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## COMMUNITY SERVICES HONEY FARMERS THROUGH TRANSFER OF TECHNOLOGY AS AN EFFORT TO CREATE LOCAL LEADING PRODUCTS

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### ABSTRACT

The partner in this Community Services is the Honey Farmers Group, Mallawa Subdistrict, Maros Regency. Mallawa Honey Farmer Group initially only consist of 4 members and later grew to 8 people. In general, there are 4 focuses problems, namely the amount of honey harvested every year is reduced, the quality and packaging of honey sold is low, there is no business license, and the sales system is still conventional. Based on the problems faced by partner, the community services team offers solutions, namely Transfer of honey cultivation technology, training and assistance in honey packaging, assistance in managing business permits, training and digital marketing assistance. The output targets of this community services are (1) the existence of attractive and hygienic packaging, (2) the increase in honey harvest, (3) the increase in sales turnover, and (4) the issuance of a business license. In addition, there is an increase in partner knowledge in honey cultivation, the use of technology in the packaging and marketing process through digital marketing. While the Mandatory Outcomes are in the form of publications in the national journal sinta 3, publications through the media, activity documentation videos, honey cultivation and entrepreneurship modules, and sales websites. The implementation method is training, implementation, mentoring, monitoring and evaluation as an effort to ensure the achievement of the goals of community services honey Mallawa.

**Keywords:** farmers, technology transfer, featured products, cultivation

### ABSTRAK

*Mitra ini adalah Kelompok Tani Madu Kecamatan Mallawa Kabupaten Maros. Kelompok Tani Madu Mallawa awalnya hanya beranggotakan 4 orang dan kemudian berkembang menjadi 8 orang. Secara umum terdapat 4 fokus permasalahan yaitu jumlah madu yang dipanen setiap tahunnya berkurang, kualitas dan kemasan madu yang dijual rendah, belum adanya izin usaha, dan sistem penjualan yang masih konvensional. Berdasarkan permasalahan yang dihadapi mitra, tim pengabdian masyarakat menawarkan solusi yaitu Transfer teknologi budidaya madu, pelatihan dan pendampingan pengemasan madu, pendampingan pengurusan izin usaha, pelatihan dan pendampingan pemasaran digital. Sasaran luaran dari pengabdian masyarakat ini adalah (1) adanya kemasan yang menarik dan higienis, (2) peningkatan hasil panen madu, (3) peningkatan omzet penjualan, dan (4) diterbitkannya izin usaha. Selain itu, adanya peningkatan pengetahuan mitra dalam budidaya madu, pemanfaatan teknologi dalam pengemasan dan proses pemasaran melalui digital marketing. Sedangkan Mandatory Outcome berupa publikasi di jurnal nasional sinta 3, publikasi melalui media, video dokumentasi kegiatan, modul budidaya madu dan kewirausahaan, serta website penjualan. Metode pelaksanaannya adalah pelatihan, pelaksanaan,*

*pendampingan, monitoring dan evaluasi sebagai upaya menjamin tercapainya tujuan pengabdian masyarakat madu Mallawa.*

**Kata Kunci :** *petani, transfer teknologi, produk unggulan, budidaya*

## INTRODUCTION

Mallawa is one of the forest areas in Maros Regency with an area of 68,509 Ha (BPS, 2018) which is directly adjacent to the Bantimurung National Park. Data from the Forestry Research and Development Center, with its hilly topography and dense trees, the Mallawa forest is a honeybee paradise (Dewantari et al, 2019). People in the Mallawa sub-district have been for generations to become forest bee honey hunters where the results are sold directly in roadside huts or sold to honey collectors.

As one of the honey-producing areas in South Sulawesi, Mallawa is expected to become a center for quality honey. This is supported by the commitment of the Regent of Maros to make honey one of the regional superior products and become a regional priority program. One of the government's focuses is overcoming the reduction in the mallawa forest area as a place for honey cultivation. The decrease in the Mallawa Forest Area due to land clearing by irresponsible persons, has an impact on the reduction in the amount of honey that is harvested every year.

Partners in this Community Services are farmer groups Honey Mallawa, Maros Regency. The Mallawa Honey Farmer Group initially only consisted of 4 members and later grew to 8 people. The establishment of the Mallawa Honey Farmer Group is expected to improve welfare and control the adjustment of honey prices in the market. However, the existence of the Mallawa Honey Farmer Group has not maximally achieved this goal (Fitriani, 2020).

**Picture 1.**  
Honey Forest Mallawa



The honey harvesting process is carried out by partners at night to avoid thousands of bees being disturbed when their honey is taken. Partners use equipment such as rattan stairs, coconut husk torches and dried coconut leaves, ropes and buckets to lower the beehives, jerry cans for honey containers and flashlights for lighting. The harvested honey is then sold directly through roadside huts and collectors.

**Picture 2.**



Direct sales proceeds through roadside huts, each partner is able to sell 30-50 bottles per month while during the covid 19 (Coronavirus) pandemic it can reach 100 bottles per month. Meanwhile, sales to collectors are carried out every one liter at a relatively cheaper price. Thus this business is considered less profitable because raw honey is not as good as processed honey (Suryani et al 2021).

The increasing number of requests for honey during the Covid-19 pandemic did not significantly increase the profit from selling mallawa honey (Triwibowo, et al 2021). This is due to the packaging process using used syrup bottles and then closing them with plastic and rubber. The packaging model gives a negative image of the quality of the marketed honey. In addition, marketing/sales are carried out through huts on the edge of the Trans Sulawesi route that connects Makassar City and Bone Regency. This of course results in a low selling price/value compared to honey marketed in mini markets (Baharuddin et al, 2019).

## **METHOD**

Production Sector: steps in implementing solutions to partner problems (1) identifying partner problems, (2) conducting counseling and discussions on Honey Cultivation, (3) Implementing honey cultivation training (Honeyhouse Preparation, Seeding, Beekeeping, and Harvesting Processes) , (4) and conduct Field Assistance.

Marketing Sector: Steps in implementing solutions to partner problems, namely (1) Conducting counseling on hygienic honey packaging, (2) Assisting in the Application of Technology in the honey filtering and packaging process, (3) conducting Marketing Strategy Training, and.

Management Sector: Steps in implementing solutions to partner problems, namely (1) Conducting Training on the Development of the Mallawa Honey Website, (2) Assistance in Management of the Mallawa Honey Website, (3) Assisting in the management of Business Permits, and (4) Assisting in Permit Management PIRT.

The approach offered for the realization of this community services program is cultivation training, Mallawa honey packaging training, assistance in obtaining business permits. The application of the approach method is participatory in the sense that the proposing team and partners are proactively involved in every activity.

## **RESULT AND DISCUSSION**

Community services Honey Mallawa is a community empowerment program for honey farmers in Mallawa, Maros Regency. This program is implemented by the University of

Muhammadiyah Makassar and is a Community Services grant program from the Ministry of Research and Technology through the National Research and Innovation Strengthening Agency.

As program leader, Uyunnasirah Hambali, S.Pd., M.Pd. explained that there were at least 3 main programs in the Mallawa honey community services activity, namely Honey Cultivation Counseling, Training and Assistance in Hygienic Honey Packaging, and digital marketing-based marketing.

**Picture 3.**  
Honey Cultivation Counseling



The Mallawa Honey Community Services team started the program through honey cultivation counseling activities carried out on 15 – 17 July 2021. The extension activity was attended by honey farmers in Mallawa village. Meanwhile, the resource persons in the extension activities were Hilmi Hambali, S.Pd., M.Pd. as an expert in the field of honey cultivation as well as a member of the Mallawa Honey Community Services team.

**Picture 4.**  
Honey Packaging Training & Assistance



In explaining the material, Mrs. Hilmi Hambali provided knowledge to farmers such as how to prepare, prepare suggestions, selection of bee seeds, maintenance, and the harvest process. Preparation for beekeeping in the form of equipment and protection such as preparation of advice, selection of bee seeds, protective clothing, gloves, surrounding plants, and ideal temperature conditioning. Maintenance stages in the form of removing bees, sugar water as a source of bee food, and checking and cleaning from termites (Mahendra, 2019).

In addition to counseling activities, the Mallawa Community Services team also provided assistance in honey packaging activities which were carried out on July 24 – August 6, 2021. The activity began with providing 3 days of safe product packaging training, then continued with 11 days of mentoring. The training activity involved 2 resource persons, namely Mr. Dian Pramana Putra, S.Pd., M.Pd. as the Director of the Unismuh Makassar Business Center Unit (UBC) and M Rusli

B., S.Pd., M.Pd. head of the entrepreneurship development unit at Cokroaminoto Palopo University. Mr. Dian Pramana as the first resource person presented the material, how to package products in a hygienic manner. Meanwhile, Mr. M Rusli B as well as a member of the Honey Mellawa community services team presented material on increasing the selling value of the product through hygienic product packaging.

**Picture 5.**  
Hygienic Packaging



The benefits of the Mallawa Honey community services activities for farmers are in the form of increasing knowledge in honey cultivation starting from the preparation of honey houses, seeding, beekeeping, and the harvest process. Honey farmers will transform how to produce natural honey into a cultivation concept (Suheryadi et al, 2021). In addition, the result of this activity is an increase in farmers' knowledge in hygienic packaging from screening to packaging and strategies to increase sales results through various packaging.

**Table1.**  
Mallawa Honey Turnover  
**RESULT BEFORE COMMUNITY SERVICES**

MONTH	Packaging	Sales
<b>JANUARY</b>	50 - 75 Bottles	2.500.000
<b>FEBRUARY</b>	50 - 75 Bottles	2.500.000
<b>MARCH</b>	50 - 75 Bottles	2.500.000
<b>APRIL</b>	50 - 75 Bottles	2.500.000
<b>MAY</b>	0 - 25 Bottles	0
<b>JUNE</b>	0 - 25 Bottles	0
<b>JULY</b>	0 - 25 Bottles	0
<b>AUGUST*</b>	0 - 25 Bottles	0
<b>SEPTEMBER*</b>	0 - 25 Bottles	3.750.000
<b>OCTOBER*</b>	0 - 25 Bottles	3.750.000
<b>NOVEMBER*</b>	50 - 75 Bottles	4.000.000
<b>DECEMBER*</b>	50 - 75 Bottles	4.000.000

Before the implementation of Community Services, generally honey farmers produce 10-15 liters per month if the weather conditions are favorable (Sabariyah et al, 2021). The honey harvest is then packaged by farmers using syrup bottles with (200 ml contents) at a price of Rp. 50,000,000 so that farmers can earn Rp. 2,500,000, - up to Rp. 3,750,000. Another obstacle that



arises is if the number of harvests in a certain month drops drastically. In addition, forest honey produced by farmers is also decreasing due to deforestation. Through Community Services honey, Mallawa is a solution for farmers, by increasing the number of harvests and sales of honey. So that it can increase the sales of honey.

**Table 2.**  
Increase in Turover

Month	Result after COMMUNITY SERVICES	
	Packaging	Sales
January	50 - 75 Bottles	3.750.000
February	50 - 75 Bottles	3.750.000
March	50 - 75 Bottles	3.750.000
April	50 - 75 Bottles	3.750.000
May	0 - 25 Bottles	1.250.000
June	0 - 25 Bottles	1.250.000
July	0 - 25 Bottles	1.250.000
August*	0 - 25 Bottles	1.250.000
September*	75 - 100 Bottles	4.000.000
October*	75 - 100 Bottles	4.000.000
November*	100 - 150 Bottles	7.500.000
December*	100 - 150 Bottles	7.500.000

## CONCLUSION

The Community Services Madu Mallawa activity is an effort to increase the welfare of farmers through agriculture. In addition, this Community Services activity is expected to be a solution for honey farmers in overcoming problems. The amount of honey harvested every year is reduced, the quality and packaging of honey sold is hygienic, there is no business permit, and the sales system is still conventional. Joint solutions supported by partners are honey cultivation training, hygienic packaging training, permit management assistance, e-commerce and website-based marketing. The results of this Community Services implementation are in the form of increasing farmers' knowledge in honey cultivation, the existence of Mallawa honey products that are packaged in a hygienic manner, and increased production and marketing of honey.

The enormous benefits of the honey farmer community empowerment program in improving the welfare of the community are a strong reason for the local government to continue activities like this. In addition, participation by all parties such as the community, local government, lecturers and students is expected to socialize the results and benefits obtained in the implementation of activities.

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