

EMPOWERING COASTAL COMMUNITIES THROUGH THE ELEVATION OF BIENE HONEY PRODUCTS: STRENGTHENING BRANDING, PACKAGING, AND MARKET ACCESS

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Abstract

This community service program aims to enhance the competitiveness of local products through the empowerment of coastal communities in Bengkalis Regency, particularly the Biene honey business group. The main problems faced by the partners are weak branding, simple packaging design, and limited market access, which hinder the honey products from competing broadly. The method used is Participatory Action Research (PAR) through training, mentoring, and joint evaluation stages. The interventions carried out include strengthening brand identity, redesigning packaging to meet food safety standards, and facilitating digital marketing through marketplaces and social media. The results of the program indicate an increase in partners' capacity in business management, marketing, and product handling. The new Biene Honey brand identity has been registered as intellectual property, product packaging has become more attractive and hygienic, and market access has expanded through online sales channels and promotion via local media. Overall, this program has successfully fostered the economic independence of coastal communities by strengthening branding, packaging, and market access, while also contributing to the achievement of sustainable development goals, particularly in the areas of decent work, economic growth, and partnerships.

Keywords: Empowerment, Coastal Communities, MSMEs, Honey, Economic Strengthening

INTRODUCTION

Economic development in Indonesia in the era of globalization demands the enhancement of local product competitiveness in order to survive and thrive amid increasingly dynamic and competitive markets. One of the sectors that plays a strategic role is Micro, Small, and Medium Enterprises (MSMEs), which have proven to absorb labor, drive regional economic growth, and serve as the foundation of a people-based economy. Data from the Ministry of Cooperatives and MSMEs (2023) show that MSMEs contribute more than 60% to the national Gross Domestic Product (GDP) and employ over 97% of the workforce (Janah & Tampubolon, 2024; Ramadani et al., 2025). However, despite this significant contribution, MSMEs continue to face classical challenges such as weak branding, limited market access, and low product quality (Muis & Jusuf, 2025; Mukhlisiana & Setiawati, 2025).

In coastal areas, MSMEs play a crucial role in improving community welfare. Coastal communities often depend on natural resources that are vulnerable to climate change (Syarifah et al., 2025), environmental degradation, and limited infrastructure. Therefore, developing MSMEs based on local resources becomes an adaptive strategy to strengthen the economic resilience and independence of coastal communities. Bengkalis Regency, located in Riau Province, is one of the coastal regions with considerable natural resource potential, including fisheries, mangrove forest products, and locally processed commodities of economic value (Rifai & Haeril, 2024).

One of the leading local products in Bengkalis Regency is wild honey, managed by community business groups, one of which is Biene Honey. Honey products hold significant market potential due to the growing public awareness of healthy lifestyles, the increasing demand for organic food, and the need for natural products with health benefits. According to (Wildiana et al., 2023) honey consumption in Indonesia has increased by approximately 12% annually, in line with the post-COVID-19 trend toward healthier living. However, this great potential has not been fully optimized by honey-based MSMEs in Bengkalis, as they continue to face challenges related to branding, packaging, and marketing.

Riau Province has more than 320,000 MSME actors engaged in various sectors, ranging from agriculture, plantations, fisheries, to the creative industry (Caska et al., 2024). However, most MSMEs still face constraints in business management, access to capital, and product marketing. Of this total, around 65% of MSMEs remain dependent on local markets with limited distribution reach (Purwantoro & Afrizal, 2024). In Bengkalis Regency, MSMEs operating in the food sector and non-timber forest products play an essential role in supporting the coastal community's economy. Forest honey, as one of the flagship commodities, has a competitive advantage because it is produced from mangrove forest ecosystems unique and rarely found in other regions. Nevertheless, the added value received by local communities remains low due to a short supply chain and weak branding and marketing strategies.

Field studies show that Biene Honey products still lack strong differentiation compared to similar products. The selling price remains relatively low, the packaging is simple, and marketing is limited, making the product less competitive in modern markets. In fact, if developed more systematically, Biene Honey has the potential to become a leading regional product that not only provides economic benefits but also strengthens Bengkalis' identity as an area with rich mangrove ecosystems. The main problem faced by the Biene Honey business group is weak brand identity. The products being marketed do not have clear brand positioning in the minds of consumers. As a result, Biene Honey struggles to compete with similar products from other regions or even imported honey products that are already more widely recognized. Weak branding also undermines consumer confidence in product quality.

In addition, the product's packaging design remains simple and does not yet meet aesthetic or food safety standards. Unattractive packaging makes it difficult for the product to compete in both modern and digital markets. In the context of market competition, packaging is not merely a container but also serves as a medium of communication between producers and consumers (Widyamurti, 2018). Good packaging can enhance product value while simultaneously strengthening brand image. Another challenge is limited market access. To date, Biene Honey marketing has been conventional and largely confined to the local area. The products lack adequate distribution channels to reach a broader consumer base. The limited use of digital technology and e-commerce also hampers efforts to expand market share. In fact, the rapid development of digitalization in the trade sector offers significant opportunities for MSMEs to scale up their businesses (Caswito et al., 2025).

Efforts to strengthen branding, packaging, and market access for Biene Honey MSMEs are closely linked to the achievement of the Sustainable Development Goals (SDGs). This community engagement program is not only oriented toward enhancing the economic capacity of local partners but also contributes to broader sustainable development agendas, particularly:

1. Goal 8: Decent Work and Economic Growth – The program supports the economic empowerment of coastal communities through MSME development.
2. Goal 9: Industry, Innovation, and Infrastructure – Interventions in packaging and digital marketing foster product innovation and the utilization of digital infrastructure.
3. Goal 12: Responsible Consumption and Production – Natural honey products promote sustainable consumption patterns.
4. Goal 17: Partnerships for the Goals – Collaboration between universities, local governments, and communities in this program reflects the implementation of strategic partnerships.

Branding is a critical factor in enhancing product competitiveness. According to (S. Lestari et al., 2023), brand identity is a set of brand associations created to shape consumer perception. For MSMEs, strong branding can increase consumer trust, expand market share, and improve customer loyalty. (Apriliani, 2019) further emphasizes that good brand equity can provide sustainable competitive advantages. Packaging, meanwhile, functions not only as protection but also as a medium to communicate product value to consumers (Susilowati et al., 2025). Attractive packaging designs can influence purchasing decisions, particularly in the highly competitive modern market era. For MSMEs, packaging innovation is also closely related to compliance with food safety standards, which can further strengthen consumer trust.

The rapid development of digital technology has significantly transformed the marketing landscape. E-commerce platforms, social media, and online marketplaces provide vast opportunities

for MSMEs to promote their products globally at relatively low costs. (Rahmawati & Ikaningtyas, 2023) note that digital marketing enables MSMEs to reach wider audiences, build direct interactions, and increase brand awareness. The concept of community empowerment emphasizes strengthening the capacity of individuals and groups in managing local resources to improve welfare (Setyawan et al., 2025). Coastal community empowerment is particularly relevant given their vulnerability to environmental and economic changes. The program to strengthen branding, packaging, and market access for Biene Honey represents a concrete form of empowerment based on local potential.

Honey is a natural product with steadily increasing demand in local, national, and international markets. The global honey market is projected to reach USD 15 billion by 2030, with an average annual growth rate of 5% (Gunawan et al., 2025). In Indonesia, per capita honey consumption remains relatively low compared to other countries, indicating substantial domestic market potential. Wild honey from Riau, including Bengkalis, has a distinctive uniqueness as it is produced from mangrove ecosystems. This uniqueness can serve as a strong selling point if supported by proper branding strategies. Honey products not only offer health benefits but can also be positioned as environmentally friendly commodities, given their role in supporting mangrove forest conservation, which functions as a significant carbon sink.

Several case studies have demonstrated that interventions in branding and packaging can significantly increase the market value of MSME products (Huddin et al., 2025; Wahid et al., 2025). For instance, the brand-strengthening program for Gayo coffee in Aceh successfully increased its selling price by up to 30% due to certification, premium packaging, and digital marketing strategies. A similar case was observed with seaweed-based products in Sulawesi, which managed to penetrate export markets after rebranding efforts and improved packaging standards. These cases provide important lessons that branding, packaging, and digital marketing strategies can serve as game changers for MSMEs, including Biene Honey in Bengkalis.

This community engagement initiative has four primary objectives:

1. To enhance the competitiveness of Biene Honey products through strengthened brand identity.
2. To develop more attractive, hygienic, and food-safety-compliant packaging.
3. To expand market access through the use of digital technology, online marketplaces, and social media.
4. To improve business management capacity among partners through training, mentoring, and joint evaluation.

Bengkalis Regency has a regional development vision that emphasizes strengthening the local economy based on indigenous resources, enhancing competitiveness, and ensuring environmental sustainability. Within the Regional Medium-Term Development Plan (RPJMD) 2021–2026, one of the priority areas is the improvement of MSME quality and the development of the creative economy. This community engagement program is closely aligned with that policy direction, as it directly strengthens the position of local resource-based MSMEs particularly forest honey within the regional economic structure. Moreover, the program supports local government initiatives to promote economic diversification among coastal communities, reduce dependence on extractive industries, and improve the competitiveness of local products in regional and national markets.

The program holds significance both academically and practically. Academically, it contributes to the literature on coastal community empowerment, MSME branding, and digital marketing strategies. Practically, the initiative directly enhances partner capacity, strengthens the competitiveness of local products, and supports regional economic development. Furthermore, the program generates substantial social impacts by fostering economic independence among coastal communities. As the competitiveness of Biene Honey increases, local communities gain greater economic benefits while simultaneously cultivating a stronger sense of confidence in engaging broader markets.

METHODS

This community engagement program employed a Participatory Action Research (PAR) approach (Fuadi et al., 2025), which emphasizes the active involvement of partners at every stage of the activity. This approach was chosen because of its relevance to empowerment objectives, where the

community is not merely an object of intervention but also an active subject engaged in problem identification, solution formulation, implementation, and evaluation.

The PAR method was implemented based on the following principles:

- Participatory – involving the Biene Honey business group from planning to evaluation.
- Contextual – aligning interventions with local needs and potential.
- Solution-oriented – focusing on addressing issues related to branding, packaging, and market access.
- Sustainable – emphasizing the continuity of outcomes beyond the project implementation period.

The methods were designed to address problems in production, management, and marketing of Biene Honey in Tanjung Leban Village. The activities were carried out in a participatory, collaborative, and sustainable manner to overcome the main challenges of enhancing the economic value of Biene Honey while simultaneously ensuring the conservation of natural resources.

2.1 Production-related Issues

Implementation stages:

- Identification and mapping of production technology – The team conducted on-site mapping of honey production processes already practiced by the partners.
- Training on modern beekeeping techniques – Training was provided to partners on efficient colony management, the use of modern tools, and productivity improvement through appropriate site selection and natural feed sources.
- Introduction and training in the use of refractometers – The refractometer was introduced as a tool to measure the water content in honey. Partners were trained to use it to ensure that product quality met household food industry (PIRT) standards.
- Standardization of harvesting and post-harvest processes – Partners were provided with Standard Operating Procedures (SOPs) for honey production and post-harvest handling to maintain hygiene, quality, and shelf life.

2.2 Management-related Issues

Implementation stages:

- Training in business financial management – Partners were trained in simple bookkeeping, sales recording, and capital management.
- Assistance in establishing business organizations – Partners were assisted in forming cooperatives or registered business entities (trading businesses/NIB) to strengthen legality and ensure business sustainability.
- Business licensing and product legality registration – Assistance was provided for securing documents such as NIB (Business Identification Number), PIRT, and halal certification where feasible.

2.3 Marketing-related Issues

Implementation stages:

- Enhancing branding and packaging capacity – Support was provided for designing attractive and informative labels, selecting appropriate bottles, and producing packaging materials.
- Digital marketing training – Partners were trained to create social media and e-commerce accounts (e.g., Shopee, Tokopedia) to expand their market reach.



Figure 1. Stages of the Main Activities of the Community Engagement Program

RESULTS AND DISCUSSION

The community service program focusing on strengthening the capacity of the *Madu Biene* business group in Bengkalis Regency has yielded tangible outcomes in terms of capacity building, product development, and market expansion. Overall, the primary objective of enhancing the competitiveness of local products through branding, packaging, and market access was successfully achieved with significant indicators of progress. These achievements demonstrate a substantial transformation of the business group from a traditional entity into one that is more professional and adaptive to the demands of modern markets. The key outcomes include:

1. Human Resource Capacity Building

Members of the *Madu Biene* group have gained a better understanding of the importance of brand identity, product packaging standards, and modern digital-based marketing strategies.

2. Product Transformation

Honey products that were previously packaged in simple bottles without a clear identity are now presented in attractive, hygienic designs that comply with food safety standards.

3. Strengthening of Brand Identity

Madu Biene now has a strong logo, tagline, and visual identity, and has even been submitted for registration as intellectual property.

4. Market Expansion

Products that were once sold only within the local community are now marketed online through marketplaces and social media platforms, while also being introduced through several local and regional promotional channels.



Figure 2. Community Engagement Activities

Branding as a Core Component of Intervention

Branding became the central component of this intervention. At the initial stage, *Madu Biene* products lacked a strong brand identity, making them difficult to recognize and distinguish from other honey products. Through a series of training sessions and mentoring activities, partners were introduced to the concept of brand identity, which encompasses the product's name, logo, color scheme, visual design, and brand story. A strong branding strategy not only enhanced consumer appeal but also reinforced market trust in the quality of local products.

The key outcomes achieved include:

1. The creation of a new logo for *Madu Biene*.
2. The development of a compelling brand story highlighting the role of coastal communities in preserving ecosystems while producing natural honey, thereby adding market value to the product.
3. The registration of *Madu Biene*'s brand identity as Intellectual Property Rights (IPR), providing legal protection and strengthening the product's legitimacy in the eyes of consumers.



Figure 3. The New Branding of *Madu Biene*

Prior to the intervention, the product was packaged only in simple plastic bottles without informative labels. This condition created consumer perceptions of being unhygienic and unprofessional. Through packaging redesign, the product has now acquired a new and more attractive appearance, with functional features that comply with food safety standards. This transformation in packaging design has significantly improved consumer perceptions of product quality, as reflected in the increasing purchase interest.

The outcomes achieved include:

1. The use of glass bottles with airtight caps, ensuring greater hygiene and preserving honey quality.
2. The addition of comprehensive labels containing product name, composition, expiration date, distribution license number (PIRT), and halal certification logo to strengthen consumer trust.
3. A visual design incorporating yellow and green color elements, symbolizing naturalness and environmental sustainability.
4. The introduction of multiple packaging sizes (250 ml, 500 ml, and 1 liter) to reach diverse market segments.



Figure 4. Packaging Transformation

c. Marketing Outcomes

Before the program, *Madu Biene* products were marketed only through word of mouth within the Bengkalis area. This limited consumer reach and hindered income growth. Through this initiative, market access was expanded by utilizing digital marketing strategies and collaborations with local media. As a result, within the first three months after the intervention, sales volume increased by an average of 40% compared to the previous period.

The key outcomes achieved include:

1. *Madu Biene* products are now available on major online marketplaces (Shopee, Tokopedia, and Lazada).
2. Official social media accounts (Instagram, Facebook, TikTok) were established to promote the product and enable direct interaction with consumers.
3. Digital marketing training was provided to members of the business group to enable them to independently manage promotional content.

4. Partnerships were established with souvenir shops and local cooperatives in Bengkalis to expand offline distribution channels.
5. Promotional coverage through local media (radio and online news) strengthened the product's visibility at the regional level.

Beyond technical aspects, this program also enhanced the business management capacity of the group. Members were trained in basic financial record-keeping, quality control strategies, and the importance of maintaining consistent production (E. S. Lestari et al., 2025). These capacities contributed to transforming the group into a more professional enterprise with a long-term orientation, rather than subsistence-based activities. The strengthening of Madu Bienen's branding demonstrates that brand identity is a crucial factor in building MSME competitiveness. As Keller (2013) emphasized, a strong brand creates perceived added value in consumers' minds even when products share similar characteristics with competitors.

The Madu Bienen case illustrates that although local honey has good quality, without a strong brand identity, it remains difficult to be recognized. With the introduction of a logo, tagline, and brand story, the product has become more memorable and carries a unique narrative that differentiates it from others in the market. Packaging has evolved from merely being a container to becoming a medium of visual communication that shapes consumer perceptions (Ampuero & Vila, 2006). The redesigned packaging successfully repositioned Madu Bienen from a traditional local honey product to a premium commercial brand capable of competing in regional and national markets. Furthermore, the inclusion of comprehensive labeling information enhanced consumer confidence and trust. This aligns with findings that modern consumers prefer products with informative, hygienic, and visually appealing packaging.

The adoption of marketplaces and social media proved to be a breakthrough for Madu Bienen MSMEs. According to (Yendra et al., 2024) digital marketing enables local products to reach broader markets with more efficient promotional costs. The experience of Madu Bienen shows that digital marketing not only increases sales volumes but also expands consumer networks beyond the local area. This provides evidence that local MSMEs can effectively compete with large commercial brands as long as they are able to leverage digital technologies strategically.

d. Social and Economic Impacts on Coastal Communities

This activity not only had an impact on increasing partner income but also made social contributions to coastal communities. With the growing competitiveness of the product, new jobs were created, skills were enhanced, and collective awareness emerged regarding the importance of preserving coastal ecosystems through sustainable business practices. In addition, the success of Madu Bienen in developing its business has become an inspiration for other business groups in Bengkalis to pursue similar innovations. This has created a multiplier effect in local economic development.

1. Increased Income and Economic Welfare

One of the most tangible impacts of this community engagement program is the increased income of the Madu Bienen business group. Prior to the intervention, honey sales were carried out only through traditional means and limited to the local community. The income generated was relatively unstable, as it relied heavily on nearby consumers and lacked market diversification. With the strengthening of branding, packaging, and expanded market access through online marketplaces and social media, sales volumes increased significantly.

This rise in sales contributed directly to the welfare of group members. Some members who previously treated honey production as a side business have now made it their primary source of income. This shift has improved families' ability to meet basic needs, ranging from children's education to healthcare. Furthermore, broader market access has created new opportunities to reach regional and even national consumers. As a result, the Madu Bienen business group no longer relies solely on the local market but is able to compete in more competitive markets. This reflects an improvement in the economic resilience of coastal communities that were previously vulnerable to limited income sources.

2. Creation of New Jobs

The transformation of the Madu Biene enterprise also opened up new job opportunities in coastal communities. Rising demand for the product required the group to recruit additional workers for various production activities, including honey collection, processing, and packaging. In the early stages after the intervention, several new workers were recruited from the local community. This recruitment not only addressed labor needs but also provided employment opportunities for individuals who previously had no stable income.

In the context of coastal communities that generally depend on fisheries and agriculture both sectors highly vulnerable to fluctuations alternative employment from MSMEs such as honey production provides an important solution for reducing economic vulnerability. Thus, this activity plays a strategic role in supporting economic diversification in coastal areas.

3. Capacity and Skills Development

Beyond direct economic benefits, this program also enhanced the capacity of human resources in coastal communities. Through training and mentoring, members of the business group acquired new skills that they had not previously mastered. These skills included:

- a. Business management: simple financial recording, production management, and quality control
- Digital marketing: the use of social media, marketplaces, and content-based promotional strategies.
- b. Branding and packaging: understanding the importance of brand identity and packaging design in attracting consumers.
- c. These newly acquired skills not only benefit the Madu Biene enterprise but also expand individual opportunities to develop other businesses in the future. For example, knowledge of digital marketing can be applied to promote other products, such as processed seafood or handicrafts. In this way, the program creates a multiplier effect for local economic development.

4. Strengthening Social Solidarity and Social Capital

This community engagement program also generated social impacts in the form of increased solidarity and social capital within coastal communities. Through a Participatory Action Research (PAR) approach, all members were actively involved in every stage of the program, from planning to evaluation (Fuadi et al., 2025). This involvement fostered a sense of ownership toward the collective enterprise, strengthening social cohesion among members. They no longer viewed the honey business merely as an individual effort but as a collective asset to be safeguarded together. Moreover, collaboration among the community, universities, local government, and local media expanded the business group's social networks. Social capital in the form of networking has become an essential asset for accessing resources, obtaining information, and expanding market opportunities. Thus, this activity not only enhanced economic capacity but also reinforced the social foundation of coastal communities.

5. Increased Environmental Awareness

One of the key added values of this program is the growing awareness among coastal communities of the importance of protecting ecosystems as the foundation of honey production. The honey produced by the Madu Biene group depends heavily on the sustainability of mangrove forests and surrounding biodiversity. Through branding narratives that highlight the link between natural honey and ecosystem sustainability, both group members and the wider community increasingly understand that environmental preservation is not only a moral obligation but also has direct economic value. Consequently, this initiative has helped shape a new mindset: environmental conservation can go hand in hand with improving community welfare. This awareness is crucial given that coastal communities are vulnerable to overexploitation of natural resources. By promoting sustainability-based businesses, communities are encouraged to shift away from exploitative practices toward environmentally friendly enterprises.

6. Multiplier Effects on the Local Economy

The success of the Madu Biene group in enhancing product competitiveness has also inspired other business groups in Bengkalis. Several MSMEs engaged in seafood processing, handicrafts, and agriculture have begun to adopt similar innovations for their products (Khatarine et al., 2022). This multiplier effect occurs because the success of one business group serves as concrete evidence that

local MSMEs can grow when given the right interventions. Additionally, increased consumer awareness of high-quality local products has opened up broader opportunities for other MSMEs to thrive. This activity has thus had a wider impact in stimulating a more dynamic and innovative local entrepreneurial ecosystem. Overall, the social and economic impacts of this program extend beyond local benefits and contribute to the global Sustainable Development Goals (SDGs). Specifically, they align with:

- a) SDG 1 (No Poverty) through improved income and family welfare,
- b) SDG 8 (Decent Work and Economic Growth) through job creation,
- c) SDG 12 (Responsible Consumption and Production) through sustainable honey production, and
- d) SDG 13 (Climate Action) through enhanced community awareness of ecosystem preservation.

CONCLUSION

The community service program carried out in collaboration with the Madu Biene business group in Bengkalis Regency demonstrated that simple yet well-targeted interventions in branding, packaging, and market access can significantly enhance the competitiveness of local products. Prior to the program, the honey products were packaged modestly, marketed in a limited scope, and lacked a strong brand identity. Following the intervention, Madu Biene transformed into a leading commercial product with a registered brand identity, hygienic and attractive packaging, and expanded marketing reach into digital platforms.

From an economic perspective, the program successfully increased partner income, created new employment opportunities, and encouraged income diversification for coastal communities. From a social perspective, the program strengthened group solidarity, fostered awareness of environmental stewardship, and generated social capital in the form of collaborative networks with various stakeholders. The impact was not only directly experienced by the partners but also created a multiplier effect on the wider MSME ecosystem in Bengkalis.

Beyond its practical benefits, the program aligns with the achievement of the Sustainable Development Goals (SDGs), particularly in the areas of decent work and economic growth (SDG 8), responsible consumption and production (SDG 12), and partnerships for the goals (SDG 17). Thus, this program serves as concrete evidence that empowering coastal communities through a Participatory Action Research (PAR) approach can generate sustainable solutions that address local needs while also contributing to global development agendas.

Looking ahead, key challenges to address include production consistency, limited capital, and strengthening digital skills. Therefore, ongoing synergy between universities, local governments, the private sector, and communities is essential to reinforce business foundations, broaden market access, and ensure the sustainability of the socio-economic impacts achieved. This community service initiative has successfully promoted the economic independence of coastal communities through enhanced branding, packaging, and market access, while contributing to the realization of sustainable development at both local and national levels.

RECOMMENDATIONS

Based on the outcomes of this community service program, several recommendations can be proposed to ensure sustainability and strengthen the impact of the initiative. First, capacity building and institutional strengthening of MSMEs should be continuously pursued through advanced training in business management, financial literacy, and digital marketing. This is essential to make MSME actors more adaptive to the increasingly competitive market dynamics. In addition, the establishment of community-based institutions, such as cooperatives or joint business groups, can enhance the bargaining position of local communities in raw material procurement, product distribution, and negotiations with third parties.

Second, product diversification should become a medium-term agenda so that MSMEs are not solely dependent on selling raw honey but are also able to innovate and produce value-added derivative products. Madu Biene has the potential to be developed into processed products such as herbal honey, honey soap, honey candy, and health and beauty products. These innovations will expand the market segment while improving the competitiveness of local products in both regional

and national markets. Furthermore, branding and product certification must be strengthened to increase credibility and competitiveness in broader markets. Branding that emphasizes local narratives such as the authenticity of coastal honey, environmental sustainability, and community empowerment will create stronger emotional value in the eyes of consumers. On the other hand, efforts to obtain halal certification, BPOM approval, and other quality standards are crucial for entering modern markets and potentially reaching export opportunities.

In terms of marketing, expanding access to both digital and physical markets is necessary. The role of local governments and universities is crucial here, particularly in facilitating MSME participation in trade fairs, strengthening networks with modern retailers, and encouraging the use of e-commerce platforms. Digital marketing, when combined with local communities, influencers, and creative communication strategies, can serve as a bridge for wider recognition of Madu Biene products. Moreover, the success of this program requires continuous multi-stakeholder collaboration. Synergy among local governments, universities, the private sector, and local communities will strengthen the foundation of MSME sustainability. Universities can serve as partners for innovation and research facilitation, while local governments can provide support in the form of incentives, favorable regulations, and capacity-building programs.

Equally important, environmental sustainability must remain a top priority. Honey management processes should be carried out with careful attention to preserving coastal ecosystems so that community economic activities do not cause environmental degradation. Education on environmentally friendly honey harvesting practices and biodiversity conservation will ensure the sustainability of resources for future generations. This program highlights the importance of continuity, product innovation, strengthened branding, and multi-stakeholder collaboration grounded in environmental sustainability principles. The implementation of these recommendations is expected to transform Madu Biene into a flagship regional product that not only generates high economic value but also reflects local identity and commitment to the sustainability of Bengkalis' coastal ecosystems.

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