

## Encouraging the Entrepreneurial Transformation of Honey Beekeepers Through Entrepreneurial Characteristics



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**ABSTRACT:** This study aims to analyze the effect of different predictor variables on the response variable. This study explains the relationship between entrepreneurial characteristics and Innovative Capability on the entrepreneurial performance of honey seekers and sellers who have transformed into honey cultivation entrepreneurs. Based on a comprehensive survey among honey beekeepers by testing a conceptual model to provide evidence on the effects of engagement and entrepreneurial characteristics and Innovative Capability and their influence on the level of Entrepreneurial Performance of honey bee farmers. The population in this study was honey bee farmers. This study uses a quantitative descriptive method. The respondents in this study were beekeepers or managers. It was started by conducting FGD with buyers of honey harvest as collectors, owners of honey bee farms, and farm managers. From these results, conceptual research was developed to enforce the hypothesis. This type of research is quantitative, with a sample of owners or managers of honey bee farms that have experienced harvests. Data collection was carried out utilizing a survey using a questionnaire instrument. The number of respondents is 44, which is a saturated sample. The results of this research are expected to be a contribution from the academic aspect for farmer entrepreneurship actors to increase community productivity in farmer entrepreneurship with honey bee cultivation. Especially for bee seekers who want to transform into entrepreneurs. As for the academic benefits, the results of this study can add to the repertoire of knowledge, especially in the realm of farmer entrepreneurship.

**KEYWORDS:** Characteristics of Entrepreneurship, Innovation, Entrepreneurial Performance, Honey Cultivation Breeders, Honey Bee Breeder Transformation

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### I. INTRODUCTION

Effective entrepreneurship usually focuses on identifying the latent needs of its customers (Whalen et al., 2016; Mahrous, 2020). To make a honey farmer a business, his character and identity must change as a honey farmer from just an operator to a livestock business. Entrepreneurs act as change agents capable of transforming existing resources into suitable production. (Schumpeter, 1961, Hearn and Plesse, 2020).

Honey is a potential product to be developed in its cultivation and includes non-timber forest products. The great potential of livestock cultivation is also shown by data from the Association of Indonesian Roles (API), which shows that Indonesia's honey consumption rate ranges from 7,000 to 15,000 tons per year. Indonesia's local honey production currently only reaches 4,000 – 5,000 tons per year, which means that Indonesia lacks local honey production of 3,500-11,000 tons/year. (Prof Dr. Asnath M Fuah in the Indonesian Livestock Logistics Forum - IPB, 2019).

From the amount of domestic honey demand as above, it is emphasized that 70% of honey must be imported to meet the demand for honey. Most of the domestic honey production still depends on forest products. The relatively high demand in the national market is reinforced by fluctuating production results so far, thus worsening the market's supply capacity. (Prof Dr. Asnath M Fuah in the Indonesian Livestock Logistics Forum - IPB, 2019). These conditions illustrate that it is necessary to accelerate production to pursue the quantity and quality of production.

It is necessary to design a conceptual approach to ensure the advancement of innovation and entrepreneurial capabilities in developing countries (Shkabatur, 2021; Bar-El, Dafna Schwartz, 2021).

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Sustainable agricultural development requires the development of entrepreneurship and also the competence of breeders (Phelan & Sharpley, 2012; Bosworth & McElwee, 2014, Mukti, et al., 2018). Economic development in Indonesia must be improved by utilizing the advantages of existing forest resources such as honey producers so that it can become a competitive advantage and can be a driving force for national economic growth in general to increase the income and standard of living of the Indonesian people (Nurrahmi et al., 2018).

More than 15%. (Global Customer Survey, 2021). In 2017, game developers contributed 1.93 percent of GDP from the creative economy sector with a valuation of Rp. 19.1 trillion. This sector is also able to absorb 44,733 workers (Saifullah - Director of Creative Industries, films, television and animation, Ministry of Tourism and Creative Economy, Tempo - January 2021).

The fundamental characteristics of the Indonesian economy, similar to those of middle-income countries, are the rural base and the spatial distribution of the population in a relatively large area, thus requiring a strong focus on regional development planning to utilize and allocate existing resources, to improve social welfare in a regional/regional environment within a certain period (Permendagri Number 86 of 2017).

The community utilizes honey producers so that it can become a competitive advantage and can be a driving force for national economic growth in general to increase the income and standard of living of the Indonesian people (Nurrahmi et al., 2018).

The competition encourages honey farmers to improve quality and continue to maintain their unique selling points. It is necessary to formulate a business development strategy that can be applied to breeders (Triputranto, 2020). The prosperity of a country whose economy is agrarian correlates with rural entrepreneurship, as the main force in a country's economic growth, especially in developing countries (Kania, 2021).

The increase in entrepreneurs will affect the welfare of the community, according to Pambudy (2010) this is based on several reasons:

- a. Tropical agribusiness in the production process, local content is available in large quantities from domestic wealth,
- b. The workforce required is large and by the types of existing strata, and
- c. The market for agribusiness goods and services will be easy to market.

Lack of entrepreneurial characteristics for breeders, so that honey farmers who are engaged in the agribusiness sector, especially in the upstream subsystem, are very difficult to be equated with an entrepreneur (entrepreneur) in the non-agribusiness sector. (Ahn, et al., 2019, Yildiz, 2020, Lee, 2019).

Factors that influence entrepreneurial learning for the community come from many things, one of these forming factors is education, training, mentoring, and learning from experience (Minniti and Bygrave, 2001., Diabate, 2019, Chipfupa and Wale, 2018). These characteristics are considered essential to the success of entrepreneurs.

Correlation between innovation and entrepreneurial abilities, among others, entrepreneurs must develop innovative strategies to actualize company performance (Chege et al., 2020). Innovative Capability has a direct relationship with performance and also mediates entrepreneurial performance (Zeb and Ihsan, 2020).

Lack of entrepreneurial and managerial skills (Chipfupa and Wales, 2018; Sinyolo et al., 2017). To strengthen the formulation of the problem, a pre-survey was conducted in the form of FGD with honey breeders, honey collectors, and honey agricultural extension workers, related to the ability to adopt honey cultivation innovation capabilities and marketing performance with the following results, according to the highest-ranking:

- a. Uncertainty about the success of sales results – Risk
- b. Production capacity that is difficult to manage – Productivity
- c. Natural factors: weather, season, temperature, flowers - Innovative Capability
- d. Capability Price stability factor – Uncertainty
- e. Marketing – Performance

## II. THEORETICAL REVIEW

### *Entrepreneur Farmer*

Pindado and Saancez (2017) refer to the term Agricultural entrepreneurship or Agri Entrepreneurship/Agripneurship as a person's ability and willingness to recognize viable agriculture as a business opportunity, then collect resources, build and manage the agribusiness that is produced successfully.

Entrepreneur farmer is also defined as agricultural and/or non-agricultural activities that are carried out either full time or part-time to earn income where agricultural activities involve land cultivation, crop cultivation, and livestock raising as the main source of income. (Naminse and Zhuang, 2018).

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From the explanation above, agri-entrepreneurship is the ability and willingness of a person to recognize agriculture and or livestock that are worthy of business opportunities, by collecting resources, building and managing agribusiness, raising livestock as the main source of income.

### ***Characteristics of Entrepreneurship***

According to Abdulwahab and Al-Damen in Al Jufri (2017:1353), the characteristics of entrepreneurs are the personal traits and skills possessed by entrepreneurs who build the competencies needed for business success. Indicators of the characteristics of small business entrepreneurs that are most important and related to success include:

1. Achievement-oriented)
2. Self-Confidence (Confidence)
3. Initiative (Proactive)
4. Independence (Autonomy) and Responsibility (Independence and Responsibility)
5. Risk-Taking Propensity
6. Experience

Entrepreneurship characteristics also mean that entrepreneurs who can succeed in their business ventures will have a stronger character in running their business (Machmud & Hidayat, 2020).

From the description above, the definition of entrepreneurial characteristics is the personal nature and skills to run a business, especially to achieve targets by taking existing opportunities.

### ***Innovative Capability***

Innovation capability is very complex and requires synchronization of different inputs, it is important to know and understand the role of external sources in the innovation capability process of a company (Ferraris et al., 2017; Simao and Franco, 2018) in the long-term; (Bresciani et al., 2018). Technical changes made as an effort to improve are considered to be the drivers of changes in productivity and efficiency from time to time followed by policy-related factors. Intensification of livestock business, a realization of economies of scale, and innovative practices were also found to be relevant in explaining changes in productivity.

### ***Entrepreneurial Performance***

Entrepreneurial Performance is multidimensional, including business ownership, business innovation, and financial performance, which can help provide a good picture of startups (Luo, 2021). Entrepreneurial decisions and how their businesses innovate and financial performance in support and direct managerial decision making and improve company performance (Smith and Bititci, 2017). There has been a move to include non-financial dimensions aimed at developing a stronger picture of firm performance (Neely et al., 1995). This perspective states that the term refers to “setting goals, developing a set of performance measures, collecting, analyzing, reporting, interpreting, reviewing and acting on performance data”, and that it is important for all organizations (Smith and Bititci, 2017, p.1210) . Here, there are three important elements:

1. Development and collection of performance measurement data
2. Subsequent analysis and interpretation of the data; and
3. Utilize any information obtained to improve performance (Smith and Bititci, 2017).

### ***Characteristics of Entrepreneurship on Entrepreneur Performance***

Build and manage a business, optimizing priority resources. Characteristics of Entrepreneurship must be improved as a means to maintain the performance of SMEs as well as long-term growth and survival (Waheed et al., 2020). Likewise, Keith et al. (2019), said that the entrepreneurial character, in a certain sense, obtained a high level of subjective well-being and objective performance. The results of the same study conducted by Mahrous et al., 2020, confirmed the intra-organizational characteristics that support the development and improvement of companies. Another study with the same result is Lee et al., 2019.

### ***Characteristics of Entrepreneurship on Innovative Capability***

Innovation and self-determination, directly act as factors to improve business performance. This conclusion was obtained from the research of result Ji Min et al. (2021). Not much different from the research results of Zeb et al. (2020), that there is a significant direct relationship between entrepreneurship, innovation, and entrepreneurial performance.

### ***Innovative Capability Affects Entrepreneurial Performance***

Entrepreneurial performance is directly and significantly influenced by Innovative Capability (Zep, 2020). This finding is in line with the results of research from Ji Min (2021) which shows those small business owners, according to the ability of innovation and self-determination, directly play a role a factor to improve business performance.

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## Characteristics of Entrepreneurship on Entrepreneurial Performance Through Innovative Capability

Previous research shows that there are inconsistent results between the characteristics of Entrepreneurship and Entrepreneurial Performance, as well as the results of research from Franco and Prata (2018), whose results show that individual characteristics do not affect the performance of SMEs. Similarly, the results of research from Diabate et al., (2019), show that the key factors of individual characteristics do not play a role in the sustainable growth of SMEs.

### Conceptual Framework

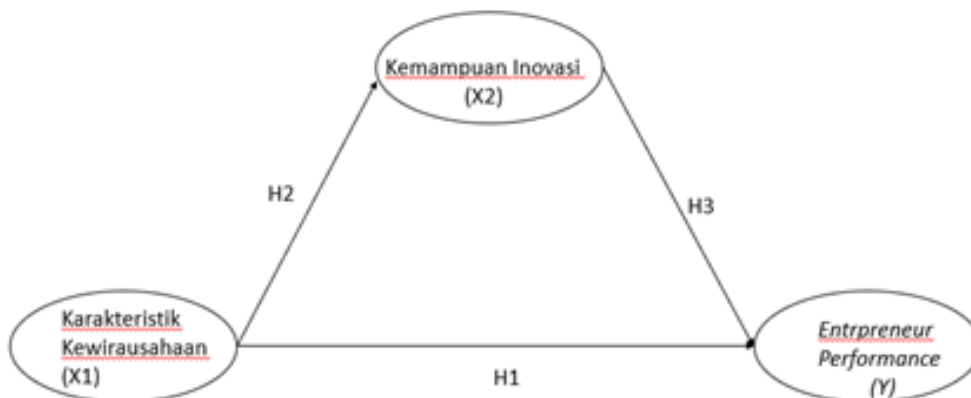


Figure 1. Conceptual Framework

### III. RESEARCH METHODS

This study uses a quantitative method to answer the problems posed. The design of this research is causal research, which is testing the hypothesis about the influence between variables. The research design is as follows,

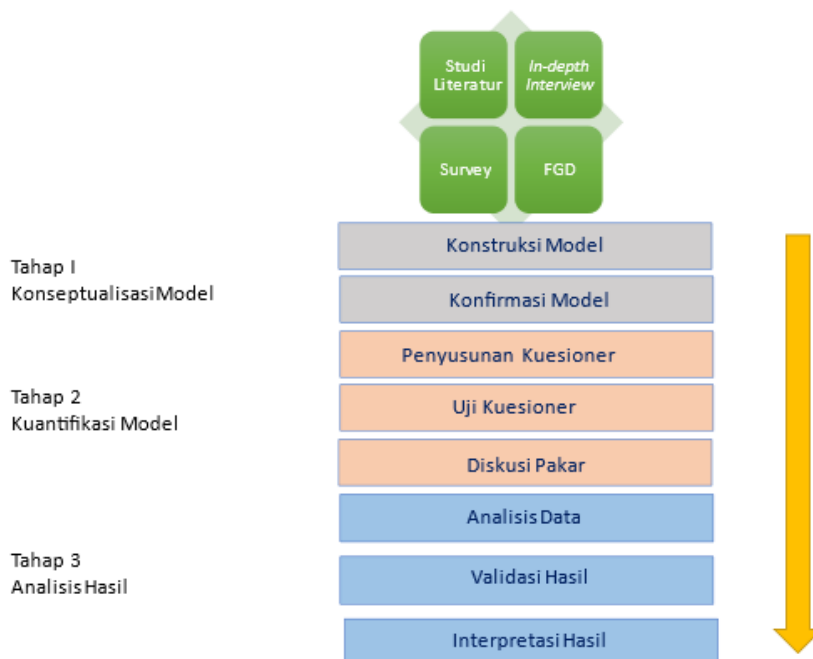


Figure 2. Research Model

The types of data used in this study are primary and secondary data as the basis of research. Primary data is direct data obtained from information sources through observation, in-depth interviews, discussions, and FGD which is guided by a questionnaire to get answers from the research objectives. Secondary data is based on data from the Central Statistics Agency, the Plantation Service, journals, the internet as well as the results of previous studies that are used as references and references in this study.

### Variable Operational Definition

#### Entrepreneurial Performance:

- a. Increase business turnover by creating innovations.

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- b. Achieving the target I set.
- c. Excited to find breakthroughs.
- d. Implement business ideas.
- e. Enthusiasm in opening a business.
- f. Happy with the achievements of his new business at this time.

### **Characteristics of Entrepreneurship:**

- a. Actively engage with business groups/communities.
- b. Confidence in the resources owned to advance the business.
- c. Always explore opportunities to influence business results.
- d. I dare to take risks to create profit.
- e. Able to identify problems quickly and resolve them.

### **Innovative Capability:**

- a. Able to develop new systems so that business models can add business value.
- b. Encouraging subordinates to be productive.
- c. Able to develop a better business model for the product.
- d. Able to develop a better business model for the production process (quality).
- e. Able to develop better business models for services.
- f. Understand the value of the product in the current market position (competition map).
- g. Conduct technical and administrative innovations in improving company performance.

### **Population and Sample:**

The population in this research are honey breeders who partner with the Madu Raden brand. The sampling method used by the researcher is purposive sampling. With the stipulation, for the last one year being a permanent supplier to Brand MR distributors and being a honey breeder, and having harvested honey at least 1 (one) time in the past year.

The number of samples that will be taken in this study are all partners of honey farmers, about 44 honey farmers who will be respondents. In other words, using a saturated sample.

### **Sampling Method:**

Respondents taken consisted of honey bee breeders whose current number is around 44 honey bee breeders. Sampling was carried out by saturated samples. All populations become respondents.

### **Data Collection Techniques:**

The next data collection was carried out in this study using a survey approach using a questionnaire instrument to 44 respondents of honey bee breeders. Farmers' experiences were explored, regarding the use of new methods in managing honey bee farms. The variables observed were entrepreneurial characteristics, Innovative Capability, and Entrepreneurial Performance.

## **IV. RESULTS AND DISCUSSION**

### **Result**

The results of the data above illustrate that the honey farmer entrepreneur in this study was dominated by those under 35 years old, aka young farmers. This means that the younger generation has participated in agricultural entrepreneurship. In addition, at their age, they are more adaptive to changes and technological innovations.

In this study, the honey farmer entrepreneur actors were almost equal, 54.5% were male and the rest were female. This means that you women have also played an active role in driving farmer entrepreneurs in the honey business.

The domicile of the respondents in this study was dominated by honey bee breeders, 63.6% in Jabodetabek and the rest in Java. Illustrates that the use of yards and gardens is an opportunity that they take advantage of as entrepreneurship, not just hunting for forest honey.

The education of this honey farmer entrepreneur is dominated by basic education graduates with 77.3%. However, some of them have reached the postgraduate level.

For the duration of the business, the most dominant, which is 68.2%, are those who have not been in the business of raising honey bees for 1 year. This indicates that the transition to becoming a honey beekeeper entrepreneur is still new. Even so, they had reaped the fruits of their labor. This could be an answer to a product demand opportunity that is quite interesting. In addition, the supply of forest honey is dwindling and the work is getting more difficult.

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Interestingly, 61.4% previously owned a business. This means they can see a business opportunity and take it. Similarly, 59.1% of them have practiced business collaboration in their business. This means their potential to grow their business faster, in addition to reducing risk.

Family background profiles are also not much different, with education dominated by basic education as much as 72%. But what is encouraging is that 88.6% of their entrepreneurs are their own start-ups, not continuing their parents' businesses. Although the results of the study show that there is a balance between those with family backgrounds who own a business and those who do not.

Respondents' data shows that the majority of them run their business by seeking information on their own, only 34.1% are trained, and 9.1% have received assistance.

### DISCUSSION

#### **1. The Influence of Entrepreneurial Characteristics on Entrepreneurial Performance**

From the test results, it was found that there was a positive and significant influence between the entrepreneurial character on Entrepreneurial Performance, with a T value of 2.703 ( $> 1.96$ ). This explains that the business achievements of honey bee breeders have been driven by their entrepreneurial characteristics. Honey beekeepers play an active role in recognizing business opportunities. This is by the characteristics of the respondents. This honey bee breeder is dominated by brave young people, starting their own business, not continuing their family. In addition, they have started to use partnership or collaboration methods to accelerate and strengthen networks, information, and various risks. Honey bee breeders, who are mostly busy people, take part in training, but like new challenges to achieve their business performance targets.

The results of this study are in line with the research of Waheed (2020), Keith (2019), Mahrous (2020), Ji Min (2021), that entrepreneurial characteristics must increase as a means to maintain business performance. In other words, to improve entrepreneurial performance, you can improve entrepreneurial characteristics.

#### **2. The Influence of Entrepreneurial Characteristics on Innovative Capability**

Characteristics of Entrepreneurship have a positive and significant effect on Innovative Capability. The largest T statistic is 21.159 ( $> 1.96$ ). These results indicate that the Innovative Capability of honey bee breeders is strongly influenced by the entrepreneurial characteristics of farmers. This condition is relevant to the description of respondents who are young, adaptive to new methods and technologies so that they can develop more profitable and effective ways.

#### **3. The Influence of Innovative Capability on Entrepreneurial Performance**

Innovative Capability has a positive and significant effect on entrepreneur capability with a T Statistic value of 3.177. These results indicate that the ability to innovate greatly determines business performance. In other words, to realize good business performance, it is necessary to condition the ability to innovate.

The results of this study are in line with the results of previous studies, namely Zeb and Ihsan (2020), Ji Min (2021) who among others researched the Entrepreneurial Performance of women entrepreneurs.

#### **4. Influence of Innovative Collaboration as a mediation between Entrepreneurial Characteristics on Entrepreneur Performance**

The results of the analysis show that the comparison of the results when the mediator variable is used turns out that the results are not greater than those without a mediator. It can be concluded that the role of the mediator here is partial.

### V. CONCLUSIONS AND RECOMMENDATION

#### **Conclusion**

From the results of this study, it can conclude that:

1. Characteristics of entrepreneurship have a positive and significant impact on entrepreneurial performance.
2. Characteristics of entrepreneurship have a significant positive effect on Innovative Capability.
3. Innovative Capability has a positive and significant impact on entrepreneur performance.
4. Innovative Ability Innovation acts as a partial mediator between Entrepreneurial Characteristics and Entrepreneurial Performance.

#### **Recommendation**

Based on the results of the following research the authors propose to:

1. Honey bee farmers, assistants, MSME drivers, and business managers to develop the entrepreneurial characteristics of the actors or honey bee breeders so that they can continuously improve the ability of honey entrepreneurs to innovate in maintaining and improving entrepreneurial performance.



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2. For the next researcher, other transformation objects regarding entrepreneur farmers can be used by involving adequate respondents so that they can increase the variety of research.
3. For the Department of Agriculture and the Regional Government, it is hoped that they can develop programs to bridge the success of bee farmers in the form of a built ecosystem, in the form of adequate and empowering business collaborations.

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