

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Today's business development is increasingly rapid and affects the economic development of today's society. A business can create many jobs and reduce unemployment in a region including Indonesia. The entrepreneur must be able to take advantage of existing natural resources to make a business or carry out cultivation such as beekeeping, which has a very good opportunity to be developed in rural communities because the territory of Indonesia has the potential of biological natural resources that support the agribusiness. plants as a source of Bee food and sap sources as well as tropical environmental conditions that strongly support the sustainability and development of Bee life (Wardani, 2018).

Research carried out by Situmorang and Hasanuddin (2014), Bees have direct and indirect benefits for humans. The direct benefit for humans is for the body's stamina because beekeeping products have a high nutritional content. Indirect benefits, namely helping the flower pollination process. Bees fertilize plants (transfer of pollen to the stigma) this process can form new individual candidates or plant seeds.

Moreover, Wardani (2018) that said, The benefits that can be obtained from the development of Arizona sp beekeeping business include increasing the income of business actors from the products of beekeeping in the form of honey, propolis pollen, and bee colonies, Bee products support the fulfillment of community nutrition and support efforts to conserve natural resources which play an important role in assisting the process of plant pollination.

More Research by Wardani (2018) Trigona Sp or Klulut is a social insect that lives in groups to form colonies. One Bee colony consists of 300-80,000 bees. Until 2014, around 500 species were identified and grouped into 5 genera namely,

Melipona, Trigona, Meliponula, Dectylurina, and Lestrimelitta. Trigona has 11 sub-genres. The genus Trigona spreads from Mexico to Argentina, India, Sri Lanka to Taiwan, Solomon Islands, Australia, and Indonesia

The Researcher will conduct seminars that aim to add insight into Kelulut Honey Cultivation for the community and students who want to do Kelulut Honey Cultivation. The researcher hopes that the participants who attend the seminar can implement it. An activity that is very useful but if it is not introduced then the public will not know about it. Therefore, promotion is needed as a tool to introduce, influence, and attract public interest in what is offered. Promotional activities are one of the marketing mixes that are expected to support the success of marketing activities. To increase sales and maintain brand fame that has been improved so far, a company or organization must be able to promote well.

Seminar activities must be promoted, this activity aims to introduce products, increase sales, and build brand awareness so that they can create the image of a brand. Using events such as sporting events, conventions, fundraising, seminars, festivals, and workshops, to engage consumer perspectives, build awareness, or market company products and services.

The Business Seminar on Kelulut Honey Bee Cultivation has marketing and promotional activities to determine participants who meet the criteria this seminar can be well organized and achieve its objectives with many people gaining knowledge about the existing materials and practices. will be delivered in activities. This seminar is conducted to provide knowledge and experience to the public and students who want to start a business and can create jobs to improve the economy.

Based on the problems that occurred, the researcher solved the problem by proposing a project for students and the community “Seminar On Kelulut Honey Bee Cultivation Business (Case study on Marketing)” which aims to motivate the community in responding to small things that can be useful for life and promotion strategies play a very important role it is important to inform the public to be able to participate and be interested in this seminar. Because by attending the seminar a lot of knowledge is gained and experiences.

1.2 Identification of the project

Based on the explanation of the background above, the identification of project problems that will be discussed by the author is as follows “Business Seminar on Honey bee Cultivation (Trigona sp)”.

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

The general objective of the project to be achieved in this final project is to know how to plan and implement Business Seminar on Kelulut Honey Bee Cultivation for business students and the community.

1.3.2 Specific Purpose of the Project

The specific objectives of the “Business Seminar on Kelulut Honey Bee Cultivation” are as follows:

1. To find and gather information the “Business Seminar on Kelulut Honey Bee Cultivation”.
2. To determine the promotion strategy to be carried out for the “Business Seminar on Kelulut Honey Bee Cultivation”.
3. To find participants the “Business Seminar on Kelulut Honey Bee Cultivation”.
4. To make brochure designs “Business Seminar on Kelulut Honey Bee Cultivation”.
5. Held a Lobby for Potential Sponsor and Donors the “Business Seminar on Kelulut Honey Bee Cultivation”.
6. To make E- Certificate the “Business Seminar on Kelulut Honey Bee Cultivation”.
7. To Appreciate the participants the “Business Seminar on Kelulut Honey Bee Cultivation”.
8. To project activity implementation report the “Business Seminar on Kelulut Honey Bee Cultivation”.

9. To accomplish of project the “Business Seminar on Kelulut Honey Bee Cultivation”.
10. To accomplish of project finance the “Business Seminar on Kelulut Honey Bee Cultivation”.

1.4 Signification of the Project

This project is expected to be useful for interested parties or related parties, the benefits of this project are:

1. For the Author

This thesis is used to add experience, add insight, and guidelines to complete the final project which is one of the requirements for completing an Applied Bachelor's degree in the Department of International Business Administration. To find out and solve problems related to the project and apply the knowledge that has been obtained.

2. For Students

This thesis can be used as a form of increasing creativity in the business world. Utilizing the " Business Seminar on Kelulut Honey Bee Cultivation" can improve the economy of students and the community and make students and the community the goal of the project.

3. For Other Parties

This thesis is expected to provide more knowledge to other institutions. This project is also used as the output of the project is run. This project is also a reference for other researchers who will raise the same problem but with a different point of view.

1.5 Time and Place of Project Implementation

The final assignment location that has been determined is offline (seminars). The Business Seminar on Kelulut Honey Bee Cultivation will be held on October 15, 2022 in the mini conference hall on the third floor of the commercial administration building.

1.6 Writing System

The systematics of writing that will be carried out for the project “Business Seminar on Kelulut Honey Bee Cultivation” are as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author explains the background of the project, the identification of the project, the objectives and benefits of the project, the place and time of the project, and the systematics of writing project reports in the thesis.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author describes the theories that are relevant to the main material in the final project, namely explaining the Business Seminar on Kelulut Honey Bee Cultivation.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

In chapter 3 the author plans project preparation, plans project implementation, explains the project completion plan, and determines the project implementation schedule and the estimated project implementation costs.

CHAPTER IV : RESULT AND DISCUSSION

In chapter 4 the author describes the profile of project activities and reports on the implementation of project activities which include project preparation, project implementation, and project financial completion reports.

CHAPTER V : CONCLUSIONS AND SUGGESTION

This chapter contains a summary of the results of writing in the previous chapters which are outlined in the conclusions and suggestions at the place of writing.