cultivation business, the following is an explanation of the observations made by the researchers according to the categories mentioned in previous chapters consisting of internal and external factors.

Internal factors of *kele-kele* honey cultivation business. The internal environmental analysis consists of the strengths and threats of the honey bee-farming business and found four points in each factor. The following are the dominant strength and threat factors owned by the honey business:

Strength of beekeeping business for honey cultivation. The strength that the company can use to continue to able to compete in a honey cultivation business has several points of strength that make it still able to compete. The strengths of the honey cultivation business are:

1. Have a very high interest and willingness to do business.

2. Honey is in great demand by consumers because it is beneficial for health. The products of the honey cultivation of the Sarining Trigona Pertiwi group include: honey is a thick liquid produced by bees from flower nectar. Honey is also a mixture of sugars made by bees from a natural sugar solution produced from flowers called nectar. Workers for use as food for the queen bee and honey bee larvae.
 3. Affordable prices for consumers. The price set by the Sarining Trigona Pertiwi group for each 100 ml package is IDR 100,000
 4. Availability of natural bee food plants
- Weaknesses of the *kele-kele* honey bee cultivation business. In addition to having usable powers. To stay afloat in the face of competitors, the honey bee cultivation business also has several weaknesses in dealing with its competitors.

The weaknesses of the honey bee cultivation business of the Sarining Trigona Pertiwi group are:

1. Marketing is still mostly conventional.
Currently, the honey bee cultivation business of the Sarining Trigona Pertiwi group is only carried out by conventional promotion. This honey cultivation business group must be sensitive in facing complex competition and must innovate in marketing through social media and the like so that the products offered can continue to be used by consumers. According to [2] and [11], the most difficult condition in marketing is to maintain consumer confidence in the purchased product. The most difficult condition in marketing is to maintain consumer confidence in the purchased product. Digital marketing is a marketing activity so that products or services are better known by potential consumers and at the same time influence potential buyers to be able to buy and consume the company products and services through the Internet media [3].
2. Financial reporting and stock of goods are still manual and have not been managed properly.
3. Unattractive packaging
Product packaging safety is an important factor for consumers who buy bee-derived products. With the security of product packaging, consumers do not hesitate to buy and carry in a longer reach or to store for a long time.
4. The quality of *kele-kele* honey is still low. During the rainy season, crops such as honey and pollen will decrease slightly in quality because the water content will increase, modern equipment is needed to reduce the water content in honey, and to dry the pollen, while livestock natural doesn't have it yet so it still uses traditional processes and hampers the packaging process. [12] and [13] reported that the quality of honey is important for both local and international markets to ensure competitive prices and human health [14].

The external factors found in the honey bee cultivation business in the Sarining Trigona Pertiwi group the Opportunities for the honey bee cultivation business they have are:

1. Assistance from universities and related institutions. With the assistance or training of human resources in the Sarining Trigona Pertiwi Group, it is hoped that they will gain knowledge to develop derivative products from the honey cultivation business so that the products produced are more varied for consumers.
2. Consumer demand for *kele-kele* honey is increasing
It is undeniable at this time that the derivatives of bee products are very popular with the public. Currently consuming honey is not only for curing disease, but in this modern era, many people consume honey for natural health supplements and beauty [15]. High consumer demand sometimes cannot be met, so increasing product stock and enlarging beekeeping

through increasing the number of colonies is a long-term opportunity for honey bee cultivation. The safety factor for the presence of bee colonies also needs to be considered by the group so that it does not disappear.

3. Development of promotional media through social media. Promotions carried out by natural honey bees are currently lacking, so it needs to be increased so that the company's target can be achieved. Marketing must be more effective so that more consumers know about the products of the group because so far only conventional promotions have been carried out. The use of effective marketing can increase the volume and access of selling the honey product. The results of the study by [5];[16];[17] found that digital marketing has a positive and significant effect on improving sales performance. According to [18], e-commerce is the latest trend that has become a strategy in doing marketing that utilizes technology to reach a wider scope compared to conventional marketing
4. Consumers who use *kele-kele* honey products from the Sarining Trigona Pertiwi group always
5. The climate and environment support the sustainability of the *Tetragonula laeviceps* habitat
6. Bee food is available naturally and is adequate because of the cool village situation and lots of plants for food resources for the bees.

The most important to consider in the external environment of the company is the threat to the honey business in the group. The threat can come from anything, including the environmental situation that is being carried out. Threats to the *kele-kele* honey cultivation business are:

1. Based on experts' analysis that improvement of promotion methods through social media and marketing with an online system is needed to increase the sealing of the honeybee product. According to [19]; [20], corporate social responsibility, social media, advertising such as flyers and banners, and sales promotion have a relationship between consumer buying behavior on the product.
2. The level of consumer confidence in the quality of the honey is still not entirely good, there is an assessment that the quality of honey produced by the group often fluctuates and is inconsistent both in terms of color, taste, and aroma.

5.2 SWOT Analysis of *Kele-Kele* Honey Cultivation Business in the Sarining Group Trigona

SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats that occur in a project or a business venture, or evaluate own product lines or competitors. To perform the analysis, the business objectives are determined or identify the object to be analyzed. Strengths and weaknesses are grouped into internal factors, while opportunities and threats are identified as external factors. Based on SWOT analysis that the strengths factor having a good capability and strong commitment to human resources has a higher score 5 (very agree) than the other factors. Meanwhile, on the weaknesses factor of abundant of conventional marketing has the highest score namely 5 (very agree). The external factors such as opportunities and threats need to be considered as well and the highest score 5 (very agree) and 4.5 (agree) were given by parameters of guiding from university and related government institution and promotion method through social media and marketing with online system respectively.

3.2 Marketing Strategy of *Kele-Kele* Honey Cultivation Business

The next stage is the formulation of a marketing strategy based on the SWOT matrix based on data from the honey bee cultivation business in the Sarining Trigona Pertiwi group from the results of interviews, observations, and documentation. Marketing strategy analysis based on the SWOT matrix has four alternative strategies that can be applied by the company obtained from the analysis of internal and external factors. The results in the SWOT matrix table for honey bee *kele-kele*

cultivation using the analysis of internal and external factors as described above, it can be seen that the four strategies summarized in the SWOT matrix can be taken into consideration by the company to be implemented. The strategies are Strength Opportunities (SO), Strengths Threats (ST), Weakness Opportunities (WO), and Weakness Threats (WT) strategies. Based on the information in the SWOT matrix table, it is known that the right strategy to be implemented by natural bees is as follows:

a) Strength opportunities (SO) strategy

SO strategy is a strategy that uses the strengths of the company to take advantage of and seize opportunities as much as possible. In this case, the honey cultivation business in the Sarining Trigona Pertiwi group tries to use its strengths to take advantage of its opportunities. The following are strategic recommendations that can be considered to be applied to natural beekeeping, including:

1. Human Resources who are highly committed to the development of the bee cultivation business. The management and members of the Sarining Trigona Pertiwi group have a high interest and willingness to try to advance and develop the honey bee cultivation business. This bee is a valuable initial asset for the continuity of the group's business. Therefore, in the future, there will be no problems with the commitment of business development members. [21] and [22] said that the improvement of attitudes, service, work discipline, struggle and professional abilities can be done with real coaching and actions so that efforts to improve employee work performance can be realized.
2. Assistance from universities and related institutions. With human resources who have a high commitment to the development of the honey cultivation business, the group must immediately cooperate with other parties to obtain training in the field of developing derivative products from bee honey. The products produced are not only honey but can also be other products such as royal jelly, propolis, wax bee, etc. Diversification of bee products through product alternatives will improve the income of the group [23].

b) Strength Threat (ST) Strategy

Strategy in using the strengths of the company to overcome threats. In this case, the honey bee cultivation business tries to take advantage of its strengths to overcome threats. The following are strategic recommendations that can be taken into consideration to be applied by the local honey cultivation business in the Sarining Trigona Pertiwi group, including:

1. Availability of bee feed plants available naturally.

Kele-Kele honey bee cultivation business is very dependent on plants as food in Bongkasa Pertiwi village. Plants to feed the bees are abundant and naturally exist in cool conditions and environments which are very suitable for the survival of the bee colony. It is a fortune that the group must be grateful for because not all regions have plants and natural environmental conditions like those of Bongkasa Pertiwi village that this can reduce expenditures for purchasing honey bee feed, therefore it must be maintained and preserve the presence of natural plants. However, in the future, the group needs to replant new plants to feed the honeybees in anticipation of the old plants being dead or damaged. According to [24];[25];[26], honey produced by *Tetragonula laeviceps* bees is largely determined by the availability of plants as a source of feed around the hive.

2. Pests and predators

The business of honey bee cultivation is very dependent on plants as feed resources, these plants also sometimes have pests and diseases, for the group must be able to overcome this problem by providing antidotes for pests.

b). Weakness Opportunity (WO) Strategy

This strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses. *Kele-kele* honey bee cultivation businesses must take advantage of opportunities to cover their weaknesses. The following are strategic recommendations that can be taken into consideration by the Sarining Trigona Pertiwi group, including:

1. The products produced are not only in the form of honey but also other derivative products such as royal jelly and bee pollen.
2. Marketing through social media

Promotions for the resulting *kele-kele* honey products were expanded through marketing with social media. According to [27], the honey harvest and the stages of harvesting from start to finish then the honey is placed in a bottle, video and narrated, explained then uploaded on social media, this will attract potential consumers to see and watch. Promotion through social media has a wider reach, not only in the Bongkasa area but also outside the region and even abroad. Research by [6] found that the use of social media, especially Instagram in marketing coffee drink products has proven to be effective in spreading promotional messages to customers in a fast and cost-effective way compared to traditional media.

c) Weakness Threat (WT) Strategy

This strategy is based on activities that are defensive in nature and try to minimize existing weaknesses and avoid threats. The strategy that can be used is that the safety of product packaging is an important factor for consumers who buy bee-derived products. Regarding the safety of product packaging, consumers do not hesitate to buy and carry in a longer reach or to store for a long time as well as the consumers feel safe and trust to buy the honey product coupled with an attractive design.

4. Conclusion

Based on the results of the study, several conclusions can be obtained, namely:

1. The internal factors that influence the development of the *kele-kele* honey business in the Sarining Trigona Pertiwi group are (Strength): Strength (S): The bees are naturally available in sufficient quantities, have human resources who are very interested and willing to try, honey is in great demand by consumers because it is beneficial for health, the availability of natural bee feed plants, the selling price of the honey is affordable, honey bee-keeping is easy, and the business capital for cultivating the honeybee is not expensive. While the internal factors that need to be improved and become the weakness of the group are: This business is not yet known in the market, the land used is small, the lack of stock of the honey, marketing is still mostly conventional, and financial reporting and stock of goods are still manual not managed properly, the packaging is lacking interestingly, the quality of the honey is still low, and the selling price of honey is still expensive.
2. Influential external factors that constitute opportunities for the development of the honey business are: assistance from universities and related institutions, mentoring/training, increasing consumer demand for the honey, regulations or rules and trends, development of promotional media through social media, the existence of online marketing, the climate and environment is supportive, and bee feed is available naturally and adequately. Meanwhile, external factors that influence and pose a threat to the development of the honey business are climate change, forest and land fires that threaten the existence of colonies, pests and diseases or predators, reduced natural food sources, and the level of consumer confidence in the quality of honeybees.
3. Several strategies that can be carried out in business development include: Human resources who are highly committed to the development of the honey bee cultivation business, assistance from universities and related institutions, the honey products are developed to make derivative products so that consumers choose more varied products, marketing is done through social media so that

the product is more widely known not only in the Bongkasa Pertiwi area, increasing the availability of plants as natural bee feed, preventing pests and diseases, and packaging made according to quality standards to ensure the safety of the products.

Acknowledgments

The authors are grateful to the Rector of Technology and Business Institute STIKOM of Bali and the Head of the Research Institution for supporting the project and facilities and the supervising and the last for the Sarining Trigona Pertiwi Beekeeper as a partner in collaborating for this research.

References

- [1] Setiawan, A., Sulaeman, R., Arlita, T. (2017). Strategi pengembangan usaha lebah madu kelompok tani Setia Jaya di Desa Rambah Jaya Kecamatan Bangun Purba Kabupaten Rokan Hulu. *Jurnal BAPPEDA*, 3 (1).
- [2] Suherman, D., Kadarsih, S., Gusmantoro, M.G. (2017). Strategi pemasaran madu berdasarkan karakteristik konsumen Di Kota Bengkulu. *J. Sain Peternak. Indones.*, 12(2), 171–183. doi: 10.31186/jspi.id.12.2.171-183.
- [3] Andiana, B.D.L., Hurriati, L., Fathurrahman, F. (2020). Adoption of digital marketing in strengthening micro, small and medium enterprises in Mataram City during The Covid 19 Pandemic. *Proc. 2nd Annu. Conf. Educ. Soc. Sci. (ACCESS 2020)*, 556, 554–557. doi: 10.2991/assehr.k.210525.148.
- [4] Hayu, R.S. (2019). Smart digital content marketing, strategi membidik konsumen millennial Indonesia. *JMK (Jurnal Manaj. dan Kewirausahaan)*, 4 (1), 61. doi: 10.32503/jmk.v4i1.362.
- [5] Sulestiyono, D., Aresteria M., Lestiani, L.I.B. (2021). An Implementation of Micro, Small, and Medium Enterprise (MSME) Opportunities and Challenges In The Pandemic Era : A Literature Review. *J. Ekon. Manaj. dan Akunt.*, 2 (2), 19–31. Available: <http://jema.unw.ac.id>.
- [6] Adithia, S., Jaya, M.P.P. (2021). Strategi pemasaran digital produk minuman kopi di masa pandemi. *J. Res. Bus. Tour*, 1 (1), 37. doi: 10.37535/104001120213.
- [7] Selmi, S., Irnad, I., Sistanto, S. (2020). Segmentation of consumers of honey and identification of honey preference in Kota Bengkulu. *AGRITROPICA J. Agric. Sci.*, 3 (2), 88–97, doi: 10.31186/j.agritropica.3.2.88-97.
- [8] Ichwanda, F.I. (2015). Analisis Strategi Pemasaran Untuk Meningkatkan Volume Penjualan Ekspor. *Adm. Bisnis*, 24 (1), 1–9.
- [9] Pratama, S.A., Fauzi, A.M., Sukardi. (2020). Strategi Peningkatan Daya Saing Produk Madu (Studi Kasus: Pt Madu Pramuka) Competitiveness Strategy for Honey Product(Case Study: Pt Madu Pramuka). *J. Apl. Manaj. dan Bisnis*, 6(1), 179–187.
- [10] Teguh M., Ciawati, C.T. (2020). Perancangan strategi digital marketing communication bagi industri perhotelan dalam menjawab tantangan era Posmodern. *Bricol. J. Magister Ilmu Komun.*, 6 (01), 051. doi: 10.30813/bricolage.v6i01.2067.
- [11] Ginting, G., Tariningsih, D., Lestari, P. (2020). Strategi Pemasaran Madu Kele-Kele di Home Industri Bapak Yustika Desa Kuwum Kecamatan Mengwi Kabupaten Badung. *AGRIMETA*, 10(20), 49–55. [Online]. Available: <http://e-journal.unmas.ac.id/index.php/agrimeta/article/view/1791%0Ahttps://e-journal.unmas.ac.id/index.php/agrimeta/article/download/1791/1425>
- [12] Singh, I., Singh, S. (2018). Honey moisture reduction and its quality. *J. Food Sci. Technol.*, 55(10), 3861–3871. doi: 10.1007/s13197-018-3341-5.
- [13] Parihar, A., Thakur, M., Rana, K., Devi, S. (2020). Quality analysis of Apis cerana and Apis mellifera honey from Himachal Pradesh , India. *Journal of Entomology and Zoology Studies*. 8(6), 46–54.
- [14] Namini, Z.N., Mousavi, M.H., Mahmoudi, R., Hassanzadeh, P. (2018). Hygienic quality of the honey samples produced in the Iran in comparison with international standards. *Int. Food Res. J.*, 25 (3), 982–988.
- [15] Nining, H., Niapele, S., Salatalohy, A. (2019). Budidaya lebah madu *Trigona* sp. Di Kecamatan Oba Tidore Kepulauan Studi Kasus Di Desa Kusu Sinopa. *J. Akrab Juara*. 4, 172–182.
- [16] Oktaviani, F., Rustandi, D. (2018). Implementasi Digital Marketing dalam Membangun Brand Awareness. *J. Ilm. ilmu Hub. Masy.*, 3(1). doi: 10.24198/prh.v3i1.15878.
- [17] Maylinda, S., Sari, I.P. (2021). Optimalisasi integrated digital marketing dalam strategi pemasaran UMKM Imago raw honey. *JABE (Journal Appl. Bus. Econ.)*, 7(4), 521. doi: 10.30998/jabe.v7i4.9940.
- [18] Umbara, D.S., Hikmatyar, M. (2020). Pengembangan Pemasaran Kopi Galunggung Menggunakan Sistem E-Commerce. *Mimb. Agribisnis J. Pemikir. Masy. Ilm. Berwawasan Agribisnis*, 6(1), 178. doi: 10.25157/ma.v6i1.2956.

- [19] Zakaria, A.NI., Mahat, N.A., Kamaruddin, M., Mud, N.N.N., Rahman, R.A. (2018). The Effectiveness of Promotion Strategy Influence Consumer Buying Behavior of Menara Optometry. *Int. J. Acad. Res. Bus. Soc. Sci.*, 8(8), 756–762. doi: 10.6007/ijarbss/v8-i8/4630.
- [20] Yasir, F., Amin, M. (2022). Neuromarketing - seeing the unseen: effect of in-store category artwork, structures and packaging on shopper's buying behaviors in Pakistan. *J. Mark. Strateg.*, 4(2), 227–245. doi: 10.52633/jms.v4i2.201.
- [21] Pratama, I. P. N., Eka, W., Luh, N., Ginantra, I.K. (2018). The effect of different altitude To the pollen types that Trigona collected. *J. Biol. Udayana*, 22(1), 42. doi: 10.24843/jbiounud.2018.v22.i01.p06.
- [22] Avila, O.V. (2018). Phytometal Availability, evaluation of antioxidant activity and total phenolic compounds of *genipa americana* L. (Rubiaceae) Fruits. *J. Agric. Sci.*, 10(5), 150. doi: 10.5539/jas.v10n5p150.
- [23] Syafrizal. (2020). Diversity and honey properties of stingless bees from meliponiculture in east and north Kalimantan, Indonesia. *Biodiversitas*, 21(10), 4623–4630. doi: 10.13057/biodiv/d211021.
- [24] Nugroho, R.B., Soesilohadi, H. (2014). Identifikasi macam sumber pakan lebah *Trigona* sp. (Hymenoptera: Apidae) di Kabupaten Gunungkidul. *Biomedika*, 7(2), 2–5. Available: www.biomedika.ac.id.
- [25] Agussalim, A., Agus, A., Umami, N., Budisatria, I.G.S. (2017). Variation of Honeybees Forages As Source of Nectar and Pollen Based on Altitude in Yogyakarta. *Bul. Peternak.*, 41(4), 448. doi: 10.21059/buletinpeternak.v41i4.13593.
- [26] Sohaimy, S. A. El., Masry, S.H.D., Shehata, M.G. (2015). Physicochemical characteristics of honey from different origins. *Ann. Agric. Sci.*, 60(2), 279–287. doi: 10.1016/j.aos.2015.10.015.
- [27] Afrilia, A.M. (2018). Digital marketing sebagai strategi komunikasi pemasaran 'Waroenk Ora Umum' dalam meningkatkan jumlah konsumen. *J. Ris. Komun.*, 1(1), 147–157. doi: 10.24329/jurkom.v1i1.21.