

ABSTRACT

BUSINESS SEMINAR ON KELULUT HONEY BEE CULTIVATION (TRIGONA Sp) (CASE STUDY ON MARKETING)

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ABSTRACT

This seminar is an activity carried out to provide experience to students and the community to start a business by utilizing nature, namely by cultivating Kelulut honey bees. The general objective of implementing the Kelulut Honey Bee Cultivation business seminar project is to find out how to plan and organize seminars. Specific objectives are carried out to find out the promotion mix, to find out the planning and realization of the promotion budget, and to determine the obstacles faced and their solutions. The method of implementing this final project consists of several stages, namely project preparation, project implementation, project completion, and project reporting. The results of the project preparation carried out are determining the promotion strategy to be carried out, planning the brochure design, and looking for sponsors and donors. Project implementation is carried out by distributing brochures, and promoting using social media to sponsors, donors, and participants. The project completion stage is carried out by giving appreciation to participants, the committee, and resource persons. Dissolving the committee and thanking those who helped. The project reporting stage carries out the implementation of the final project activities, reports on the use of promotion costs, and determines the constraints and solutions encountered in implementing the activity. The obstacles faced were delays in disbursing funds from sponsors and donors which resulted in activities being postponed and other obstacles, namely constraints during the implementation of activities, namely an error occurred in the sound system which resulted in the committee re-repairing the sound system.

Keywords: Project, Cultivation, Kelulut Honey Bee, Promotion, Sponsorship