

Food Innovation and Local Social Movement: The Case of Juang Community of Lebak, Indonesia

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Abstract

This article aims to describe how the movement carried out by the Juang Community of Lebak, Indonesia, encouraged and empowered the community to develop honey bee cultivation in Lebak Regency amidst the growing issue of local food innovation and diversification. This study contributes to the studies of the movement of honey bee cultivation, which are so far still understudied. Research on honey bees commonly focuses on collaboration with government or community empowerment. This study, however, tries to look at the social movements aimed at developing honey production in local contexts using a qualitative research method with a descriptive approach. The results show that the Juang Community of Lebak was a driving force for the community in Kampung Buana in cultivating honey bees. It attempted various activities such as building collaboration,

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strengthening and developing resources, and seeking wider networks for a more open market. However, the movement had difficulties in establishing good collaboration from various parties to jointly develop the potential of honey bees in Lebak Regency.

Key Words

Social movement, food innovation, honey bee, Juang Community of Lebak

Introduction

Food is an important thing in the human life system. Without food, the consumption process, which is a basic human need, will never be fulfilled. Due to the human need for food, the food production process must continue because it will encourage the creation of sufficient food availability for the needs of all people in a country. Therefore, the availability of food in various commodities is important for the survival of human life and will have an impact on the administration of the State (Nurrohman and Mayrudin 2021). The availability of sufficient food will stabilize food prices so that people can access food easily and affordably.

In the current era where food needs are increasing, a discourse has emerged for optimizing the potential of local food in encouraging the emergence of other commodities in food (Benu and Kumaat 2017) as food diversity will make people have more food preferences for consumption. Indonesian people generally identify food only with rice. However, with the current food diversification, it is hoped that it will be able to bring up other food commodities that can increase people's accessibility to food (Hikmawan 2020). Achieving food security can be done by empowering humans and cultivating various food commodities (Mayrudin 2022). Small efforts can be started by managing and utilizing natural resources effectively and applying the principle of continuity (Herjayanto et al. 2021).

One of the food commodities that have the potential to be cultivated as local food is honey. Honey has a large market both locally and internationally. The high demand for natural honey is not matched by sufficient honey production. The high demand for honey is because of the benefits of honey for health. Honey cultivation has great potential because the need and demand for honey in the country are still not fulfilled. The changes in healthy lifestyles in the form of return to nature consumption are expected to increase the demand for honey as a multipurpose natural nutritional product (Hapsari 2018).

Honey is one of the potential food commodities to be developed and cultivated. Honey cultivation is one of the alternative livelihoods for communities around forest areas. This is supported by the very high demand for honey on a national scale, but honey production is limited (Yunianto and Jannetta 2020).

Banten Province is one area in Indonesia that has the potential to develop honey. Natural conditions in Banten Province make the area still has a very large forest area, especially in Pandeglang Regency and Lebak Regency. Such natural conditions make honey more cultivated because they are suitable for their natural conditions. This potential has finally made many people in Pandeglang Regency and Lebak Regency hunt honey in the forest, process it simply and sell it. However, it turns out that there are not many honey farms in Banten province as most people still rely on hunting for beehives and taking their honey (Utari et al. 2021). When the honey cultivation process is done, it can give more results to honey cultivators.

However, behind the large demand for honey, there are various problems experienced in honey cultivation which are still commonly found in the field. This is also what makes communities get discouraged to cultivate honey and make it for a living. The main problem faced by the beekeeper groups in the village is the weak institutional management of the groups. At this time, it is necessary to have a group or community so that activities in honey cultivation are more institutionalized so that it can be clear direction, goals, and even profits that will be obtained in carrying out honey cultivation. They are not concerned with the maintenance of bee feed plants and tend to leave the plants alone without doing maintenance. This is also important because maintenance that is done properly will result in a better forage crop as well. In addition, the use of bee boxes is not in accordance with the existing standards and criteria although the use of bee boxes is crucial because it will save the results of the honey bees that have been produced. The last problem is disease control and harvesting techniques. These various problems still cause unsuccessful stories of honey cultivation that can inspire people (Dewantari and Suranjaya 2019).

The problems above show how necessary a social movement is to further encourage honey cultivation. Social movements are the result of joint behaviour, which is carried out collectively by people who are not routine and their behaviour is the result of a response to events that occur (Kaharuddin and Suardi 2016).

Social movements arise from events that occur in society caused by injustice and arbitrary attitudes towards society. Social movements can

be seen as one of the results of social change, but they can also produce transformations in the social order. They are also seen as a tool in carrying out the changes, instead of just the main cause or just a surface manifestation (Hapsari 2016).

Due to the various problems described above, this article aims to describe how the movement by the Juang Community of Lebak in encouraging honey cultivation was carried out in Lebak Regency. This article is important because, amid the issue of local food innovation and food diversification, it examines how the social movement carried out by the Juang Community of Lebak as a group empowered the community to cultivate honey properly so that they can increase their income and get a permanent job which will ultimately improve the local community's economy. In addition, this article offers an approach to research because it tries to show the importance of social movements in honey cultivation, an issue which has been understudied. As most studies on honey are usually described in collaboration with the government or community empowerment, this article tries to look at the role of social movement in honey farming.

The locus of this research is Kampung Buana, Sukamanah Village, Malingping District, Lebak Regency. Many people of Kampung Buana are honey farmers. In Sukamanah Village, the Juang Community of Lebak Community carried out social movements to make the community more competitive by cultivating honey bees. We investigated how the Juang Community of Lebak carried out a movement that increased the interest and activities of the community in cultivating honey bees.

This article contributes theoretically to the studies of social movement and food diversification. Practically, it can be used as a reference on how social movements can encourage changes in the local food system which has the potential to be further developed into products that have an impact on the economy of farmers.

This study used a qualitative research method with a descriptive approach. The qualitative research method is a research method whose result is descriptive data such as speech or writing with individual and group behaviour as its object of study (Bogdan and Biklen 1992). It is a form of research whose final result is in the form of findings that cannot be obtained through a series of quantification (Creswell 2015). The qualitative research method with a descriptive approach is carried out with a research process that describes and explains the condition of the subject and object of research in detail both in oral and written forms which aims to gain an

understanding of social phenomena that occur at the focus and locus of research (Creswell 1998).

In collecting data, we conducted interviews, observations, and documentation. The interviews were conducted openly with several informants including the head of the Juang Community of Lebak, the Banten Provincial Agriculture Office, and honey bee cultivators. Observations were made by observing directly in the field to find out how the movement of the Juang Community of Lebak encouraged the improvement of honey bee cultivation. We also collected the documents to complete the data including the profile of the Juang Community of Lebak and the farmers and their honey bee cultivation. The data analysis technique used was data reduction, data presentation, and conclusion drawing.

Social Movements

There are several points on how to understand social movements. First, social movements arise because of interest. This is the stage of aggregation of individuals who believe in the value of the same commitment. Issues include marginalization, social class, and environment. After obtaining the aggregation of values, the social movement shifted to the second stage, namely protest. At this stage, there usually appears to be disappointment in the movement's actors because the values/issues they bring do not bring change to society. Therefore, they try to attract as many masses as possible so that the problems of these few become the anxiety of many people. Third, the perspective is extended to the whole community by touching the positive sides of each community, although the impact was the difference in commitment among movement actors (Smelser 2011).

There are several key success factors in a social movement (Tilly and Tarrow 2007). First, a movement has a clear mission and goals to be achieved. There needs to be a clear mission and goals for the movement's actors. This mission and purpose will be achieved by identifying the interests and values that are believed collectively. This value can arise from the internal actors of the movement or be influenced by what happens outside the actors themselves.

Second, a movement has good leadership. Leaders must be able to engage people and encourage them to change. They must be able to create the same anxiety or set an example for the wider community. They also must be dedicated and brave to face the challenges when the movement is carried out.

Third, a movement has structure. This includes not only the political structure but also the social and cultural structures that exist in the community in understanding change. The most important structure is a democratic structure where everyone is treated equally with strong bonds.

Fourth, a movement develops cooperation and collaboration. Cooperation and collaboration are established by both intra-actor and extra-movement actors. Therefore, it is important to identify any actor who plays an important role in determining the success of a movement, whether it is civil society actors, government actors, or economic actors. Collaboration is important because, with collaboration, individual egos can be set aside for a larger goal, namely group goals.

This is related to the fifth factor, namely advocacy strategies such as the lobbying process, negotiation and mobilization of actors. Lobbying and negotiations are important to ensure that the message conveyed is indeed capable of producing change, starting with influencing the political structure.

Sixth, a social movement should be realistic as it cannot set targets that are too far from the current real conditions. It cannot set a target that changes must be made massively and radically. Movement actors need to understand that the target will be easier to achieve if the stages of how to reach the target are properly arranged.

Seventh, a social movement has economic support to ensure the movement can run. This can be generated independently of the community itself or get support from outside the movement.

Eighth, a movement needs to initiate events. This event aims to attract a wider and uninterested mass of people to become interested in getting involved in the movement.

Ninth, a movement needs to have a long-term strategy. This requires patience and strong commitment and unwillingness to give up.

The last, a movement involves in the internationalization process. At this last stage, the movement needs to involve the wider community technology and social media to support its success.

The Juang Community of Lebak, Honey Bee Cultivation and Local Food Innovation

In empowering honey cultivation in Buana Village, the Juang Community of Lebak carried out various kinds of activities. This was considered one of the things that need to be done to change the lives of honey cultivators.

Doing these activities were considered an important step in encouraging an independent life so that in the future honey cultivators in Lebak Regency can continue to exist and be productive even without assistance from the government at the provincial, district, and village levels.

The Juang Community of Lebak conducted social movement activities as follows. First, it established a mission and goals to be achieved. The existence of a common goal is certainly a strong driving factor for how someone joins a social movement. The Juang Community of Lebak consists of people who have the same goal, namely helping and fighting for the social life of the community.

Regarding honey bee cultivation in Kampung Buana, the Juang Community of Lebak initiated the community to be competitive. This was in accordance with its goal as stated by the Head of the Juang Lebak Community, Iyos Rosadi, namely participating in community empowerment to improve community welfare. This was expected to increase their income because the potential for honey bees in Kampung Buana was very large and could be utilized and increased when the community moved to carry out proper cultivation. The Juang Community of Lebak, which was interested in the potential for beekeeping and a market that was considered broad, felt the need to give more encouragement to honey bee cultivators to be able to continue to exist and produce so that they could be independent and live better from honey bee cultivation.

Second, the Juang Community of Lebak had good leadership that enabled people to engage and encourage them to change. The results of interviews with honey bee cultivators show that Yosa, the head of the Juang Community of Lebak Community, had a great influence on efforts to cultivate honey bees. His influence was important because it mobilized the youth in Kampung Buana to participate in this social movement. His charismatic leadership was seen from youth participation in achieving mutually agreed goals between the Juang Community of Lebak and honey bee cultivators. In this case, it shows that the leader was able to encourage his members to move to achieve the goals that have been set. Leaders' influence can be seen in how much they accelerate the performance of their members to move in the direction of the goal (Nurrohman and Ramadhan 2020a). Young people in Kampung Buana believed that what Yosa instructed as the head of the Juang Community of Lebak would have a good impact on the development of honey beekeeping. Yosa gave confidence by not only actively providing encouragement and motivation but also by providing assistance and even funding that made the productivity of the honey bee continuously improve. Leadership in organizations is necessary so that an

organization can be truly organized in moving and working together to achieve the goals that have been set together. A good leader will ensure that everything in the organization runs as expected (Nurrohman and Ramadan 2020b).

Third, the structure was another factor in the success of the Juang Community of Lebak. The people of Kampung Buana joined the Juang Community of Lebak so that honey bee cultivation activities were institutionalized and better coordinated as an organization. The shared goals of the Juang Community made the people of Kampung Buana who wanted to increase their empowerment in honey bee cultivation get organized with a systematic movement. The shared goals between the Juang Community of Lebak and the honey bee cultivating groups made it easier for both of them to create a more empowered community in honey bee cultivation. This also made better cooperation, communication and action between them. Communication among them became more focused because they shared one perception so that the actions taken were controlled following the goals that have been previously set. The problem was the limited resources owned by both of them to maximize the existing potential.

Fourth, cooperation and collaboration were established between both intra and extra-movement actors. This is related to the fifth factor, namely advocacy strategies such as the lobbying process, negotiation and mobilization of actors. Therefore, it is important to identify any actor who plays an important role in determining the success of a movement. In building the collaboration, there were several actors involved but their roles did not empower the people of Kampung Buana in cultivating honey bees. The task of empowering local people in the cultivation of honey bees was handed over by the local government of Lebak regency to the local village government. The Juang Community of Lebak let the village government plan and set a budget for honey bee cultivation activities. However, this has not been realized. One of the villages that had potential, Sukamanah Village, was not yet interested in making Kampung Buana a centre for honey bee tourism. The role of the village government was not seen in empowering the community, although the existence of honey bee cultivation could improve the welfare of the community by increasing income from honey bee cultivation. At the Sukamanah Village, although the village had been aware of the potential of these honey bees, there had never been a desire from the village to make honey bees one of the focuses of village development and empowerment. This can be seen from the budget priorities in the APBDes that were not planned and realized for honey bee cultivation. Sukamanah Village prioritized BUMDes for the

improvement of people's houses which were located close to the Bagedur beach (Riswanda, et al. 2021). Meanwhile, the legislative institutions, especially the DPR RI, had advocated through Hasbi Jayabaya who was a representative from the Banten I constituency, but there had been no attention and follow-up. It was also not a null commission because it was not in the authority of his commission. This added to the list of government negligence towards the honey bee community. From the private sector, various large companies in Lebak Regency such as the Merah Putih cement factory were also reluctant to provide their CSR to increase honey bee production. Their CSR were directed to finance youth and organizational activities and sheep farming. There was a collaboration with IPB but through an integrated centre partnership institutions such as TOGA (Family Medicinal Plants). Meanwhile, the need to increase honey bee production in applied theory was not implemented with universities in Banten and surrounding areas. Honey bee cultivators hoped for continuous guidance and assistance to correctly understand the application of bee maintenance and cultivation and marketing efforts for the result, namely pure honey to be marketed widely (Riswanda, et al. 2021).

Sixth, social movements cannot set targets that are too far from the current real conditions. They cannot set a target that requires changes that must be made massively and radically. Movement actors need to understand that the movement will be easier to achieve if the stages are clearly set (Hikmawan, 2019). The goal that was shared by the Juang Community and honey bee groups formed the same interests. This was the interest to make honey bee cultivation in Kampung Buana one of the activities carried out to increase people's income. In addition, another common interest was the formation of Kampung Buana to become a honey bee village which could later be projected to be one of the centres for honey bee cultivation in Lebak Regency, Banten Province. Furthermore, in the future, it was hoped that the realized bee village would make Kampung Buana a tourist destination that provides uniqueness where the majority of its residents were honey bee cultivators in Kampong Buana. The Juang Community of Lebak hoped that Kampung Buana could be a centre for honey bee cultivation in Lebak Regency and Banten Province. This was based on weather, geographical location, and adequate environmental conditions in Lebak. In addition, when the limitations of human resources and budgetary resources could be resolved, this cultivation would develop rapidly in Kampung Buana. Meanwhile, to make Kampung Buana a tourist destination, it is more realistic to realize Kampung Buana first as a honey centre. Currently, the community is not limited to tourism to certain tours

although in Banten Province, especially in Pandeglang Regency and Lebak Regency, the most frequented and crowded tours of tourists are religious and marine tourism. When a new model tourist destination with the concept of a honey village is provided, it will provide visitors with a natural entertainment of honey bee cultivation.

Seventh, economic support is important to ensure the movement can run. The economy can be generated independently of the community itself or get support from outside the movement. The Juang Community of Lebak mobilized eight young people to do a honey bee business, which is located in Kampung Buana. It convinced the youth to continue doing business even though there were still many problems in the production of this honey. Many things were done to motivate such as seeking assistance from Fatayat NU in Lebak Regency which gave 10 million in cash to honey bee farmers so that they could motivate farmers to keep running the honey bee business. Currently, honey bees are not promising because there are problems in developing honey bee cultivation in Kampung Buana (Riswanda et al. 2021). The Juang Community of Lebak with its limited network had difficulty providing more funding to youth in Kampung Buana in cultivating honey bees. However, when viewed from the enthusiasm when getting funding from Fatayat NU, it encouraged youth to participate more actively in honey bee cultivation. Currently, the Juang Community of Lebak is still looking for other sources of private funding agents that shared the same goal of developing local potential in the region and improving the welfare of the people in Lebak Regency. Therefore, the presence of the private sector in providing funding and equipment assistance could help honey bee cultivation. Furthermore, it would provide hope and motivation because the facilities and infrastructure, as well as the required infrastructure, had been completed. The youth of Kampung Buana only needed to focus on how to do the best honey bee cultivation, and the marketing would be assisted by the Juang Community of Lebak to reach a wider market.

Eighth, the Juang Community of Lebak initiated the event to attract a wider, previously disinterested mass of people to become interested in getting involved in the movement. There were few resources currently engaged in honey bee cultivation in Kampung Buana. There were only eight young people who were actively involved. Looking at the potential of Kampung Buana, the Juang Community of Lebak encouraged more people to be active in honey bee cultivation. Several activities were carried out including outreach activities that involved elements of the government, community leaders, academics, and practitioners of honey bee cultivation

which aimed to attract other young people to participate in honey bee cultivation. The government's involvement was clear to get more attention which was implemented with programs owned by the government. In addition, the government encouraged people in the form of equipment assistance and assistance so that honeybee cultivation could develop better than what was happening. The government was only able to join and contribute more when it knew that the Kampung Buana honey had the potential to be developed in the future. If the government knew the potential of Kampung Buana could expand widely, the government would participate and contribute by providing more motivation to the young honey bee cultivators in Kampung Buana. Meanwhile, the involvement of academics who had expertise in the food sector, especially in honey bee cultivation, was expected to provide broader and up-to-date knowledge to honey bee cultivators, especially on cultivation techniques. Food production is inseparable from the use of technology, especially at this time when the development of science and technology greatly affects the effectiveness of producing food for various commodities. In addition, practitioners were involved in encouraging and motivating the youth in Kampung Buana to achieve or even exceed the achievements that had been made by Madu Cinangguler. Wandu, the head of Madu Cinangguler, was invited to motivate the youth. The achievement of Cinangguler honey which can penetrate the international community with their involvement in festivals in Italy could ignite the enthusiasm of the youth in Kampung Buana who were still pessimistic about the prospects and sustainability of Kampung Buana Honey. The pessimism was seen in the low participation of young people who joined the Juang Community of Lebak in honey bee cultivation. Only eight people joined the Juang Community. If more youths joined, it would be easier and faster to produce better and larger honey bee cultivation. This shows that the more human resources joined, the wider the land was needed to develop honey farming. In the future, this will gradually become an identity of Kampung Buana as a centre for honey bee cultivation in Lebak Regency. The private sector is believed to be able to provide cultivation development by providing sufficient capital assistance. The government is very important to support empowerment activities and business traffic so that it is more developed and independent. The presence of academics can support the development of honey bee cultivation and improve the quality of empowerment through research, development, and community service activities (Yuliani 2019).

Ninth, the Juang Community of Lebak provided motivation and assistance to honey bee cultivators. Honey bee cultivation did not increase

the income of the Kampung Buana people. There were many limitations such as land that needs to be expanded, resources that still need to be increased both in quantity and quality, and supporting equipment that was still inadequate. Despite these limitations, the Juang Community of Lebak understood that in the future when honey bee cultivation develops, there will be more markets for their honey. This was accepted by honey bee cultivators in Kampung Buana because the things offered were very reasonable. It is hoped that in the future when all limitations could be resolved and even turned into advantages, honey farming would be one of the leading food commodities from Lebak Regency which had a wide market across Indonesia.

Tenth, the Juang Community of Lebak planned to collaborate with wider groups that could help internationalise its honey bee cultivation. Reflecting on the success of Madu Cinanggoler that joined a festival in Italy, the leader of the Juang Community played as a motivator and role model to take Kampung Buana to a higher level in the future. The movement was not in the direction of internationalization because there were many limitations facing the youth of Kampung Buana in cultivating honey bees. However, as explained earlier, the market for real honey is never empty and the demand is always high because the human need for the efficacy of honey is very large. People need truly genuine honey like the honey of Cinanggoler and Kampung Buana. When this honey was produced and could enter a wider market, Kampung Buana honey would reach the international market like Cinanggoler honey as one of the world's original kinds of honey.

The above social movement that was carried out by the Juang Community of Lebak had several impacts. These include the increase in the interest of young people in Kampung Buana to be more aware of the potential and development of honey bee cultivation, the increasing motivation of honey bee cultivators in Lebak Regency, the increasing networks and partnerships in encouraging more productive and competitive honey bee cultivation, and the expanding of more competitive markets. However, the social movement was not able to increase the existence and productivity of bee honey in Kampung Buana because there were limitations that hindered the development and cultivation of honey bees. These obstacles include limited human resources as seen in the fact only a few young people participated in honey bee cultivation, limited land, equipment, and insufficient financial resources to increase honey production in Kampung Buana.

Conclusion

The article has shown that the Juang Community of Lebak tried to be a driving force for the people in Kampung Buana in cultivating honey bees. It built collaboration, strengthened and developed resources, and sought wider networks for more open markets. However, it faced difficulty in cultivating honey bees as it had no support from various parties to jointly develop the potential of honey bees in the Lebak Regency.

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