

# A DESCRIPTIVE-ANALYTIC METHOD OF POTENTIALS AND CHALLENGES OF STINGLESS BEES HONEY IN MALAYSIA.

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- **Abstract:** The stingless bee industry has a huge potential to be developed. This study aims to identify the potential and challenges of stingless bee honey farmers and consumers in Malaysia. In addition, this study will also analyse the government role in addressing the challenges faced by both sides. In order to reach the objectives, this study used secondary data through library resources such as books, journals, news paper reports, and authoritative internet materials in connection with the objectives. From those sources, this study is then discussed in depth by using descriptive-analytic method. The stingless bee industry is facing its challenges from various perspectives, particularly with regards to farming and handling, as well as artificial honey product competition. To ensure the stingless bee industry is sustainable, collaboration between entrepreneurs, breeders, authorities, private sectors and professional bodies is essential for the sustainability of the stingless bee industry. Research and development has continued to be encouraged to realise the future of the stingless bee industry in Malaysia, helping to create a competitive, dynamic and sustainable socioeconomic nation.
- **Keywords:** descriptive-analytic method, artificial honey, competitive, dynamic and sustainable socioeconomic nation