

Educating and Encouraging Inno-Creative Industry: Implications for Marketing Strategy

1st M A Khairusy
Universitas Banten Jaya
Banten, Indonesia
mirza@unbaja.ac.id

2nd Riswanda
University of Sultan Ageng Tirtayasa
Banten, Indonesia

Abstract—This study argues for Public Entrepreneurship in terms of reducing unemployment rate in Pandeglang Regency, Banten. Entrepreneur Partnership Capacity Building Programs taking in to account government, business and public can be inline with a modern marketing system connecting rural-urban domains. Honey bee cultivation is a way of developing and relying on nature, considering forest bees or *apis dorsata* used as a livelihood by the community in the border area of Ujung Kulon National Park, Sumur Districts. Departement of Environment and Forestry claimed the potential of the bee farming to empower rural society. This discourse analysis ia a mixed combination of secondary data. Qualitative approach is taken to have insights of the public agencies partnering community in the region. This study is making the case that theoretical educating and encouraging innocreative industry might. Lead to the development of community ability to design modern entrepreneur marketing strategis. The design comprise economic approaches, social approaches, and cultural approaches. This study highlights innovations of what can be produced from honey that can give more values than just direct selling and mainstream promotion. That use of web based application could answer the challenges of the times, and could enable be farming community to benefit more than just selling the product. Unemployment rate is one of the sustainable benefit the community can have by then interconnecting to other sectors, such as tourism that can influence the economic improvement of the community through the honey village.

Keywords: *entrepreneurship, society, innovation, partnership*

I. INTRODUCTION

The wealth of forest resources has a high economic value that can support the welfare of the community. One of the Hasil Hutan Bukan Kayu (HHBK) used and developed by the community is honey. Indonesia is one of the countries that have the potential for various types of honey producing bees and flowering plants as sources of bee food that are large enough to produce honey.

It is found that currently Indonesia has a honey deficit, where Indonesia still imports honey as much as 70% of the total national honey need for a year due to the fact the need for genuine honey is contrary to the availability of honey production, that is why it is not uncommon for consumers to consume honey that has been mixed with ingredients other ingredients or honey is not original. (<https://www.tribunnews.com>).

The potential of biodiversity in Indonesia should be optimized to produce honey and can be managed

professionally so that the level of honey consumption by the community continues to increase, so the honey and bee keeping industry will be more advanced (Firmansyah, 2006). Honey is the thick liquid that has a sweet taste derived from flower nectar and plants that are collected, transformed, processed by bees into honey and stored in beehive cells. (Wibowo 2004). One of potential that is developing and relying on nature is honey bee cultivation. In the border area Ujung Kulon National Park, Sumur District, there are forest bees or *Apis dorsata* used as livelihood activities carried out by the community, and these activities have been going on since 2007. Odeng honey commonly referred to by the community, can be utilized to be harvested around July – October and carried out by several groups consisting of about 6 – 9 people for a group that have been officially registered at a cooperative called Hanjuang. Ujung Kulon forest honey has different taste, color and aroma according to the type of nectar flower. Nectar from Salam plant has a slightly bitter taste of dark yellow color with a characteristic by salam leaf. Whereas nectar tandaman tongtolok or kawao has a sweet taste, light yellow color and fragrance. The concentration of sugar found in nectar flowers reaches 29% (Perret et al. 2001), while that found in honey reaches 60% (Man & Reuter, 2015). Honey is a source of medicine because it contains various types of components including carbohydrates, amino acids, minerals, enzymes, vitamins and water (Fatriani et.al. 2014). One of the causes of unemployment is caused by the unavailability of jobs. Based on data from the Central Statistics Agency, open unemployment in Banten Province ranks first nationally. (<https://news.detik.com>). The economic drivers must have a fair rate in alleviating this unemployment rate Cutler, D. M., & Katz, L. F. (1991) unemployment has a significant and positive influence on poverty levels. One way to reduce the unemployment rate in Banten is to launch the "Government-Business- and Community Entrepreneurial Partnership Capacity Building program through marketing education in order to create community independence.

1) Scope Of The Study

The area coverage of this study was *Ujung Kulon National Park, Sumur Districts*. This study emphasis in the following scope. Mapping of actors or parties involved in the process of empowering bees to be marketed honey products and marketing education for local communities who work as honey farmers in Ujung Kulon, Banten Province.

2) Research Objective

The over all objective of this study was to analyze honey market chains in *Ujung Kulon National Park, Sumur Districts*. The specific objectives were to the depth of the study related to the efforts of capacity building strategies for government-business-entrepreneurial and community entrepreneurial partnerships through marketing education, as

Conceptual Framework

PUBLIC ENTREPRENEURSHIP			
INNOVATIVE Modifying the ways of public organization do their businesses	ABILITY TO SIZE OPPORTUNITY	WILLINGNES TO TAKE RISK	LEVEL OF DISCRETION IN DECISION MAKING TO MAXIMIZE LIMITED RESOURCE
Kearney et al. 2007 Morris et al.,2008 Bernier & Hafsi, 2007 Mack Green & Vedlitz, 2008: Oliver & Holzinger, 2008: Schnellenbach,2007	Shocklet et al.,2006 Holcombe 2002 Currie et al, 2008 Huff, Huff, and Barr 2000 Mintrom, 2000	Link & Link, 2009 Kearney et al, 2007 Currie et al, 2008 Morrist et al, 2008 Bernier and Hafsi, 2007	Bellone & Goerl, 1992 Oekerson & Parks, 1988 Hughes, 1991 Casson, 1982, 2003 Kleine et, al. 2009

II. METHODS

This research was conducted in Ujung Jaya Village, Sumur District, Pandeglang Regency, Banten Province. The study was conducted in August - October 2019. This study used a qualitative method based on a combination of secondary primary data processing conducted using the discourses analysis approach. Data collection methods used in this study were interviews and documentation, in addition to that there was also a focused discussion related to strengthening field data. The determination of informants was carried out through purposive sampling and research informants were honey farmers, farmer group coordinators and partner of Ujung Kulon National Park partners, plus a theoretical literature study related to educating and encouraging inno-creative industry *Implications for Marketing Strategic*.

III. THEORETICAL CONCEPTS

A partnership is an agreement where a person, group or organization works together to achieve a goal (Porter M. E,

well as to produce new approaches (prescriptions) in the creation of educational technology-based independence for local communities.

2008). Marketing concept Kotler dan Amstrong (2012), the process by which companies create value for customers and build relationships Djasalim Saladin (2007) total system of business activities Buchari Alma (2007) A product is anything that can be offered to a market to satisfy a want or need. Product that are marketed includes physical goods, services, experiences, events, persons, places, properties, organizations, information and ideas Bob Sabran (2009). Quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs Fandy Tjiptono (2008) expressing quality is a dynamic condition related to products, services, people, processes and the environment that meets or exceeds perceptions. Quality has a close relationship with customer satisfaction. The combination of products and services needs to be done in fulfilling customer satisfaction M. Nasution (2004) Quality is full customer satisfaction.

IV. RESULTS

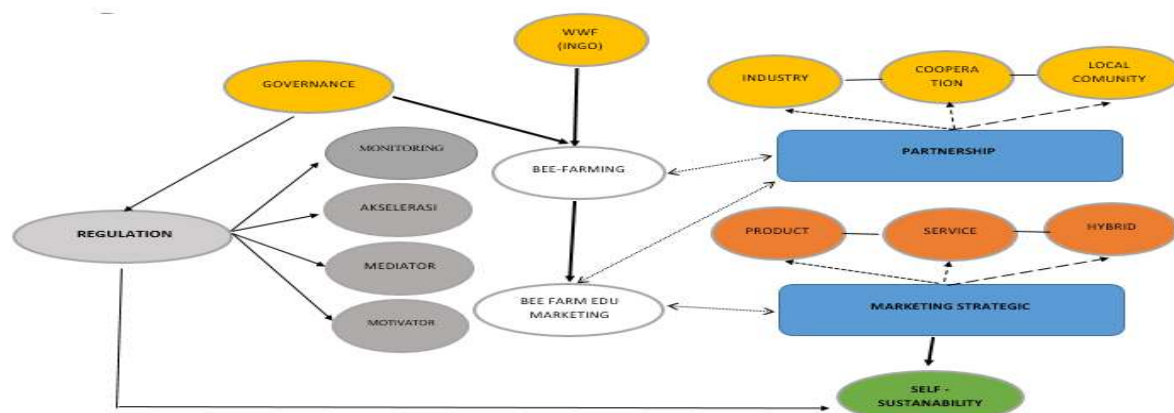


Fig.1. group or organization works
Source: Researcher (2019)

The ilustration shows the network of bee-farming in Ujung Kulon of which calls for innovations and education

about strategic marketing. Governance can be best understood as a particular mode of arranging the steering of

society, one which ensures an alternative to traditional governmental jurisdiction, involving a range of private stakeholder who interact with each other in markets and networks (Rhodes, 2007). There has been a decisive shift from government to governance, encouraging private actors, such as corporations, communities and NGOs to address social and environmental concerns themselves (Maher et.al 2019, p.1). Has brought to our attention the rapidly rising complexities of the private sphere, where a multitude of enterprising, civil and community actors engage each other in search of consensual solution to socio-economic and environmental problems in the context of a highly globalized economy (Abbott & Snindal, 2010).

Intergovernmental accords and agreements, networked multi-stakeholder negotiated rules, private and market-based standards, and self-governance processes have received increasing attention within organization studies (Brunson, Rasche, & Seidi, 2012; Crane, A., Matten, D., & Moon, J. (2008); Rasche, de Bakker, & Moon, 2013).

This research seeks to know the adoption of the public entrepreneurship model with the basic assumption that currently the government is not only a regulator of the "market" but the new role of governance has evolved to be a beneficiary of the market and marketing strategy education with the goal of community independence.

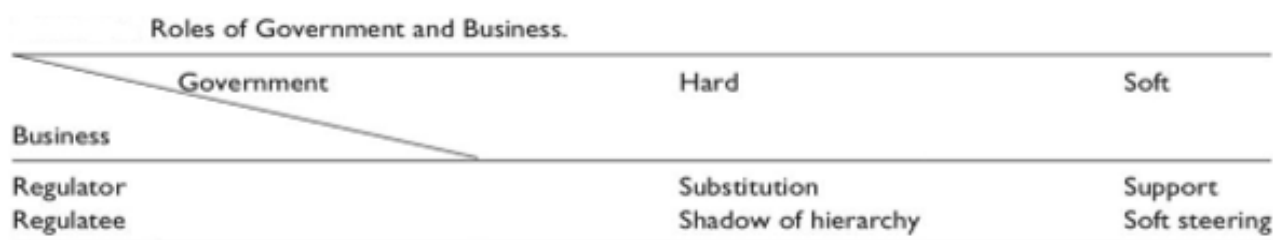


Fig. 2. Law And Regimes (Eberlein, Abbott, Black, Meidinger, & Wood, 2014). Eschewing

Zero-sum notions, how can we make sense of this shifting relationship?

Honey farmer groups have several roles, namely in the formation of systematically structured institutions. In this institution, the role of farmer groups includes several things, namely knowing the formation and reasons for joining forest honey farmer groups in the protected forest area of Ujung Kulon National Park. Based on the results of the interview that information

The formation of groups and organizations of honey farmers is actually because there is encouragement from the national park to be able to form groups so that they can cooperate with each other when entering protected forests to collect honey. Departing in groups can be well coordinated between farmers and the manager of Ujung Kulon national park so that they can take care of each other so that the forest is maintained.

The culture of processing honey through sliced techniques has been a hereditary tradition since honey farmers are in protected forest areas. Harvesting becomes unsustainable because the chance of the bee cub to continue

the life cycle makes the hive disappear so the results are not hygienic. The process of sustainable harvesting is a technique of harvesting honey, especially forest honey by only taking honey and setting aside a little for saplings or 25% of the part of the honey head that must be left. This technique has proven to be successful in increasing forest honey production, producing honey with better quality than conventional processes, while also helping preserve forests. This technique is called the sliced system.

In addition to conducting the iris system there is also a production system through being squeezed directly from the honeycomb. Farmers always try to improve the quality of honey and improve the economy, because it is an agreement of the group and the cooperative. This is indicated by the results of interviews with farmer group members that the price of honey produced through slicing is far more expensive than being squeezed directly. The price of sliced honey is bought around Rp. 80,000 to 90,000 per one kilogram. When compared with the price of honey the results of the press are cheaper around Rp. 50,000-55,000 per kilogram.

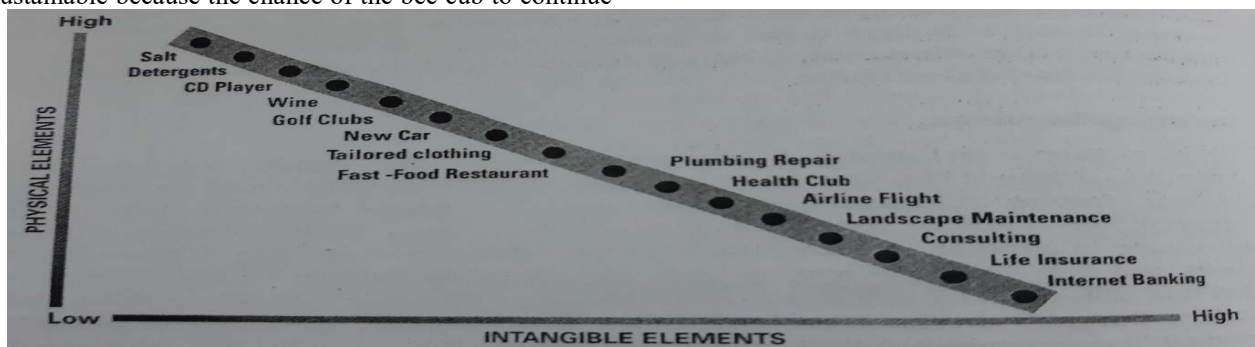


Fig.3. Value Added By Tangible Versus Intangible Elements In Good And Services (Chirstopher Lovelock & Jochen Wirtz: 2011)

Products and services are an inseparable part. Currently the consumers not only need good products, but also they need good services in influencing customer satisfaction (Mohammad & Alhamadani, 2011). The hybrid product is the product, which is developed by integration of more than two product category technologies Akihiro Nishimoto (2010). Proved that the hybrid product categorization will be differed by changing the benefits of the integrated technologies Gill and Dubé (2007)

V. CONCLUSIONS

Increasing the capacity building of partnerships from the central government, regional government, INGO and communities need to be done with the aim of creating community independence. The regulation and governance must be able to run well and prioritize the utilization of the empowerment of surrounding communities. Socialization and training from related parties provides an understanding of the use of social media technology for farmer groups and communities and provides educational facilities to local bee farmers in the Ujung Kulon area on how to use technology and determine marketing strategies. Nearly all bussines pursue a focus strategy. They identify the strategically important elements in their product, service operations and concentrate their resources on them. They target segment as they can serve better than other providers, offering and promoting a higher level performance on those attributes particularly valued by their target customers.

Marketers need to find ways of creating meaningful value propositions for their products that state a distinctive and defesible position in the market against competing alternatives. The nature of services introduces a number of distinctive possibilities for competitive differentiation, going beyond price and physical product feature to include : location and scheduling, performance levels such as speed of service delivery and the caliber of service personel

Social media can help the distance of potential buyers. The Hanjuang Cooperative has so far functioned as a supplier of honey products to industries and consumers. It is expected that in the future in this case the community can play an active role in the process of utilizing honey products both from the packaging process to the sale so as to create independence and increase the specific economy of Ujung Kulon honey bee farming community.

Funding

For further research, a model can be developed based on the canvas business model. Interconnection among key activities, key partners, value propositions, customer relationship and customers could be governing by proper regulations on marketing education. Local government or seminars delivering the education to the bee farming communities

Value added can me measured by surveying costumers perceptions of the bee products and how the expected products are in line with bee-farming communities perceptions on ways of producing and marketing the products

REFERENCES

[1] Abbott, K. W., & Snidal, D. (2010). International regulation without international government: Improving IO performance through orchestration. *Review of International Organizations*, 5, 315–344.

[2] Anber Abraheem Shlash Mohammad and Shireen Yaseen Mohammad Alhamadani. *Service Quality Perspectives and Customer Satisfaction in Commercial Banks Working in Jordan*. ISSN: 1450-2889

[3] Aurimas Dapkevicius and Borisas Melnikas (2009). *Influence Of Price And Quality To Customer Satifaction: Neuromarketing Approach*

[4] Amir Mahmud, Kamaruzaman Jusoff and St. Hadijah 2013. The Effect of Service Quality and Price on Satisfaction and Loyalty of Customer of Commercial Flight Service Industry

[5] Akihiro Nishimoto (2010). Consumer Categorization of Hybrid Products: The Applicability of Fuzzybased Approach for Managing the Technology Convergence

[6] Buchari Alma, (2007), *Manajemen Pemasaran dan Pemasaran Jasa*, Edisi Ketujuh, Alfabeta, Bandung

[7] Brunsson, N., Rasche, A., & Seidl, D. (2012). The dynamics of standardization: three perspectives on standards in organization studies. *Organization Studies*, 33, 613–633.

[8] Cutler, D. M., & Katz, L. F. (1991). Macroeconomic Performance and the Disadvantaged. *Brooking Papers on Economic Activity* , 1-74

[9] Crane, A., Matten, D., & Moon, J. (2008). *Corporations and citizenship*. Cambridge: Cambridge University Press

[10] Djsalim Saladin, (2007), *Intisari Pemasaran dan Unsur – Unsur Pemasaran*, Lidya Karya, Bandung

[11] Eberlein, B. (2019). Who fills the global governance gap? Rethinking the roles of business and government in global governance. *Organization Studies*, 40.

[12] Fandy Tjiptono dan Gregorius Chandra, (2012), *Pemasaran Strategik*, Andi, Yogyakarta

[13] Porter. M. E. 2008. *Competitive Advantage*, Saputra. L dan Suyanto. S (ed). 2008. *Competitive Advantage: Manciptakan Dan Mempertahankan Kinerja Unggul*, Penerbit Karisma Publishing Grop, Tangerang.

[14] Lovelock, Christoper dan Jochen Wirtz. 2011. *Service Marketing*. New Jersey USA: Pearson.

[15] Perret M, Chautems A, Spichiger R, Peixoto M, Savolainen V. 2001 – Nectar sugar composition in relation to pollination syndromes in Sinningieae (Gesneriaceae). *Annal of Botany* 87(2), 267-273

[16] Fatriani *et.al*. 2014. *Analisa Usaha Lebah Madu Hutan dan Kualitasnya*. Banjarbaru: Jurnal Hutan Tropis Volume 2 Nomor 1

[17] Firmansyah. 2006. *Analisa Perilaku dan Preferensi Konsumen Terhadap Atribut Madu Dan Produk Pesaingnya Serta Implimasinya Bagi Sategi Pemasaran*. SKRIPSI. FTP. IPB, Bogor.

[18] Fandy Tjiptono, (2011), *Pemasaran Jasa*. Bayumedia Publishing

[19] Kotler Philip, dan Gary Armstrong. 2102. *Principles Of Marketing*, Global Edition, 14 Edition, Pearson Education

[20] Kotler Philip dan Kevin Lane Keller , (2009), *Manajemen Pemasaran*, Jilid1, Edisi Ketiga belas, Alih Bahasa oleh Bob Sabran, Erlangga, Jakarta

[21] Maher, R. (2019). Pragmatic community resistance within new indigenous ruralities: Lessons from a failed hydropower dam in Chile. *Journal of Rural Studies*, 68, 63–74.

[22] M. Nur Nasution, (2004), *Manajemen Jasa Terpadu*, Ghalia Indonesia, Bogor

[23] Man C, Reuter WM. 2015 – Analysis of sugars in honey using the Perkinelmer Altus HPLC System with Ridetection. *Perkinelmer Inc., USA*

[24] Rhodes, R. A. (2007). Understanding governance: Ten years on. *Organization Studies*, 28, 1243–1264

[25] Rahmawati, T (2017) *Advancing Public Organization Performance and Excellent Public Service Through Entrepreneurship : A case study of Local Governance in Asian Context*

[26] Rasche, A., de Bakker, F., & Moon, J. (2013). Complete and partial organizing for corporate social responsibility. *Journal of Business Ethics*, 115, 651–663.

[27] T. Gill and L. Dubé, “What is a Leather Iron or a Bird Phone? Using Conceptual Combinations to Generate and Understand New Product Concepts,” *Journal of Consumer Psychology*, 17 (3), 202–217, 2007.

[28] Wibowo, S. 2004. *Pedoman Pembangunan Model Usaha Perlebahan*

- [29] <https://news.detik.com/berita/d-4289157/banten-duduki-peringkat-teratas-angka-pengangguran-di-indonesia>
- [30] <https://www.tribunnews.com/bisnis/2018/01/13/indonesia-defisit-madu-waspada-oplosan>