



# Candy Bee: innovating pollen into modern snacks for beekeepers in Kampung Madu Tourism Village

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## ABSTRACT

Desa Wisata Kampung Madu in Bringin Village, Kediri, is renowned as a center for natural honey production. However, the lack of product diversification has limited the economic value for the local community. This community engagement program utilized bee pollen, a nutrient-rich byproduct of beekeeping, as the main ingredient for the innovative candy product, "Candy Bee." The Participatory Action Research (PAR) approach is applied as the implementation method, directly involving the community in production and marketing. The partners in this initiative are local beekeepers based in the Kampung Madu Tourism Village. Results showed high enthusiasm among participants in creating innovative products with increased market value. Through branding and entrepreneurship training, the program successfully enhanced beekeepers' skills and unlocked new economic potential. This diversification effort is expected to strengthen Kampung Madu as a leading ecotourism destination. The implementation of this program has implications for empowering local communities to engage in value-added production, fostering innovation-based entrepreneurship, and inspiring the development of creative agroindustry models in other rural tourism areas.

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## 1. INTRODUCTION

Kampung Madu Tourism Village, located in one of the areas of Kediri Regency, precisely in Bringin Village with abundant natural potential, has established a reputation as a prominent hub for natural honey production, where local residents actively participate as beekeepers in the cultivation process. The primary stakeholders in this community service initiative are local beekeepers who are not only responsible for harvesting honey but also for sustaining the ecological integrity of the bee population. However, even though the potential for natural resources is quite large, the main problem faced is the low diversification of beekeeping products that can provide more economic value. Raw honey is still the only main product marketed. Meanwhile, ancillary bee products such as pollen, royal jelly, and propolis remain significantly underexploited, representing a missed opportunity for value-added diversification. Within the framework of this program, attention is directed toward the utilization of pollen, a naturally occurring substance comprising floral pollen, nectar, and enzymatic secretions collected by honeybees (Fadiah & Supriyatna, 2023).

A significant obstacle encountered by the partner community lies in the limited knowledge and technical capacity related to the transformation of bee-derived materials into economically valuable commodities. For instance, pollen that inherently rich in proteins, essential vitamins, and minerals, is frequently relegated to personal use or, in some cases, discarded entirely, thereby reflecting a substantial loss of potential value (Mujahidah, 2020). Furthermore, the absence of innovative packaging strategies and restricted access to contemporary market networks hinder the competitiveness of bee products originating from Kampung Madu Tourism Village when compared to similar offerings at the regional or national level. These limitations have contributed to stagnating income levels within the local population, despite the village's considerable potential to evolve into a premier ecotourism destination centered around diversified bee-based products.

The low tourist interest can be traced back to the overly singular focus on raw honey as the sole attraction. Without branching out into varied offerings, Kampung Madu Tourism Village forfeits the chance to captivate a broader audience and tap into new market segments. Instead of just refining what's already there, the honey industry needs to pivot by emphasizing not only the production of premium-grade honey and safeguarding its authenticity, but also embracing innovation to enhance output and foster brand loyalty. A pivotal move in this direction is product diversification, which strategically crafting new experiences or targeting fresh demographics to drive growth, boost earnings, and enhance the business's resilience (Aprilia et al., 2023).

Through this service program, it is expected that partner-related issues can be resolved using a comprehensive and creative approach. The program focuses on utilizing pollen as the primary ingredient in producing modern snacks that are not only tasty but also offer health benefits. These products will feature appealing packaging and will be promoted through digital marketing strategies to reach a broader audience, including tourists visiting Kampung Madu. Additionally, the program will offer training for partners in pollen processing, packaging improvement, and enhancing marketing skills.

This program is highly aligned with the actual challenges faced by partners, as it directly responds to their need to diversify products and broaden market reach. In today's competitive landscape, business players must go beyond improving quality. They are required to think outside the box and push innovation, particularly through product diversification, as a way to boost revenue (Srikalimah et al., 2018). By introducing such innovations, Kampung Madu Tourism Village is expected to reinforce its identity not only as an ecotourism site rooted in nature but also as a destination known for its unique, value-added products that offer tourists a distinct experience.

The main goal of this program is to enhance the capabilities of the Kampung Madu Tourism Village community in transforming bee by-products into high-value economic goods. Beyond that, the program also seeks to reinforce Kampung Madu's identity as a creative tourism destination. Not only promotes sustainable ecotourism, but also empowers the local population through innovation and skill development.

## **2. METHODS**

The community service initiative is carried out using the Participatory Action Research (PAR) approach, particularly in the development of innovative pollen-based bee candy products in Kampung Madu, Kediri. PAR is a method that prioritizes active collaboration between researchers and the local community to generate long-term, sustainable solutions (Jakartawi & Musthofa, 2024). This partnership involves the community at every stage, starting from problem identification and program planning to the execution of activities and evaluation of outcomes (Nugraha et al., 2023). Through effective implementation and mutual cooperation, the program is expected to drive transformation by unlocking

Kampung Madu’s local potential. An illustration of the Participatory Action Research (PAR) process is presented in Figure 1.

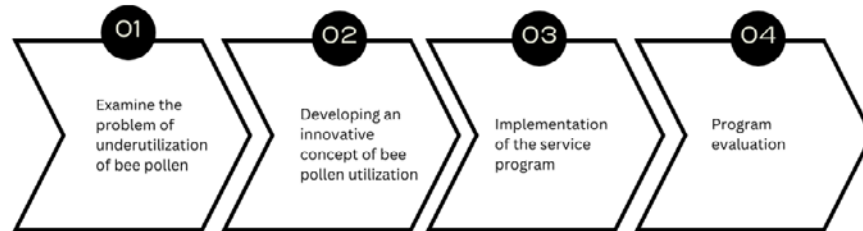


Figure 1. Framework of PAR Method implementation

Referring to the activity diagram in Figure 1, the Participatory Action Research (PAR) method was implemented through active involvement of local beekeepers, who worked collaboratively with the research team across multiple phases, as outlined in Table 1.

Table 1. PAR Method design

Goals	Stages	Outputs
Identifying the core challenges encountered by partners, particularly the limited diversification of beekeeping products and the low economic value derived from bee by-products like pollen.	Conducting field observations and focus group discussions (FGDs) with beekeepers in the Kampung Madu Tourism Village.	Mapping partner challenges, with a focus on marketing strategies, product processing skills, and branding capabilities.
Developing innovative product ideas that are simple to produce, rich in nutritional content, and possess strong market potential.	Conducting material research, literature reviews, and collaborative discussions to design candy products that align with local resources and consumer preferences.	Preparing a draft recipe and initial prototype of bee pollen candy, along with the preliminary design for packaging and branding.
Empowering partners (beekeepers) to develop the capacity of production independently.	Providing training on producing bee pollen-based candy, including mixing, molding, and packaging processes.	"Candy Bee" Product
Evaluate the effectiveness of the program and formulate improvements to ensure the long-term sustainability of the activities.	Holding a reflection session and evaluative discussion with partners to review the process, challenges, and outcomes of the activity, along with distributing a questionnaire to assess skill improvement and partner satisfaction.	Participatory evaluation report accompanied by a follow-up action plan.

The program’s evaluation was carried out in a comprehensive manner to assess the effectiveness of the training in enhancing the skills of the Kampung Madu community and in reinforcing the village’s image as a creative tourism destination centered around local products. The evaluation process included reflection sessions, interviews, direct observations, and questionnaire distribution. Reflection and interviews were conducted in a participatory way at the end of the program to gather participants’ impressions, experiences, and perspectives on the training process and its perceived benefits. Observations were carried out by the implementation team during the activities to evaluate participant engagement, enthusiasm, and technical skills in processing bee by-products, particularly bee pollen, into innovative candy products. In addition, a questionnaire was administered to quantitatively assess

participant skill levels and the overall impact of the training. The questionnaire used a four-point Likert scale and featured statements covering two key areas: (1) Skills in processing bee by-products; and (2) The influence of the training on tourism development and community empowerment, as presented in Table 2.

**Table 2.** Items of post training evaluation

<b>Bee By-Product Processing Skills</b>
1. Acquiring new abilities to transform bee pollen into marketable products.
2. Being capable of independently producing bee pollen-based candy after completing the training.
3. Understanding the proper hygienic and standardized procedures for producing bee-derived food items.
4. Having the ability to pass on knowledge about the bee pollen production process to others in my community.
5. Being equipped to evaluate the quality of raw materials, such as pollen, before using them in production.
<b>Impact on Tourism and Community Empowerment</b>
1. Processed products can enhance the attractiveness of Kampung Madu as a creative tourism village.
2. Bee by-products hold significant economic value and offer considerable potential for development.
3. I feel more confident and empowered to grow local businesses after attending the training.
4. This training has increased my awareness of the importance of sustainable ecotourism in Kampung Madu.
5. The development of logos and product packaging contributes to reinforcing Kampung Madu's local brand identity within the tourism industry.

### 3. RESULTS AND DISCUSSION

#### Results

Community service activities took place in Bringin Village, Badas District, on Saturday, June 22, 2024. A total of 20 local beekeepers from the Kampung Madu Tourism Village participated in the event. The training received direct support from key figures, including Mr. Miswanto, Chairman of the Indonesian Beekeeping Association (APIDA) of Kediri Raya, Mr. Zeni Irfan, Chairman of the Kampung Madu Tourism Village Management, and Mr. Agung Witjoro, the head of the community service team (Figure 2).



**Figure 2.** Head of APIDA Kediri Raya and head of community service team

The goal of this service is to encourage beekeepers to develop creative innovations, transforming bee by-products like pollen that rich in health benefits into nutritious candy. The event was attended by both the service team and partners from Kampung Madu Tourism Village, who participated in hands-on training sessions led by experts in product development, as shown in Figure 3.

The creation of jelly candy with pollen as the primary ingredient has resulted in a product with a chewy texture, natural sweetness, and a unique pollen fragrance. During the production process, pollen serves as a functional component to enhance the nutritional value of the jelly candy. This innovation-

focused training featured a team of experts from the culinary department, ensuring the candy's quality is suitable for industrial production while also determining the proper dosage for manufacturing. The recipe for the jelly candy can be found in Table 3.



**Figure 3.** The process of making products directly by participants

**Table 3.** Candy bee making recipe

<b>Candy Bee Recipe</b>	
First stage	<ul style="list-style-type: none"> <li>- Combine agar, sugar, water, and food coloring in a bowl.</li> <li>- Heat the mixture over medium heat until it begins to boil and reaches a cotton candy-like consistency.</li> <li>- Transfer the hot mixture into a baking pan.</li> <li>- Allow it to cool and harden.</li> </ul>
Second stage	<ul style="list-style-type: none"> <li>- Once the mixture has hardened, prepare a blend of bee pollen and powdered sugar in a 1:1 ratio.</li> <li>- Evenly sprinkle the pollen and sugar mixture over the surface of the hardened dough.</li> <li>- Roll the candy dough on the baking sheet.</li> <li>- Cut the rolled dough into pieces, about 1-2cm (adjust as needed).</li> <li>- Place the pieces in a sealed container.</li> <li>- The bee candy is now ready to be served.</li> </ul>

The Candy Bee production process was directly taught to the beekeepers of Kampung Madu Tourism Village, with all participants showing great enthusiasm in transforming pollen, which was previously sold as a raw material, into a snack product with high demand and market value. This training provided beekeepers with new opportunities to add value to their products. The outcomes of the activity are shown in Figure 4.

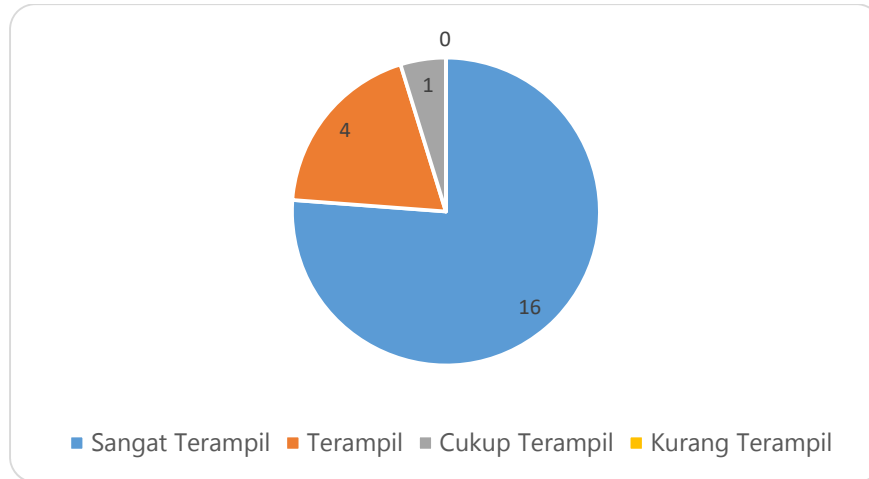


**Figure 4.** Result of candy from pollen

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The response from participants was positive, as evidenced by a direct survey conducted with 20 individuals who took part in the activity. The findings from the survey are presented in Figure 5.



**Figure 5.** Distribution of training participants' responses to honey by-product processing skills

The results revealed that 16 participants felt highly confident in their ability to make candy from bee pollen after receiving training on processing bee by-products. This innovative candy is seen as a promising new product for honey entrepreneurs in Kampung Madu Tourism Village, helping to enhance the village's identity as a creative tourism destination. Alongside the training, the community service team also provided support by designing a logo to represent the partnership between the team and the beekeepers. This logo is intended to establish a new brand for the innovative candy made from bee by-products, with strong market appeal. The logo, created by the community service team, has been officially registered for copyright, as shown in Figure 6.



**Figure 6.** Crystal bee candy logo

Following the training sessions, many participants showed enthusiasm and contributed creative ideas to enhance their processed products. The facilities provided by the team played a key role in ensuring the smooth execution of the activities, while participants gained valuable insights and new knowledge related to developing independent businesses and entrepreneurial ventures. This was evident from interviews conducted with several participants, who expressed strong support for the

service team's efforts in offering innovative ideas and suitable business solutions for beekeepers. The outcomes of these interviews are presented in Table 4.

**Table 4.** Post-activity interview results

<b>Participants</b>	
Participant 1	"The activity really helped me, especially as a beekeeper, to come up with creative ideas to give to consumers."
Participant 2	"I didn't expect that the pollen that I sell raw could be processed and introduced in the form of candy, I think this is very unique and I want to learn more."
Participant 3	"This candy making skill gives me the fighting spirit to introduce pollen to consumers in another form, because so far I have only focused on selling pure honey"

Through the training activities provided to beekeepers and producers of bee-based products in Kampung Madu Tourism Village, participants not only acquired new knowledge and practical skills in processing bee pollen but also gained insight into developing products that are well-received by the public and have the potential to enhance beekeeper income. This training had a positive impact by supporting the growth of Kampung Madu Tourism Village—not only in terms of production capacity but also by encouraging product diversification, which can become a key attraction in promoting local entrepreneurship.

## Discussion

This community service initiative was implemented in the Kampung Madu Tourism Village, located in Bringin Village, Kediri Regency. Recognized as an environmentally oriented tourism destination, the village holds significant potential in the production of honey and its derivative products (Raharjo, 2022). While the village has an active beekeeping community, efforts are still needed to enhance the added value of their existing products. The aim of this program is to empower local residents by harnessing and developing local potential in a way that fosters creativity and supports the innovative capacity of partners. Creativity and innovation play a vital role in empowering individuals, contributing to the development of a competitive and globally adaptive community (Ramadhani & Saputra, 2022). To ensure the success of this program, active skill-based participation is essential in building a tourism village that can produce economically valuable products (Elviana et al., 2023). Pollen is a honey derivative product that is a great potential of the Kampung Madu Tourism Village community.

Bee pollen, which is rich in nutrients, has been developed into an innovative product branded as "Candy Bee." Known for its status as a functional food, bee pollen contains a wealth of nutrients and bioactive compounds, including vitamins A, D, E, K, B5, and B3, along with minerals, polyphenols, carotenoids, lipids, proteins, carbohydrates, as well as essential fatty acids and amino acids (de Arruda et al., 2013). According to Rusli & Ayu (2018), candy is typically made by boiling sugar with added fruit juice or similar ingredients. In this training, bee pollen served as a key ingredient in candy production. The goal of the training is to benefit farmer groups in the Kampung Madu Tourism Village by: (1) encouraging awareness of the importance of product diversification; (2) fostering culinary innovation through the creation of "Candy Bee,;" and (3) helping to increase the income of the local community.

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The final result of this training activity is a jelly candy product. Once the jelly candy is prepared, it can either be rolled or sliced into smaller pieces. In this training, no artificial preservatives were used in the candy-making process. To prolong shelf life and improve the chewy texture, the jelly candy is sun-dried over several days. This approach aligns with the findings of [Anggreini et al. \(2024\)](#), who also conducted training on jelly candy production through to the packaging stage. By incorporating hands-on demonstrations and practice, participants were able to grasp the procedures easily, making the training not only informative but also practical and applicable for home-based production ([Kusmayadi et al., 2024](#)).

Attractive branding plays a crucial role in packaging that captures consumer interest. However, partners face challenges in this area due to limited skills in innovative branding. As a result, support is needed to develop a strong brand identity. The "Candy Bee" logo was created to reflect the local identity and highlight the values of health and natural ingredients. Developed through a participatory process, the logo incorporates bee and nature-inspired elements as its central visual symbols. This design is intended to enhance the product's appeal and strengthen its market presence. Improving product branding depends on the ability to recognize environmental trends and opportunities, along with persuasive, technical, and conceptual communication skills during the rebranding process ([Noerchoidah et al., 2022](#)). In this context, providing logo design support is a strategic move to assist beekeepers in Kampung Madu Tourism Village. Branding is essential for building a professional, appealing product image in the eyes of consumers. As noted by [Mashudi et al. \(2023\)](#), visual components such as logos have a strong influence on consumer purchasing decisions.

The community of Kampung Madu Tourism Village responded positively to the training. They appreciated the innovative approach of transforming bee pollen into high-value products. Participants also recognized that the training enhanced their knowledge and skills, particularly in managing beekeeping products with a more professional mindset. Feedback from the training showed that 16 participants expressed positive responses regarding the benefits they gained. The training was specifically designed to strengthen participants' capabilities in processing bee pollen into innovative food products, particularly candy. This product not only adds value to the results of beekeeping but also holds strong potential to become a leading, competitive product in the marketplace.

This initiative aligns with the principles of local economic development rooted in the potential of tourism villages, where product innovation serves as a driver for increasing community income. As noted by [Fitriyati et al. \(2024\)](#), entrepreneurship training and the processing of locally sourced products are essential strategies for enhancing the productivity and independence of rural communities. Furthermore, innovation in the processing of agricultural and livestock products offers a strategic response to the demands of a modern, sustainable, and responsible market ([Witjoro et al., 2024](#)). Training of this nature not only improves technical competencies but also contributes to long-term outcomes, such as the strengthening of community-based economies. In this way, the activity supports the Sustainable Development Goals (SDGs), particularly in promoting economic inclusion and reducing poverty through local entrepreneurship.

#### **4. CONCLUSION AND RECOMMENDATIONS**

The training activities conducted for beekeepers and bee product processors in Kampung Madu Tourism Village not only equipped participants with new knowledge and skills in bee pollen processing but also offered insights into developing products that are well-received by the wider community. These innovations are expected to contribute to increasing the income of local beekeepers. The training had a positive impact by supporting the growth of Kampung Madu not just in terms of production, but also

through the diversification of bee-related products, which can serve as a key attraction in local economic and tourism-based initiatives.

To ensure the long-term success and broader impact of this program, it is recommended that additional training on modern packaging techniques and marketing strategies be provided. This would help strengthen the competitiveness of "Candy Bee" products in a larger market. Furthermore, diversifying products from other bee by-products, such as royal jelly or propolis, could be a valuable area for future development, expanding the range of high-value offerings. Establishing partnerships with external entities, including industry players and academic institutions, is also crucial for fostering sustainable product innovation and supporting ongoing community empowerment. By implementing these measures, Kampung Madu Tourism Village can fully leverage its local potential and enhance its status as a prominent ecotourism destination.

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