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Development Strategy of Klanceng Honey Livestock (*Trigona Sp*) in Lubuk Raja, Ogan Komering Ulu District

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Abstract
Honey bee cultivation is one of the livestock businesses that can play a role in meeting the economic needs of the community. This research was conducted in order to find out what strategies are appropriate in developing the Klanceng (Trigona sp) honey livestock business so that the marketing and development of the Klanceng (Trigona sp) honey livestock business can develop and be able to add economic value to the people of Lubuk Raja District, Ogan Komering Ulu Regency. The results of this research are internal factors include strengths and weaknesses, namely that employees have undergone training, the availability of nectar production facilities is quite extensive, cultivation management has been implemented and they already have market share. The weaknesses of the Klanceng Honey Farming Business (Trigona SP) in Lubuk Raja District, Ogan Komering Ulu Regency are seasonal factors, funds, not being able to harvest every day, simple product packaging and lack of knowledge of marketing media. External factors include opportunities and threats. The strategiesis using the S-O strategy or power of opportunity strategy, namely utilizing government support in expanding the marketing area for honey products, utilizing nearby shops and honey collecting agents to market the harvest of Klanceng honey bee products (Trigona sp), then utilizing social media as a promotional tool honey products, as well as changing old packaging in the form of marjan bottles into more attractive glass bottles, developing technology for cultivating livestock Klanceng honey bees (Trigona sp) and finally renting land in an area that is in season.

Keywords: Development; Honey Livestock; Strategy; Trigona Sp

Introduction

Indonesia is known to have quite large potential in developing bee commodities. This commodity is a wealth of biological natural resources with a variety of potential plant species that can be used as a food source supported by agro-climatic conditions to support bee activity. The tropical climate allows flowers to be available throughout the year so that the food source is guaranteed and bees can produce honey well (Winahyu et al., 2021).

Honey bee cultivation is one of the livestock businesses that can play a role in meeting the economic needs of the community. The Trigona honey bee is unique because the Trigona sp honey bee does not have a sting, but has an adhesive substance which is used as a weapon to protect its nest (Benefits et al., 2023). Honey is one of the non-timber forest products (NTFPs) which is a favorite in society with its various benefits (Yunianto & Jannetta, 2020). Honey is a food ingredient in the form of a thick liquid that has a natural sweet taste that comes from flower nectar which is rich in nutrients and has many benefits for human health. Forest honey production

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has begun to be managed well, because the potential for forest honey is quite large which can improve the economy of communities around the forest.

Forest resources that have the potential to be cultivated are Trigona sp honey bees because the food available in the forest is very abundant. All types of plants that produce flowers can be used as a natural food source for Trigona sp honey bees. Almost all plants that produce flowers can be used as a better source of food that comes from forest plants and plantation plants (Fadli et al., 2016). The business of cultivating honey bees has long been known by rural communities and communities around forests and Indonesia's fertile natural conditions allow the growth of various types of plants. The public is well acquainted with the honey produced from cultivating honey bees, especially the local Apis cerana species.

The beekeeping business has a very good opportunity to be cultivated in rural communities, because the Indonesian region has the potential for biological natural resources that support the development of agribusiness, namely in the form of various types of bees, various types of plants as a food source for bees. as well as sources of rubber and tropical environmental conditions that really support nature conservation and agricultural business development (Edy & Ardi, 2020). Several types of bees that are good for cultivation, one of which is the Trigona sp. Even though the production of honey is not as large as that of the Apis sp bee family, the production of raw propolis (propolis material) is quite large. Trigona sp. is a type of bee native to Asia which has specific characteristics, namely the honey produced has a sour taste but is resistant to fermentation and rarely moves, and the price of the honey product is higher compared to honey produced by Apis genus bees (Khairunnisa et al., 2020). Cultivation of honey bees Trigona sp. is a business developing and selling products made from bees. This effort was carried out to meet the increasing need for honey products. The large demand for the beekeeping industry's ability to increase honey production means that to overcome this condition, honey business development needs to be carried out. Klanceng honey bee cultivation business is profitable and feasible to continue (Pratiwi, Abdullah, & Dirgantoro, 2020). Cultivating honey bees can be part of the livelihood of people living in villages and around forests to increase family income.

Lubuk Raja District is one of the villages in Ogan Komering Ulu Regency. Lubuk Raja District, Ogan Komering Ulu Regency is known as a temperate plain area with a cool climate with an altitude of approximately 450 m above sea level (asl). Lubuk Raja District, Ogan Komering Ulu Regency has potential for the Klanceng Honey Livestock (Trigona SP) livestock business which is worth developing. The Klanceng Bee (Trigona SP) is a type of honey bee that is widely bred in Lubuk Raja District, Ogan Komering Ulu Regency because it is docile and non-aggressive, making it suitable for cultivation. The production of honey produced by this type of bee is also very abundant. The Klanceng Honey Farming (Trigona SP) business has been operating for a long time from 2020 to 2022 and has had almost 300 plants in the last 14 years. The following is a table for honey bee cultivation.

Table 1 Cultivation of Klanceng honey cattle (Trigona Sp) by year

No	Year	Number of Stups	Production Result
1.	2020	250 stup	150 Liter
2.	2021	300 stup	200 Liter
3.	2022	300 stup	200 Liter

Source. Primary Data 2023

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If you look at the table above, the cultivation of Klanceng (Trigona sp) honey livestock has almost increased from year to year because the nectar production in Lubuk Raja District, Ogan Komering Ulu Regency is quite adequate because it is surrounded by forests and plantations so that Klanceng (Trigona sp) honey breeders it is not difficult to find a source of food for the bees he breeds. However, there are several difficulties that are still experienced by Klanceng (Trigona sp) honey breeders, including climate and weather changes, this is a problem factor that beekeepers cannot control.

This research was conducted in order to find out what strategies are appropriate in developing the Klanceng (Trigona sp) honey livestock business so that the marketing and development of the Klanceng (Trigona sp) honey livestock business can develop and be able to add economic value to the people of Lubuk Raja District, Ogan Komering Ulu Regency. Research on developing a strategy for developing the Klanceng honey livestock business (Trigona sp) aims to analyze the internal and external conditions related to the business to be developed and develop and recommend business development strategies. In the process of formulating an effective business development strategy, internal and external analysis is needed to identify key variables in the form of strengths, weaknesses, opportunities and threats that will influence the development of the Klanceng (Trigona sp) honey farming business. Based on the description presented, the author is interested in carrying out research related to business development strategies which are really needed to increase the competitiveness of the Klanceng (Trigona Sp) honey farming business.

The aim of this research is to analyze strategies that can be formulated and developed in the Klanceng Honey Farming business (Trigona SP) in Lubuk Raja District, Ogan Komering Ulu Regency.

Literature Review

Klanceng Bee

Klanceng bees are also called "lanceng" with the Latin name (Trigona itama). These bees do not sting like honey bees in general. Klanceng bees are small and can live around humans (Dewantari, 2019). Klanceng produces honey from the activity of collecting honey and storing it in pots in its nest which can be used as an antibacterial because it contains water, acidity and flavonoid inhibitor compounds (Nafi et al., 2019).

The Klanceng bee (Trigona sp) is a bee that has no sting, is not vicious, lives in colonies, produces honey, is easy to adapt and does not escape easily, and does not require a large cultivation area. Klanceng bees are honey producing bees. The way of life of the Klanceng bee is by living in colonies. Klanceng bees have long been cultivated for their honey. Trigona sp does not have a sting (stingless bee) and easily adapts to new environments (BPTHHBK, 2018).

This Klanceng bee is a type of stingless bee that is capable of producing honey and propolis in certain quantities and has properties that are good for the body, including inhibiting the growth of bacteria in the body (Endang et al., 2020). Klanceng bee food comes from various types of plants that produce nectar and pollen. Several types of plants are sources of food for Klanceng bees, namely *Carica papaya, Nephelium longan, Acacia auriculiformis, Eucalyptus nandiniana, Amaranthus spinnosus, Cosmos caudatus, Clitoria ternatea, Zea mays, Averrhoa carambola, Talinum paniculatum, Capsicum annuum, Coleus scutellarioides, dan Impatiens balsamina* (Serang et al., 2019).

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Picture: Trigona Itama Bee

Klanceng bees (trigona sp) are bees that produce honey, propolis and bee bread. More propolis is produced than honey and bee brands. Raw propolis is a glue that is used as a defense that provides protection from predator attacks (Riendriasari & Krisnawati, 2017). Klanceng bees are known to produce honey which contains vitamin C which functions as an antibiotic, antitoxin, antioxidant and to improve the immune system (Dan et al., 2014).

The nutritional content of Klanceng honey has also been researched to be better than ordinary bee honey. For example, propolis is produced from Trigona sp. Has antimicrobial activity against Salmonella bacteria (Hasan et.al, 2011). The quality of Kelulut honey is also as good as forest honey (Apis dorsata) in controlling blood cholesterol levels (Rahma et.al., 2014). A comparison of the characteristics of forest and Kelulut honey can be seen in Table 2.1 below:

Table2. Comparison of the Characteristics of Forest Honey and Klanceng Honey

Comparison	Forest Honey	Klanceng Honey
Flavor	Tends to be sweet	Tends to be sour, sour, bitter
Propolis	< 1 kg per year	8,5 kg per year
Enzyme Content	Relatively few types	More diverse types
Humidity	Around 20 %	Around 30 %

(Rahma et.al.,2014).

Clanceng bees have the main characteristic of not having a sting (Stingless bee), so Trigona bees rely on propolis to protect the nest from predator attacks and to maintain temperature stability in the nest. Trigona bees are generally black, some are yellowish and reddish. The body consists of three parts, namely the head (caput), chest (thorax) and stomach (abdomen). On the head there is a pair of compound eyes, a pair of antennae, with a proboscis-shaped mouth for sucking nectar. This bee has three pairs of segmented legs. The rear pair of legs has hair in a basket-like pattern. This is intended as a container for Trigona bees to collect bee pollen and sap/resin. Most Trigona bees have teeth that are not too sharp, so they don't hurt when they bite. The flying style is quite elegant, slow and not too noisy. Trigona bees also have two pairs of clear wings so that in insect systematics they are included in the Order Hymenoptera, and are still included in the Family Apidae group together with all honey-producing bees. Because some honey-producing bees have stings and some don't, bees that don't have stings, such as Trigona, are included in the Meliponinae subfamily.

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SWOT Analysis

SWOT analysis is the process of evaluating all strengths, weaknesses, opportunities and threats in individuals and businesses. SWOT analysis can be applied in various ways to improve analysis in strategy determination efforts which generally use a systematic guide or framework to discuss basic alternatives for the company's consideration.

According to Freddy (2018) every organization has strengths and weaknesses in business functional areas, therefore SWOT analysis can help organizations minimize existing weaknesses or losses. According to Arfianti & Nurinaya (2018) SWOT analysis is a planning concept that is quite easy to help formulate strategies for companies.

Previous Research

Autors	Titles	Analysis Tools	Results
Dewi et al., 2021	Budidaya Lebah Madu Trigona pada KTH "Maju Berkah" Dusun Apit Aiq Batulayar Lombok Barat	SWOT Matrix analysis	As a result of this community service activity, KTH "Maju Berkah" was able to understand the development of Trigona honey bee cultivation and how to market Trigona honey bee products and was able to provide contributions, skills, knowledge and experience to members of the "Maju Berkah" Forest Farmer group and local community members so that can develop Trigona honey bee cultivation
Nurhayati et al., 2022	Strategi Usaha Madu Kelulut (Stingless Bees) Dimasa Pandemi Covid-19 Di Kecamatan Kotawaringin Lama	SWOT Matrix analysis	Internal factors in the Kelulut honey bee business include the land where the Kelulut honey bee is cultivated which is very supportive because the food needs of the Kelulut honey bees are met, the Kelulut honey business has high economic value at a price of IDR 400,000 per liter and the marketing chain is short. There is still a lack of knowledge about cultivating Kelulut honey bees, there is still limited production of Kelulut honey and it is difficult to get seeds or Kelulut honey bees. External factors in the Kelulut honey business are that there are still few competitors in the Kelulut honey business, market demand for Kelulut honey is still high and consumer confidence in the product, changes in climate conditions have resulted in Kelulut honey bees moving, forest exploitation has become plantation land and disturbance Other animals such as ants, swallowtail birds. The strategy for developing the Kelulut honey business is to take advantage of opportunities to cover existing weaknesses, namely by increasing training to increase knowledge of Kelulut honey cultivation in order to maximize production to meet market needs. by

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Research Method

The research method used in this research is the survey method. According to Sugiyono (2018) the survey method is a quantitative research method used to obtain data that occurred in the past or currently, about beliefs, opinions, characteristics, behavior, variable relationships and to test several hypotheses about sociological and psychological variables from samples taken from certain population.

Results and Discussion

SWOT analysis in the Development Strategy for the Klanceng Honey Livestock Business (Trigona SP) in Lubuk Raja District, Ogan Komering Ulu Regency.

After conducting observations in the field, factors were found that constitute advantages, disadvantages, opportunities and threats in the development of Klanceng honey bee cultivation (Trigona sp) in Lubuk Raja District, Ogan Komering Ulu Regency, then by using SWOT analysis, several alternatives can be obtained that can be taken into consideration for development of the Klanceng Honey Livestock Business (Trigona SP) in Lubuk Raja District, Ogan Komering Ulu Regency. The following table can show this.

Table 1. SWOT Matrix for Strategic Training

Strength (S)		Weakness (W)
1. Workers undergo training 2. Availability of production facilities 3. Cultivation management has been implemented 4. Short marketing chain		1. Seasonal factors, temperature, weather 2. Simple product packaging 3. Lack of knowledge about online marketing media
Opportunities (O)	Strategy S-O	Strategy W-O
1. There is government attention 2. Establish partnership relationships 3. Carry out development with promotions and provide affordable prices 4. Processing old honey products into new, modern products 5. Developments in technology and information. Renting land in an area during the season	1. Utilize government support in expanding product marketing networks 2. Utilize nearby shops and collecting agents to market honey products 3. Utilize social media as a promotional tool for honey products 4. Change the Marjan bottle into a more unique and modern glass bottle. 5. Developing technology for cultivating Klanceng honey bees (Trigona sp) for livestock. Renting land in an area that is in season	1. Utilize government support in expanding product marketing networks 2. Utilize nearby shops and collecting agents to market honey products 3. Utilize social media as a promotional tool for honey products 4. Change the Marjan bottle into a more unique and modern glass bottle **5.** Developing technology for cultivating

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		Klanceng honey bees (Trigona sp) for livestock. Renting land in an area that is in season
Threats (T)	Strategy S-T	Strategy W-T
1. The price of honey products is more expensive than factory processed honey products 2. Weather changes. 3. Pest attacks	1. Provide affordable prices to loyal customers 2. Take into account when the weather is bad to harvest honey 3. Apply oil to the pillar supporting the stop so that pests don't climb up and enter into stop	Increasing cooperation with the Klanceng Honey Farming Business group (Trigona SP)
1. The price of honey products is more expensive than factory processed honey products 2. Weather changes. 3. Pest attacks	1. Provide affordable prices to loyal customers 2. Take into account when the weather is bad to harvest honey. 3. Apply oil to the stud support poles so that pests don't climb up and enter the stump	Increase cooperation with the Klanceng Honey Farming Business group (Trigona SP)

Source: Primary data processed, 2023.

The following are the opportunities and threats that the Klanceng Honey Farming Business (Trigona SP) has in Lubuk Raja District, Ogan Komering Ulu Regency, as follows:

Table 2. Opportunities and Threats in the Development of the Klanceng Honey Bee Cultivation Business (Trigona sp) in Lubuk Raja District, Ogan Komering Ulu Regency:

Strategy Factors External	Opportunity	Threat
Government	There is government attention	
Competitor	Establish partnership relationships	Competitive prices for honey products
	Carry out development with promotions and provide affordable prices	
	Processing old products into new, modern products	
	Technological developments and information	
Lingkungan	Renting land in an area during the season	Perubahan cuaca Serangan hama

Source: Primary data processed, 2023.

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a. There is government attention

One of the government's roles is to provide assistance in the form of funds or training on business development. The village government once provided assistance to beekeepers in the form of funds amounting to Rp. 5,000,000 which was used to purchase production facilities for Klanceng honey bees (Trigona sp).

b. Establish partnership relationships

The Klanceng (Trigona sp) honey farming business in Lubuk Raja District, Ogan Komering Ulu Regency has established partnership relations with outside parties. The partnership relationship carried out is in the field of storing honey production.

c. Carry out development with promotions and provide affordable prices

The Klanceng (Trigona sp) honey farming business in Lubuk Raja District, Ogan Komering Ulu Regency does not always experience continuous profits. The decline in income was caused by several factors, including the number of competitors and reduced buying interest among consumers. Promotion is a business opportunity to introduce a bee-made product to attract consumer interest.

d. Processing old products into new products

The superiority of new products cannot be separated from processes that are influenced by competitive environmental factors in a business. In the development strategy for the Klanceng Honey Livestock Business (Trigona SP), you can utilize the processing of old products into new quality products. The results of the interview stated that honey packaging still uses marjan bottles. This could possibly be changed by using more attractive glass bottles so that consumers will look at the honey production.

e. Taking advantage of technological developments

As technology advances, information media makes it easier for beekeepers to market their products via social media. However, Klanceng (Trigona sp) honey livestock entrepreneurs in Lubuk Raja District, Ogan Komering Ulu Regency still have difficulty using online media due to age limitations.

Conclusion

The findings of this research are as follows, and are based on data analysis related to the problem and research objectives as follows:

1. The strategy for developing the Klanceng Honey Livestock Business (Trigona SP) in Lubuk Raja District, Ogan Komering Ulu Regency uses a SWOT strategy based on internal and external factors. Internal factors include strengths and weaknesses, namely that employees have undergone training, the availability of nectar production facilities is quite extensive, cultivation management has been implemented and they already have market share. The weaknesses of the Klanceng Honey Farming Business (Trigona SP) in Lubuk Raja District, Ogan Komering Ulu Regency are seasonal factors, funds, not being able to harvest every day, simple product packaging and lack of knowledge of marketing media. External factors include opportunities and threats. Opportunities include taking advantage of government attention, establishing partnership relationships, developing and processing new products, utilizing technology and renting nectar land. The threats that arise are product prices which are much more expensive as well as unpredictable weather changes and pest attacks.

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2. Analysis of strategies for developing the Klanceng Honey Livestock Business (Trigona SP) in Lubuk Raja District, Ogan Komering Ulu Regency using the SWOT matrix and producing alternative strategies that can be applied in developing the Klanceng Honey Bee (Trigona sp) livestock business in Lubuk Raja District, Ogan Regency Komering Ulu is using the S-O strategy or power of opportunity strategy, namely utilizing government support in expanding the marketing area for honey products, utilizing nearby shops and honey collecting agents to market the harvest of Klanceng honey bee products (Trigona sp), then utilizing social media as a promotional tool honey products, as well as changing old packaging in the form of marjan bottles into more attractive glass bottles, developing technology for cultivating livestock Klanceng honey bees (Trigona sp) and finally renting land in an area that is in season. The second is implementing the W-O strategy or weakness of opportunity, namely carrying out optimal care for Klanceng honey bees (Trigona sp), improving employee skills and expertise through guidance and training of Klanceng honey bee (Trigona sp) breeders. The third uses the S-T strategy or threat force strategy, namely providing affordable prices to loyal customers, taking into account when the weather is bad for the honey harvest period, carrying out maintenance every two weeks. The fourth strategy is the W-T strategy or threat weakness strategy, namely by increasing cooperation between the Klanceng Honey Farming Business (Trigona SP) groups.

Suggestion

Based on the results above, researchers can provide recommendations regarding what is discussed in this thesis:

1. Klanceng honey bee breeders (Trigona sp) continue to improve the honey products sold by beautifying the product packaging and making the products more attractive in order to increase the attraction of consumers to buy the honey products being marketed. Breeders must also maintain the standards of the honey they produce by looking for or renting flower land that produces good flower nectar or breeders can plant flowers around their Klanceng (Trigona sp) honey bee cultivation area.

2. By holding training and development in the field of Klanceng honey bee cultivation technology (Trigona sp), local governments, especially the OKU Regency Government, can help in improving beekeeping. The government can also assist farmers in marketing their honey products through government-sponsored events and by developing websites for online sales.

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