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Community Motivation in Raising Kele Honey (*Trigona Sp*) in Gegelang Village, Manggis District, Karangasem Regency

Gede Suarta

Animal Husbandry Socio-Economic Laboratory, Faculty of Animal Husbandry, Udayana University, Indonesia
Corresponding author email: gedesuarta8@gmail.com

I Gusti Agung Nyoman Dananjaya

Agribusiness Study Program, Faculty of Agriculture and Business, Dwijendra University, Indonesia
Email: guz.d4nan@gmail.com

Abstract---To support the efforts of Gegelang Village to become a honey village, PT Pertamina (Persero) Integrated Terminal Manggis through the Corporate Social Responsibility (CSR) Program implemented the Kele Honey Bee Cultivation Program. The purpose of this study was to analyze the motivation of the community in raising honey bee kele (*Trigona Sp*) and the factors that influence the motivation of the community in raising honey bee kele in Gegelang Village, Manggis District, Karangasem Regency. This research was conducted in Gegelang Village, the location selection was determined purposively. The population in this study amounted to 472 families while the sampling technique in this study used the simple random sampling method with the Slovin formula so that the number of samples taken was 83 people. Data analysis in this research is descriptive qualitative and quantitative. Based on the results of the research, the motivation of the community in raising honey kele in Gegelang Village is in the high category with the achievement of a score of 4.01. While the factors that influence the level of community motivation in raising honey kele in Gegelang Village include (1) Internal factors consisting of perceptions, self-esteem and achievement, expectations and needs (2) External factors consisting of the type and nature of work, workgroups in which the individual joins, the environmental situation and the reward system.

Keywords---agribusiness, business actors, community motivation, CSR, economic development, kele honey bee

Introduction

Economic development in the past was seen as a change in the structure of production and labor, which was marked by a decline in the agricultural sector and an increase in the industrial and service sectors relative to Gross National Product (GNP). As a result, GNP grows rapidly but hopes to realize development outcomes are difficult to realize. A concept like this gives birth to a top-down strategy and is based on the concept of a center of growth (Suparta, 2005). The progress of sustainable economic development must be supported by human resources who have the initiative and creative power to advance themselves. Human Resources Development must be creative, innovative, and dare to take steps that contain risks. The initiative will only grow if there is full emancipation and opportunity to participate in the change process. Therefore, every individual and his/her community need the freedom and opportunity to play a role in the decision-making process concerning themselves (Suparta, 2005). The importance of community participation is very helpful in success (Suarta et al., 2021).

In the livestock sector, to be able to increase beekeeping business income, there is a very good opportunity to be developed in rural communities. The benefits that can be obtained from the development of the kele honey bee 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 pollinating plants. Some of the challenges in honey bee kele cultivation are; lack of knowledge about kele honey bee cultivation, so they don't know

the right time to harvest honey and propolis. This causes a full stup and the honeybee kele flees; put the stup in a location exposed to direct sunlight, so that the temperature inside the stup is too high, which can cause the kele honey bee to leave the hive; the presence of pollution from pesticides from the environment around the cultivator which can reduce honey production to 0%; and the condition of the stup that is too large or too small because they have not found a standard stup size for the kele honey bee (Geldes et al., 2015; Maringgal et al., 2020).

To support the efforts of Gegelang Village to become a honey village, PT Pertamina (Persero) Integrated Terminal Manggis through its Corporate Social Responsibility Program implemented the Kele Honey Cultivation Program. This program is a form of social responsibility to help the community and increase income in the agriculture and animal husbandry sector. This CSR assistance is in the form of training and counseling as well as assistance in the form of honey and sunflower seeds. The kele honey bee is a form of rural business that can play a role in meeting the economic needs of the family, to support the economy of the community in Gegelang Village. To support the independence of this kele honey cultivation program, PT Pertamina (Persero) Integrated Terminal Manggis collaborated with the Bali Kasih Foundation to provide counseling to the people of Gegelang Village about cultivation and how to increase the production of kele honey and transfer of bee colonies to the plant. Therefore, by carrying out this outreach activity, it is hoped that it will increase the chances of farmers' success in planning, organizing and implementing a honey bee cultivation business optimally to increase production, income, and household welfare independently, professionally and sustainably (Reardon et al., 1999; Nehru, 2016).

The people of Gegelang Village in raising honey kele must have work motivation to carry out other activities or programs. Work motivation can provide energy that drives all existing potential, creates high and noble desires, and increases togetherness. Each party works according to the rules and standards set by mutual respect, mutual need, mutual understanding, and respect for each other's rights and obligations in the whole work process so that the workforce can productively achieve the goals previously set by the company (Budiarti & Hamdani Kartiwa, 2013). Related to these problems, the purpose of this study is to analyze how the level of community motivation and the factors that influence the level of community motivation in raising kele honey in Gegelang Village, Manggis District, Karangasem Regency.

Research Method

This research was conducted in Gegelang Village, Manggis District, Karangasem Regency. Determination of the location of this research is determined purposively, namely the technique of determining the location of the study intentionally with certain considerations. The selection of the location for this research is Gegelang Village, Manggis District, receiving CSR assistance from PT Pertamina (Persero) Integrated Terminal Manggis in the form of a kele honey cultivation program. The population in this study was the entire community in Banjar Gegelang, amounting to 472 families. The sampling technique in this study used a simple random sampling technique. To determine the number of samples, the Slovin formula is used so that the number of samples taken is 83 people. The data used in this study include primary data and secondary data, both qualitative and quantitative, relating to community motivation data in raising kele honey. While the data collection techniques in this study used observation, interviews, literature studies and documentation. The data analysis used is quantitative and qualitative descriptive data analysis. Quantitative is research using data in the form of numbers and is systematic (Sugiyono, 2008).

Results and Discussion

Gegelang Village is one of the villages located in Manggis District, Karangasem Regency, Bali Province with an area of 1,206,800 Ha, a land height of 250 m above sea level, the amount of rainfall + 128 mm / year with a topography of plains and hills. Gegelang Village is located in the Manggis District, Karangasem Regency, Bali Province with the northern boundary bordering the Straits District, the east bordering the Antiga Village, the south bordering with Antiga Kelod, the west bordering the Sidemen District. Land use in Gegelang Village is used as a settlement covering an area of 6.4 ha, public facilities 3.2 ha, industry and trade 2.0 ha, livestock 15.3 ha, plantations/moorlands 34.1 ha (Profile of Gegelang Village, 2020). Gegelang Village is one of the villages in the Manggis District whose geographical situation is in the form of land and hills. The people of Gegelang Village have diverse livelihoods but most of the population are farmers, considering the natural potential of Gegelang Village which supports and the tenacity of the Gegelang Village community themselves to get a more decent economic life. The success of farming implementation is largely determined by the existence of existing farmer groups and subak institutions through which subak can carry out better farming (Gegelang Village Profile, 2020).

Characteristics of respondents

Respondents in this study were the people of Gegelang Village, Manggis District, Karangasem Regency. The characteristics of these respondents include age, education level, and occupation. Based on the results of the study, it can be seen that the age of the community is in the productive age of 17-64 years with a percentage reaching 87.95% while the non-productive age is > 64 years with a percentage of 12.05%. Age generally affects success in running a business or community activity. The productive age is usually more responsive to technological developments to be able to improve the community in raising kele honey. According to [Suarta et al. \(2020\)](#), in the young age group, namely the age where the ability to communicate is good because there is still a great willingness to innovate to improve performance.

The education level of the respondents in Gegelang Village is in the elementary school category with a percentage of 4.82%, junior high school with a percentage of 13.25%, undergraduate 3.61%. While most of them are in the SMA/SMK category with a percentage reaching 78.31%. It can be said that the education level of the respondents is quite high and it is necessary to continue to receive guidance so that they can be more competent in raising kele honey. With this level of education, of course, it will be easier to carry out coaching to be able to apply more advanced technology to increase income from raising kele honey ([Ziggers & Trienekens, 1999](#); [Naug, 2009](#)).

Based on the results of the research, the main occupations of the respondents are as farmers and ranchers, while their side jobs are trading, agricultural laborers, and construction workers. From the research results, the respondents' occupations as civil servants were 4.82%, private employees were 10.84%, laborers were 15.66%, while the highest respondents' occupations were as farmers and ranchers at 68.67%. This shows that the motivation of the community in raising kele honey in Gegelang Village is very high because raising kele honey can increase people's income and health in consuming honey.

Community motivation in raising honey kele in Gegelang Village, Manggis District, Karangasem Regency

According to [Sutrisno \(2010\)](#), motivation is a factor that encourages a person to perform a certain activity, therefore motivation is often interpreted as a factor driving a person's behavior. Every activity carried out by a person must have a factor that drives the activity. The driving factor of a person to do a certain activity, in general, is the needs and desires of the person. One person's needs and wants are different from the needs and desires of others. The development of an organization is influenced by the management in the organization. Organizations play a role in determining strategies in managing their organizations ([Dananjaya et al., 2020](#)). The indicators in this study that were used to measure the community's motivation consisted of 5 indicators, namely (1) the length of raising kele honey, (2) the income of kele honey farmers, (3) the frequency of farmers attending counseling, (4) the ease of raising kele honey, (5) convenience in marketing kele honey. Based on the results of the research on community motivation in raising kele honey in Gegelang Village, it can be seen in Table 1.

Table 1
Community motivation in raising kele honey (*Trigona Sp*) in Gegelang Village, Manggis District, Karangasem Regency

No.	Variable Indicator	Average Score	Category
1	Old Kele Honey Breeding	4,13	High
2	Kele Honey Farmer's Income	3,87	High
3	Frequency of Breeders Participating in Counseling	4,11	High
4	Convenience in Raising Honey Kele	4,21	Very high
5	Convenience in Marketing of Kele Honey	3,74	High
	Community Motivation	4,01	High

Source: Processed Primary Data

Based on the results of the study in Table 1. shows that the level of community motivation in raising honey kele is in the high category with the achievement of a cumulative score of 4.01. This shows that the community has a high motivation in raising kele honey. People in Gegelang Village are very enthusiastic about raising kele honey because, in addition to the high selling price, people can also consume kele honey for health. When viewed from the five

variable indicators to measure the level of motivation, it can be seen that the indicator of the ease of raising kele honey is in the very high category with a score of 4.21. This proves that raising catfish honey among the community is very easy. In raising kele honey, people only need to prepare stup for honey bees and flower plants as feed for kele honey bees. Almost all types of flowers can be used by kele honey bees, including grass to trees. Her favorite flower plants include bridal tears, santostemon, calliandra, spinach, basil, coconut palm, and others (Peiren et al., 2005; Cho et al., 2013).

This kele honey bee by itself can work in producing honey. So it can be seen that raising honey is very easy, it's just that people must be diligent in caring for these flower plants. With the existence of flower plants as feed, the community can also preserve the surrounding environment by utilizing the yard of the house as a place to feed the Trigona honey bee. The development of honey bee kele cultivation in Gegelang Village is expected to continue to increase, in connection with the knowledge of the health benefits of trigona bees. In addition to producing honey, it can also produce pollen and bee propolis, which is very helpful for farmers in the field of pollinating fruit crops so that the productivity of fruit crops increases.

Factors affecting community motivation in raising honey kele in Gegelang Village, Manggis District, Karangasem Regency

Community motivation is very important to run a honey farm business. Therefore, motivation will be influenced by two internal and external factors.

Internal factors

- Perception
A person can be motivated or not in doing an activity depending on the cognitive process in the form of perception. This perception encourages and directs a person's behavior to act, both in organization and livestock activities. The results showed that the perception of the community in Gegelang Village about raising kele honey bees was seen from the way the community received CSR assistance from PT Pertamina Integrated Terminal Manggis in the form of honey studs and sunflower seeds. The community is very enthusiastic about raising honey bee kele because it has very high prospects. With perception, individuals can be aware of and can understand the state of the environment around them and about the state of the individual (Sunaryo & Kes, 2004).
- Self-esteem and achievement
This factor encourages or directs the individual (motivates) to try to become an independent, strong person, and gain freedom and obtain a certain status in the community; and can encourage individuals to excel. This can be seen from the people in Gegelang Village being motivated to be able to try themselves in carrying out activities of raising honey kele. The community wants to be independent in raising kele honey and in the future the community can develop the kele honey bee so that it can produce honey to be marketed.
- Hope
This expectation is objective information from the environment that influences a person's subjective attitudes and feelings. There is hope from the people of Gegelang Village to develop a kele honey farm so that Gegelang Village becomes a kele honey center village. In addition, in Gegelang Village, flowers will also be planted as bee feed so that they can preserve the environment Gegelang Village.
- Needs
Humans are motivated by the need to make themselves fully functional, to reach their full potential. The need will encourage and direct a person to seek or avoid, direct and respond to the pressure he experiences. This can be seen from the enthusiasm of the people in Gegelang Village in raising kele honey. The community in Gegelang Village raises kele honey to meet their own needs by consuming honey from their farms because it is very good for health. If the honey produced has increased, it will be marketed.

External Factors

- Type and Nature of Work
The urge to work on a certain type and nature of work by the available work objects will lead individuals to determine the attitude or choice of work to be occupied. Seeing the condition of the people in Gegelang Village, the potential of the community to raise honey is very easy, people just continue to add flower plants

as feed for honey bees. The more people plant flower plants, the development of the kele honey bee will increase as well.

- Working Groups where Individuals join
Workgroups or organizations where individuals join can encourage or direct individual behavior in achieving a goal. The role of farmer or livestock groups is very much needed in Gegelang Village because the existence of groups can help the community in exchanging ideas about how to raise honey kele in Gegelang Village. In addition, the community can also solve and resolve problems in raising honey kele based on the experiences of each person or individual (Saeidi et al., 2015; Ribeiro et al., 2020).
- Environmental situation in general
Each individual is driven to relate to his sense of ability to interact effectively with his environment. This can be seen from the people in Gegelang Village regarding the situation in the existing environment. People will participate in preserving the environment if they see examples from people who have started planting flower plants for raising kele honey. People will feel competitive if they don't follow this. Therefore, most people in Gegelang Village have started planting flower plants as feed and preserving the environment.
- Received Rewards System
Rewards are characteristics or qualities of satisfying objects needed by someone that can influence motivation or can change the direction of behavior from one object to another object that has a greater reward value. The reward system is very important to motivate the people in Gegelang Village because it can encourage individuals to behave in achieving goals (Gylfason, 2001; Sadguna et al., 2017). This can be seen from how diligent the community is in raising kele honey. The more active the community in raising kele honey, the more honey they can produce, so that the honey can be marketed and can improve the standard of living and welfare of the people in Gegelang Village.

Conclusion

Based on the results and discussion above, it can be concluded that the community's motivation in raising honey kele in Gegelang Village is in the high category with the achievement of a score of 4.01. While the factors that influence the level of community motivation in raising honey kele in Gegelang Village include (1) Internal factors consisting of perceptions, self-esteem and achievement, expectations and needs (2) External factors consisting of the type and nature of work, workgroups in which the individual joins, the environmental situation and the reward system.

Suggestion

Based on the results of the analysis and discussion that has been carried out in this study, some suggestions can be given, namely the motivation of the people in Gegelang Village needs to be improved again by being given counseling on how to raise good kele honey and packaging honey products to label so that they can be marketed to consumers. broad circle.

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