

## Opportunities for Honey Business to Influence the Family Economy in Hitigima Village, Assotipo District, Jayawijaya Regency

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### Abstract

*“Opportunities for Honey Business to Influence the Family Economy in The Hitigima Village, Assotipo District, Jayawijaya Regency” The aim of the research is to investigate the degree to which honey business opportunities contribute to the influence of the family economy in Hitigima Village, Assotipo District, Jayawijaya Regency. The indicators considered are the following: production factors, production processes, and the economic worth of honey. The sample size for this research was 13. Observation, questionnaires, and literature reviews are used to collect data. The score analysis technique was utilized to analyze the data in this study. The results indicate that the honey business represented a significant opportunity for the influence of the family economy in Hitigima Village, Assotipo District, Jayawijaya Regency. The constraints include a lack of permanent honey sales and a little amount of honey production.*

### Keywords

business opportunities; family economics; honey



## I. Introduction

Indonesia is an agricultural country with enormous potential in terms of natural resource diversity, which can benefit both financially and in terms of maintaining natural balance. Agriculture has a critical role in Indonesia's economic development. Agriculture development should not be limited to increasing food and plantation crop production, but should encompass all commercial activities aimed at improving the welfare, degree, and dignity of Indonesian peasants. One commercial activity that requires additional consideration in this scenario is honey bee cattle. Along with being profitable, considerations for keeping honey bees have a good effect on worker absorption.

Honey is a unique substance due to its flavor, nutritional content, and high efficacy. As a result, honey is adored by many people as a unique sort of food as well as a medicine that can bring additional strength. Honey possesses something that is cleaner, more delectable, and quite effective. Honey has played a significant part in food and sweeteners for millennia, but also as an antidote to a variety of ailments. Due to honey's great nutritional value, it is widely consumed by children and adults alike. Honey is especially beneficial to the elderly, as it helps them maintain their health and longevity. As a result, honey has long been utilized for medicinal and therapeutic purposes, as well as cosmetics and industrial uses.

Every agricultural enterprise requires labor. According to Karen, while analyzing labor in agriculture, the amount of labor used is expressed in terms of workforce. Labor is defined in economic science as a tool for physical strength or the human brain that cannot be separated from humans and is used to accomplish production goals.

The production process, also known as the operating process, is the transformation of input into output. As a result of the above statement, it is clear that producing goods and services requires labor, technical expertise, raw materials, and equipment.

Marketing is a social and management process by which individuals and groups achieve their objectives through the creation, offer, and exchange of valuable items with other parties. Marketing encompasses a broader range of activities, whereas sales is a component of marketing.

According to Admin (2008: 10), many individuals prefer honey but have trouble obtaining it, particularly those that are guaranteed legitimate. Although Indonesia's consumption of honey is categorised as very low, production continues to fall short of demand. The amount of production that is still less than the number of requests is a marketing opportunity. The success of leadership is partly determined by the ability of leaders to develop their organizational culture (Arif, 2019).

The economic condition of the population is a condition that describes human life that has economic score (Shah et al, 2020). Establishments play a critical role in rural communities' economic development strategies and the sustainability of agricultural industries. Through pollination functions, expanding activities provide high-quality food items that can help rural populations improve their nutrition and income. Honey bees also contribute significantly to fruit and seed production, as well as to the longevity and diversity of plants (Rahardjo, 2006:26).

Honey bee cultivation has turned into a large-scale commercial enterprise in Indonesia. The fitness industry's outcomes do not only comprise honey, but also candles, royal jelly, propolis, flouring, and bee toxins. Additionally, additional revenue can be generated through colony rental services for agricultural crop pollination (Stoner, 2008:35).

Because honey business options are not land-based, they do not pose a threat to agricultural firms in general. Beekeepers also contribute to natural resource optimization through the use of nectar and polluksari, two plant products that are typically discarded when not used for honey bee nutrition. Thus, fitness is a form of exercise that can add value to other types of agricultural farming.

Bee development is deemed critical in light of Indonesia's huge potential in this discipline. The state of nature and the Indonesian climate conditions are extremely favorable for beekeeping businesses, as they provide year-round feed sources and a variety of honey bee species. Additionally, the neighborhood has a long history of honey bee production. Notably, the fitness product sector, particularly honey, is still relatively untapped in terms of meeting domestic and international demand.

The thing that must be taken to overcome the problem of scarcity of honey bee feed sources is to multiply new feed plants and renew plant that is less productive. To increase the productivity of colonies, especially Honey Bees *Api Cerana*, the efforts of breeding seedlings need to be carried out immediately. Until now, the only possible way to hold honey bee breeding is through selection activities and reproduction of colonies. The parent crossing (marriage between queen and stud) is left naturally.

Through the process of selection and reproduction of colonies carried out continuously, in the long run it is expected to produce honey bee colonies that have superior traits. Simply put, the process of the colony selection is done by choosing a bee colony which shows superior properties to be maintained as a parent colony. The superior nature of intended mainly is to have high productivity.

The parent colonies are subsequently developed through the process of captivity, both colonies and queen bees. For this reason, cider cultivation must use a cage model

equipped with a nest frame so that this technique allows farmers to examine each nest, double the colony, and produce queen bees.

As stated previously, the writers are interested in undertaking research under the title: “Opportunities for Honey Business to Influence The Family Economy in Hitigima Village, Assotipo District, Jayawijaya Regency”.

## II. Research Methods

The research method used is a qualitative approach using descriptive methods supported by technical observation, interviews and documentation studies as data collection, then analyzed using qualitative analysis. The subjects in this study were 20 families in Hitigima Village, Assotipo District, Jayawijaya Regency. Observation, questionnaires, and literature reviews are used to collect data. The score analysis technique was utilized to analyze the data in this study.

## III. Results and Discussion

The author analysed the data from this study in aggregate to determine how honey business chances might be improved in the Hitigima village, Assotipo district, Jayawijaya Regency.

The following indicators are considered in light of the data analysis above:

### 3.1 Production Factor

To analyze the indicator of production factors using six (six) statements as a framework, including the high capital investment required for honey cultivation, the workforce's constant readiness to manage raw materials, the availability of sales locations, the requirement for investment from others, collaboration with other honey farmers, and the possession of honey production licenses.

According to the study's findings derived from a series of statements / questionnaires issued to respondents, the average production factor score is shown in the following table:

**Table 1.** Average Production Factor Indicator Score

No	Sub indicator	Score Total	Predicate
1	The amount of capital used in honey cultivation.	41	Very good
2	Labor is always ready to manage raw materials.	44	Very good
3	Availability of sales places.	25	Less good
4	Need investment from others.	36	Very good
5	Working with other honey farmers.	46	Very good
6	Have a Honey Production Permit.	27	Good
Average Score		36,5	Good

*Data source: processed primary data, 2020*

Based on the Table 3.1 above shows that the results of data processing regarding indicators of production factors based on 6 (six) instruments as a measuring instrument, it gets an average score of 36.5 and is included in the title good. So it can be concluded that honey business opportunities in an effort to improve the family economy in Hitigima village, Assotipo district, Jayawijaya Regency is based on good production factor indicators.

In general, the results of the data analysis above indicate that while the production factor is included in the definition of good, several measurement devices have extremely low values. The instrument for this study was devised in response to the researchers' initial observation in the field that there was no market for honey beekeepers' pondus products. The community continues to sell honey manually, trekking from kiosk to kiosk around the city of Wamena, rendering it useless and inefficient for honey beekeepers. The study also discovered that while honey processing is still carried out at home and on a small or marginal scale, all honey bee farmers who have been identified lack a honey production licence granted by relevant agencies.

### 3.2 Production Process

To analyze the indicator of the production process based on 6 (six) statements as an outline consisting of processing honey bees into honey which can produce value selling, the processing place is carried out at home, the products produced in accordance with consumer demand, the production process is carried out continuously to meet Consumer demand, honey bee production process is produced in large quantities, and does not need to use many employees because of managing manually.

As per the results of the study obtained from the list of statements / questionnaires distributed to be filled by respondents, the average production process score can be seen in the following table:

**Table 2.** Average production process indicator score

No	Sub indicator	Score Total	Predicate
1	Honey bees processing into honey that can produce selling value.	49	Very good
2	The processing place is done at home.	47	Very good
3	Products produced according to consumer demand.	36	Goog
4	The production process is carried out continuously to meet consumer demand.	29	Good
5	Honey bee production process is produced in large quantities.	23	Less good
6	No need to use a lot of employees because of managing manually.	43	Very good
<b>Average Score</b>		<b>37,8</b>	<b>Good</b>

*Data source: processed primary data, 2020*

Based on the 2 table above shows that the results of data processing regarding the production process indicator based on 6 (six) instruments as a measuring instrument, it gets an average score of 37.8 and is included in the good title. So that it can be concluded that honey business opportunities in an effort to improve the family economy in the Hitigima village, Assotipo district, Jayawijaya Regency is based on a good production process indicator.

In general, the results of the data analysis above indicate that while production factors are included in the category of good, there is one measurement instrument that has the lowest value and is consistent with the findings of previous research, which indicated that honey produced by beekeepers was still on a small scale or at home, indicating that the honey produced is also a bit. Honey is also not taken or harvested daily, but rather when there is enough or an older batch that may be gathered. Due to the time-consuming nature of the procedure and the fact that honey is not harvested on a daily basis, there is occasionally a greater demand for honey than honey produced by honey beekeepers.

### 3.3 Honey Economical Value

To analyze the Honey Economical Value Indicator using seven (seven) statements as a concept tool, which include the following: its production meets consumer needs, consumers are happy to consume honey as herbal medicine, young consumers receive honey products, honey products are affordable, honey quality is very good for consumption consumers, honey can be stored for a long period of time, and the hall is original without any modifications.

According to the results of the research obtained from the list of statements/questionnaires distributed to be filled by respondents, then the average economic value of honey can be seen in the following table:

**Table 3.** Average Score Indoator of Honey Economical Value

No	Sub Indicator	Score Total	Predicate
1	The production meets consumer needs.	45	Very good
2	Consumers are happy to consume honey as herbal medicines.	48	Very good
3	Young consumers get honey products.	47	Very good
4	Price of affordable honey products.	49	Very good
5	The quality of honey is very good in consumer consumption. Can be stored for a long time.	50	Very good
6	The hall is genuine without mixed material.	48	Very good
7		50	Very good
<b>Average Score</b>		<b>48,1</b>	<b>Very good</b>

*Data source: processed primary data, 2020*

Based on Table 3 above shows that the results of data processing regarding the economic value indicator of honey based on 7 (seven) instruments as a measuring instrument, it gets an average score of 48.1 and is included in the Very Good title. So it can be concluded that honey business opportunities in an effort to improve the family economy in Hitigima village, Assotipo District, Jayawijaya Regency based on very good value indicators.

In overall, the results of the data analysis above indicate that Very Good Very Good Value, which is consistent with the extensive literature on the benefits of honey for individuals who take it as herbal medicine. Honey prices supplied to consumers by honey beekeepers vary according to the size of the honey storage area. Honey produced by beekeepers in Hitigima Village, Assotipo District, Jayawijaya Regency is authentic and free of impurities, making it safe for consumption.

Finding out more about the results of the recapitulation of the indicators of measuring honey business opportunities in an effort to improve the family economy in the Hitigima village, Assotipo district, Jayawijaya Regency can be seen in the following table:

**Table 4.** Recapitulation of The Average Score of the Indicators

No	Indicator	Average Score	Predicate
1	Production factors	36,5	Good
2	Proses Produksi	37,8	Good
3	Honey Economical Value	48,1	Very good
<b>Average Score</b>		<b>40,8</b>	<b>Very good</b>

*Source: Preferred Primary Data 2020*

Based on Table 4 generally shows that honey business opportunities in efforts to improve the family economy in the Hitigima village, Assotipo district, Jayawijaya Regency has an average score of 40.8 and is included in the Very Good title.

#### IV. Conclusion

Overall, the findings of this study indicate that raising honey bees offers very potential commercial options that can help influence of the economy of the honey beekeepers' family. The findings of this study indicate numerous points that should be noted and taken into account when keeping honeybees to ensure that consumers are interested in purchasing the honey. The first consideration is that honey farmers must obtain a production licence from government agencies to ensure that the honey produced is pure and free of contaminants. The next point is the presence of a dedicated location for marketing the honey, which eliminates the need to walk about. Due to the little amount of honey produced on a home-scale, honey beekeepers must seek out individuals / agencies / institutions willing to invest their resources in developing honey production, as honey bee production also demands a significant amount of capital.



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