

Optimization of integrated bee agro-tourism marketing system at KTH Pasir Madu Ciparigi village, Sukadana district, Ciamis regency

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Abstract

The purpose of the Community Service (PKM) "Optimization of Integrated Bee Agro-tourism Marketing System at Pasir Madu Forest Farmer Group (KTH) Ciparigi Village, Sukadana District, Ciamis Regency" is to boost productivity, expand the marketing of Pasir Madu KTH products, and provide facilities for bee farming agro-tourism. It also aims to address the issues of non-optimal marketing and a lack of facilities for bee farming agro-tourism. Its output might include pieces in print and electronic mass media, YouTube videos, articles in The National Journals, and increased partner revenue. The method used in implementing this PKM is the instructional method, followed by practice which includes five stages, namely: 1) Delivery of information (socialization/counseling) to Pasir Madu KTH administrator in Ciparigi Village, 2) Training on marketing system for bee products 3). Mentoring and evaluation in the form of Management and Promotion of tourism through leaflets, posters, and social media as well as marketing evaluation 4) Sustainability of the program through Seminars on the results of community service activities and ongoing mentoring. The results achieved by the Pasir Madu KTH Administrator were an increase in knowledge about optimizing bee product marketing by 25%, as well as management of beekeeping agro-tourism facilities by 30%, and the community around Pasir Madu KTH received an additional source of income of 35% due to the existence of beekeeping agro-tourism.

Keywords: Optimization, Marketing, Agro-tourism, Bee

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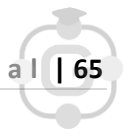
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INTRODUCTION

The Pasir Madu Forest Farmer Group (KTH) in Ciparigi Village, Sukadana District, Ciamis Regency has been established since 2019, and people living around the forest commonly grow up bees around their houses, both *apis cerana* and *trigona*. Currently, there are 25 families in Ciparigi Village who grow up honey bees, since the establishment of the Pasir Madu Forest Farmer Group with the products produced in the form of honey, bee pollen, beeswax, propolis and bee colonies to grow up. KTH Pasir Madu has also received an award from The Minister of



Environment. The existence of bee farmers has motivated the community to grow plants that provide bees with food, which has indirectly helped conserve forests and save the environment. In addition, the need for honey has dramatically increased during and after the Covid 19 pandemic, as it can boost endurance, so they needed an increase either in quantity by adding colonies or in quality, improving honey production and management. "Bee farming can be used as a source of income, and in certain conditions the honey stock is not sufficient for demand, the selling price is relatively more expensive and consumers believe in its authenticity and efficacy." (Muhammad, et al., 2022).

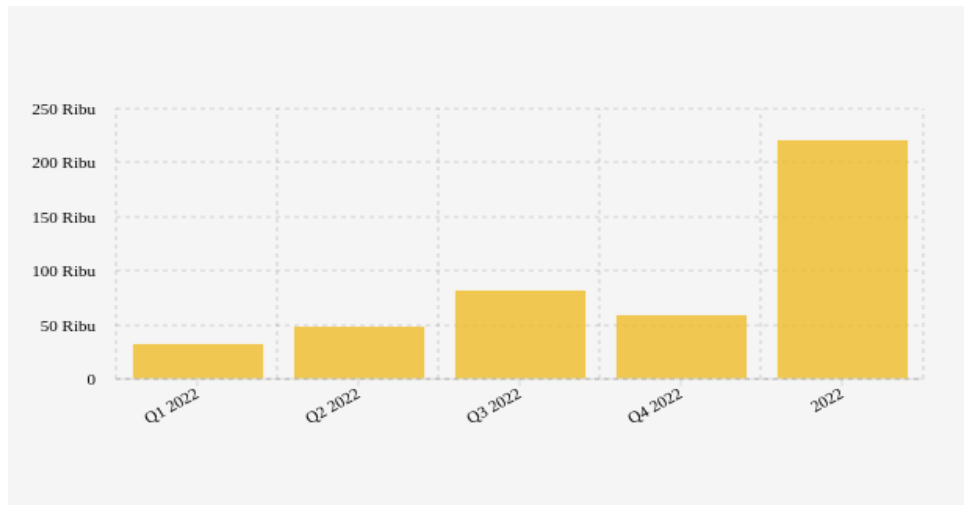


Figure 1. Statistical Data on Honey Needs in Indonesia until 2022;

In addition to honey bee cultivation, KTH Pasir Madu also has a cafe named Pasir Madu Raviz Farm Cafe. Besides providing facilities for various meeting events, it also provides a cafe where visitors can enjoy various processed beekeeping products in the form of various types and packaging of honey, either *apis cerana honey*, *apis mellifera*, *apis dorsata*, or *apis trigona*, and various drinks, foods as well as other processed products. Some of the products use honey as their raw materials. The integrated bee cultivation system is a combination of bee cultivation equipped with supporting business activities such as fruit plant cultivation, maggot cultivation, fish and poultry cultivation integrated with the Pasir Madu Raviz Farm Cafe, located around the community forest in Ciparigi village in Sukadana District, about 10 kilometers from National Highway III.

The site is a field used by residents only to look for firewood. Pasir Madu Raviz Farm Cafe was opened in 2020. This cafe is often visited by various groups of people who need honey, enjoy the cool nature while tasting processed honey foods and looking at the honey bee cultivation location around Pasir Madu Cafe. Pasir Madu Raviz Farm Cafe has the potential to be developed into a tourist attraction, especially educational tourism, which is packaged in the form of introduction and training in honey bee cultivation, tour packages on the familiarization of honey bee cultivation. The target market is school children starting from kindergarten, elementary school, and junior high school, while of the training package are senior high school students, college students, or general public who are interested in developing honey bee cultivation.

Prior to the community service initiatives, partners had to deal with inadequate agrotourism facilities, poor marketing strategies, and unsatisfactory output. Tourism sector must start developing a vision of sustainable tourism, tourism that takes into account current



and future economic, social, and environmental impacts, meets the needs of visitors, industry, the environment, and the local community (Nurohman, et al., 2021). The existence of the Pasir Madu Raviz Farm Bee Farming Café tourist attraction/agro-tourism has helped reduce unemployment and increase the income of the Ciparigi Village community. In is inline with Mumtaz et al., (2022) who states that the tourism development will also increase community income and lead to an increase in the regional economy.

Beekeeping agro-tourism and Raviz Farm's Pasir Madu Cafe are tourism potentials in Ciparigi Village that still require various efforts to empower them. Tourism in Indonesia has attained significant development and always perform various innovations in every quality development of existing tourist destinations in Indonesia (Firlie et al., 2022). In developing tourism, it is also important to empower community (Ulum, 2021).



Figure 2. Situation before the Community Service Program



Figure 3. Situation after the Community Service Program

METHODS

The materials used in this community service program are; lighting facilities and cafe arrangement for beekeeping agro-tourism in the form of outdoor cable installation, cafe plug, power outlets and other electrical equipments. The methods used in implementing this PKM are instructional methods followed by practice, planning, program socialization, training on



honey making and packaging, training on cafe lighting installation, and online marketing training, as well as the application of the technology that has been utilized. Program assistance and the results of the implementation are evaluated regarding their level of success and their economic feasibility as reporting material. As the final result of this activity, a seminar was held and promotional leaflets were created to support program promotion and sustainability. The activities of PKM entitled "Optimization of the Pasir Madu KTH Agro-tourism Marketing System, Sukadana District, Ciamis Regency" are divided into several stages, namely: socialization, training, technology implementation, mentoring&evaluation, program sustainability. The first stage is socialization of the delivery of information online marketing training through social media. The second stage is the implementation of technology as the result of training results to groups. The third stage includes mentoring activities, monitoring, evaluation, and reporting. The fourth stage focuses on ensuring the program's sustainability through promotional efforts like creating leaflets, holding seminars to share the results of the community service activities, and building partnerships by forming a team to provide ongoing guidance and supervision.

Stage I (Socialization)

After planning, the activity at this stage is the socialization of information delivery about Integrated Bee Agro-tourism Marketing (socialization or counseling) to the Administrator of Pasir Madu KTH and beekeepers. The first material provided includes: 1) general material, namely Cultivating an entrepreneurial spirit, 2) specific material in the form of: Operations Management for Pasir Madu Cafe, 3) supporting material in the form of economic analysis and marketing of Pasir Madu Cafe.

Stage II (Training)

The activity at this stage is training. There are several trainings provided for the administrator of Pasir Madu KTH and the community as many as 10 people.

The next training is the one on arrangement skill of Pasir Madu Cafe. The materials provided include 1) Training on installing lighting at kiosks at Pasir Madu Cafe 2) Training for cafe administrator of Pasir Madu Cafe and 8 Cafe crew.

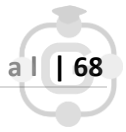
Online Marketing Training, To promote the products of Pasir Madu KTH and Pasir Madu Cafe Raviz Farm to wide community, at this stage training is carried out on making leaflets, posters, as well as distributing them. and promoting them on Electronic Media in the form of Blogs and other social media.

Stage III (Technology Implementation)

At this stage, the training results are applied at KTH Pasir Madu. All training participants were assigned to implement the training results at their respective locations, in accordance with their resources. The results of the lighting installation training were carried out at Pasir Madu Raviz Farm cafe.

Stage IV (Mentoring and Evaluation)

This stage is carried out during and after the technology implementation process. The community service implementers are divided into 3 teams to provide assistance in implementing the training results, namely Team 1 assisting in the implementation of Marketing and Team 2 assisting in the installation of cafe infrastructure. Then, periodically



and after the program is completed, an evaluation is applied to ensure that the implementation of the program is in accordance with the training results plan. Evaluation is conducted through direct observation, interviews, questionnaires and presented in seminars on progress and community service results. The evaluation results are then analyzed to be used as feedback in improving the level of cultivation success by comparing them with the results of the pre-determined financial analysis.

Stage V (Program Sustainability)

This stage is carried out after the completion of the service, in the form of forming a program implementation monitoring team at KTH Pasir Madu, collaboration with Galuh University for mentoring and further research, and online marketing management. Mentoring is carried out by means of periodic visits twice a month to ensure the program runs based on the planning.

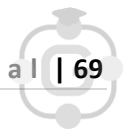
In this program, partners are categorized as direct participants in the empowerment program through training, mentoring, implementation, production, marketing, and future development. They are also expected to convey the knowledge and skills from the training to other KTH members who did not participate in the training so that KTH can continue to develop, and to teach it to other people outside of KTH Pasir Madu members who are interested in the honey bee business.

RESULTS AND DISCUSSION

The main outcomes include effective online marketing of honey products and the development of beekeeping agro-tourism facilities as a direct marketing tool. Additional results include published articles in journals and print media, as well as the creation of reference books. The results achieved are stated in the following table:

Table 1 Results Activity

No	Activity	Target	Result	Output
1.	Arrangement of product marketing kiosk of KTH Pasir Madu at the Raviz Farm Pasir Madu Cafe	The availability and arrangement of the marketing place for KTH Pasir Madu products at the Raviz Farm Pasir Madu Cafe	The existence of a marketing place at the Beekeeping Agro-tourism	Bee product showcase
2.	Creating and putting together lighting and electrical installations at the Pasir Madu Raviz Farm Café	The availability of sufficient lighting at Raviz Farm Pasir Madu Cafe	The existence of cafe lights stretching above the beekeeping agro-tourism area.	Garden lamps
3	Providing Online Marketing training through social media on the internet	The availability of online marketing media	The existence of marketing accounts in social media	Account of online marketing system in social media



The community of KTH Pasir Madu benefited from the following: prior to the online marketing training, sales were still low and marketing facilities were limited; however, following the training, sales turnover increased by 20% and marketing facilities expanded by three channels.

Additionally, the addition of cafe facilities that are open at night due to the availability of lighting has increased the number of visitors by 15% at the Bee Farming Agro-tourism destination. The community is becoming more aware of the effects of agrotourism's sustainability, both online and offline. On average, it has resulted in a 50% increase in visits. The obstacles faced by KTH are the narrow entrance facilities and the long distance from the main road.



Figure 4. Current situation after the community service program

CONCLUSION

The following can be inferred from the phases of the PKM program that have been carried out using the "PKM Integrated Bee Agro-tourism Marketing System at KTH Pasir Madu Ciparigi Village, Sukadana District, Ciamis Regency": After participating in the Integrated Bee Agro-tourism Marketing System Training, The administrator of Pasir Madu KTH knows: (a) how to manage beekeeping marketing optimally, (b) how to optimize the marketing of bee products online, (c) How to organize beekeeping agro-tourism and a cafe for direct marketing (offline). The KTH Pasir Madu Manager can boost sales turnover using an internet marketing system as a result of this PKM. There is a well-run Beekeeping Agro-tourism complex at KTH Pasir Madu. Finally, the community service program's recommendation is that several parties are crucial to the PKM's success.

Limitations and future direction

The "Optimization of Integrated Bee Agro-tourism Marketing System" at KTH Pasir Madu currently faces limitations primarily related to accessibility, with a narrow entrance and distance from the main road potentially hindering visitor numbers. Furthermore, the initial scope of the PKM focused on basic infrastructure and online marketing training for a limited number of participants, potentially restricting the widespread adoption of new skills and strategies within the community. The lack of detailed information on specific marketing strategies beyond the initial training and the somewhat superficial exploration of the "integrated" farming system's role in the tourism experience also represent areas for improvement. The program's long-term sustainability might also be influenced by KTH's ability to independently manage and expand its efforts beyond the initial mentoring phase.

To overcome these limitations and further enhance the initiative, future efforts should prioritize improving accessibility through collaboration and infrastructure development. Expanding training programs to include more community members and covering advanced



marketing techniques, tourism management, and product development is crucial. Diversifying the agro-tourism offerings to include interactive experiences, educational workshops, and leveraging the integrated farming system as a unique attraction holds significant potential. Developing a comprehensive marketing plan with professional branding and strategic partnerships, alongside continuous monitoring of impact and empowering the community for long-term self-management, will be vital for the sustained success and broader economic benefits of the bee agro-tourism venture.

Acknowledgements

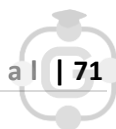
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Statement and Declarations

This community service initiative involved the collaborative efforts of all listed authors, who contributed to the conceptualization, methodology, implementation, data collection, and the drafting and finalization of this report. All data and materials generated and utilized during the execution of this PKM program are available upon reasonable request to the corresponding author. The authors declare that there are no conflicts of interest that could have influenced the execution or reporting of this community service activity or its findings.

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