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Supply Chain and Gender Relations in Ornamental Plants Business of CV. Malino Florist.

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Abstract

This study aims to determine the supply chain channel of ornamental plants, the supply chain efficiency of ornamental plants, and gender related to the supply chain process of ornamental plant. The methods used in this study were primary data and secondary data. The data were processed into three stages, the first was an analysis of supply chains of ornamental plant using a three-flow supply chain, the performance of supply chain measured with the efficiency of time use, costs and business revenues, Gender relations used analysis of equality and gender welfare to see access and control. The results indicate that the supply chain pattern of ornamental plant was classified as efficient because the total production costs incurred by the CV. Malino Florist company is IDR 50,090,996 and get a total income of IDR 44,937,004 with R/C Ratio 1.9 can be seen from the results of R/C obtained, the plant company is classified as efficient and profitable because the R/C Ratio obtained > 1. From harvesting activities to transportation activities with an average of 2.5 or equivalent with 10 hours carried out once a week. Access and control over resources in the production flow is controlled by male employees, while females are more dominant in financial resources and information flow. The working time spent by men is greater than women and there is a concentration of the role of women on domestic activities while external activities are controlled by men. The pattern of decision making in the company is dominated by males in the production stream while women are more dominant in administrative activities, namely in the financial and information flow. **Keywords:** Supply chain, ornamental plants, gender.

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INTRODUCTION

Floriculture is one of the sub-sectors which is the centre of growth in the agricultural sector. Three reasons support the above, namely a) The potential contribution of ornamental plants that have economic value b) The market potential of ornamental plant products, both domestic and export, and c) The potential contribution of agriculture to the development of ornamental plants in Indonesia is still quite extensive. Therefore it is essential to build business partnerships that support each other, and support each other and require quality, reliable management so that the ornamental plant trade can meet market demand. Institutional partnerships are incorporated in networks or chains commonly called supply chains that distribute goods or services from producers to customers. Need to implement a good marketing strategy and technology [1]. This is supported by the opinion of Stanton in Rahmat (2016) [2], which is a large discussion strategy that discusses how companies must support to achieve success. Therefore, starting a development business through a marketing strategy because in a crisis situation, large companies have proven their ability to survive and grow in their income. Furthermore, the comparative advantage of a business lies in the ability of entrepreneurs to manage human resources, and utilize variable costs and fixed costs, including selling products at lower prices to buy them [3]. Competitiveness is related to the company's ability to innovate in products [4].

The ornamental plant business cannot replace the role of human resources in each supply chain subsystem. Men and women basically have the same potential as men and women in developing. The role of women in the productive world includes activities related to agriculture [5] but women, in general, are only considered as supplementary earners while men are considered as the main breadwinners. [6] also supports the need to improve safety above one of its effects is the marginalization of women's roles. It is, therefore, necessary to review practices in the world of work, especially in the informal sector such as ornamental companies, where companies play an important role in increasing urbanization while supporting equality in local economic development [7].

MATERIALS AND METHODS

This research was conducted at CV. Malino Florist in South Sulawesi with the consideration that the company has a complete subsystem of upstream agro-industry to the retail outlets (downstream, processing and marketing) of the largest ornamental plants that are large enough in South Sulawesi. This study uses secondary data that includes data on the area of ornamental plant production in South Sulawesi.

Following are the steps in using qualitative analysis tools in the CV. Malino Florist ornamental plant company in South Sulawesi: a) Identifying all supply chain members and identifying relationships between supply chain members: b) Identifying supply chain configuration relationship includes managing three types of flows namely information flow, product flow and financial flow. In measuring supply chain efficiency in general, it can be explained as the integration of activities that begin with the procurement of goods and services, change raw materials into finished products, and deliver these goods to consumers in an efficient manner. In general, understanding the supply chain will mean the occurrence of material flow from the beginning to the consumer by taking into account the timeliness factors, costs and operating revenues. Analysis of income in the ornamental plant business uses the following formula

$$\pi = TR - TC$$

Where:

π : Company Income (Rp)

TR : Total Revenue or total company revenue (Rp)

TC : Total Cost or total cost (Rp)

Revenue and Cost Ratio Analysis of the return cost ratio or R / C is a comparison between revenue and costs. Return cost ratio is used to measure farm efficiency against each use of one input unit. The efficient criteria in this R / C analysis are:

$$R / C \text{ Ratio} = \frac{TR}{TC}$$

Information:

R / C Ratio (Revenue Cost Ratio) = Cost of Revenue

TR : Total Revenue or total company revenue (Rp)

TC : Total Cost or total cost (Rp)

- a. If $R / C > 1$, then the farm experiences a profit because the revenue is greater than the cost spent
- b. If the R / C is < 1 , then the farm suffers losses because the revenue is less than the cost
- c. If R / C is 1, then farming gets even because the revenue is equal to the cost.

Primary data that has been obtained is then processed using a computer with the Microsoft Excel program. The analysis used to look at gender relations in this study was measured through, access, control, participation and benefits. a) The division of labor is the separation of work between individuals or groups of individuals, b) The level of access is how big opportunity that is owned by the employees of the man or woman in the process of producing ornamental plants. Measured through whom that has the chance to use resources for work in the company of ornamental plants. c) Control Level is the extent to which the capabilities of male and female employees in decision making are analyzed based on employee perceptions of behaviour in controlling resources while working in an ornamental plant company

RESULTS AND DISCUSSION

Employee Characteristics CV. Malino Florist

CV. Malino Florist has 22 employees as the number of respondents in this study. Characteristics of employees are social conditions that are broken down based on age, farming experience, gender, and level of education.

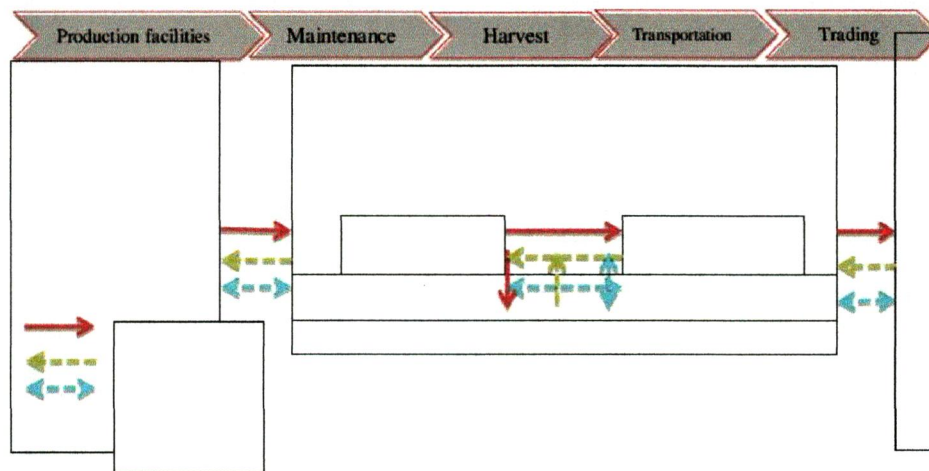
Table 1. Characteristics of Employees CV. Malino Florist in South Sulawesi, 2019

No	Employee Characteristics	Number of employees	%
1	Age		
	23-30	20	90%
	32-40	-	-
	41-49	-	-
2	50-59	2	10%
	Gender		
	Male	15	69%
	Female	7	31%
3	Education		
	Elementary school	-	-

	Middle School	-	-
	SHS	17	77%
	Lecture (S1)	5	23%
4	Length of work		
	> 4 years	-	-
	3-4 years	8	37%
	0-2 years	14	63%

Source: Secondary data of CV. Malino Florist

CV. Malin Florist has a job that is almost 70% outside (in the field) the type of work is classified as heavy so it is mostly done by men. From the results of the study showed that only 31% of employees were female, there were 2 female employees who worked in the screen house (field), 2 female employees worked in the post-harvest section and 3 employees mostly worked in the back office. Malino Florist is still relatively low, reaching 77% of employees having education only up to high school level. But the level of education does not illustrate the management of the company less than the maximum because it is associated with decision making that dares to step into a broader scale of business, it looks like the company has changed a lot.



Picture 1. Ornamental Plant Supply Chain Flow Chart, CV. Malino Florist.

a. Product Flow

The products that are distributed in marketing are ornamental plants. The flow of products begins from the screen house or ornamental plant gardens. Employees plant ornamental plant seeds. Ornamental plant seeds are taken from mother plants that are self-cultivated in a tissue culture laboratory. The age of ornamental plants from seedlings to the peak of harvest (1 planting period) is 13 weeks, so in one year there are 4 periods in each screen house. After going through the process of planting up to post-harvest using a long time, ornamental plants that have been harvested will go through a sorting process, in this case, seeing the perfection of the leaf stalks and stems, after the sorting process is done semi-finished product packaging and then transported to the CV office. Malino Florist in Makassar uses a boxcar to maintain its freshness after processing or packaging of the ornamental plant reaches the consumers.

b. Financial Flow

The financial flow starts from the CV. Malino Florist is in the form of paying money for products sold, namely fresh ornamental plants from the *screen house* to business partners and consumers. The payment money finally forms into a cycle, because it is used as capital to return to production. Every week basic fertilizer is needed in the form of Sp- 36 fertilizer (Rp. 1500 / kg) and MgSO₄ (Rp. 2100 / kg) each as much as 240 kg per week or the cost of weekly fertilizer Sp-36 (Rp. 360,000) and MgSO₄ (504,000). For 18 screen houses can spend 2 reams of paper per paper ream Rp. 200,000 (Rp. 400,000). Besides paper, the tape is also needed in the process of packing up to 6 rolls with a price per roll of Rp. 12,000. After harvesting the ornamental plant products then transported to the office of CV. Malino Florist in Makassar uses a boxcar that needs oil costs of Rp. 150,000 since transport. Transactions are not only done in cash or *noncash*, but can also be paid in advance. Initially, the ornamental plants went through a process of checking quality and weight by people who worked in the company that established partners with CV. Malino Florist and then did the recording. Furthermore, the note or evidence is given to the finance department and the finance

department directly pays the trader CV. Malino Florist money. Facilities are a very important element in efforts to develop a business [8].

c. Information Flow

Information flowing between CV. Malino Florist can be in the form of price, quality, good cultivation methods, and the amount of production. The flow of information flows reciprocally from the company to partners to consumers and vice versa, in contrast to product flow and financial flow. CV. Malino Florist sells a variety of products, namely chrysanthemums per month, only Rp. 6.000. can be made as a hand bouquet or table flower, then standing flower can be made as a gift or greeting for relatives in the price range starting from Rp. 500.000 wreaths board, composed by various of sizes ranging from the smallest 2x1,5 m with the largest price Rp.350.000 up to 4x2 m Rp.1.500.000.

Supply Chain Performance Efficiency

The efficiency of ornamental plant supply chain performance is the level of supply chain ability to meet consumer needs by considering appropriate performance indicators at certain times and costs. Measurement of supply chain performance in this study is based on production costs and delivery times.

Marketing costs are costs that must be incurred for marketing purposes, incurred costs in the context of carrying out production activities within the company to the consumer. R / C Ratio is a comparison of the total receipts of ornamental plants with the total costs incurred by CV. Malino Florist. To find out which ornamental plant production is feasible or not, the Revenue Cost Ratio (R / C Ratio) method is used.

Table 2. R/C Ratio of CV. Malino Florist companies in South Sulawesi.

No	Cost Type	Total (Unit)	Unit Price (Rp)	Value
1	Fixed cost			
	➤ Land Lease	1	8,400,000	8,400,000
	➤ Employee salary	22	1,300,000	28,600,000
	(person)	1	83,330	83,330
	➤ Tax	11	691,666	691,666
	➤ Depreciation Tool (fruit)			
2	Variable Cost			
	➤ Electricity	1	600,000	600,000
	➤ Water	1	300,000	300,000
	➤ Call Cost	1	150,000	150,000
	➤ BBM	1	800,000	800,000
	➤ Fertilizer (kg)	480	864,000	2,376,000
	Flower Bouquet Making			
	➤ Cork (fruit)	390	13,000	5,070,000
	➤ Glue (can)	38	6,500	250,000
	➤ Plastic flower (box)	24	35,000	850,000
	➤ Paper (ream)	2	200,000	400,000
	➤ ribbon hemp rope (fruit)	5	10,000	50,000
		45	30,000	1,350,000
	➤ Baldu Fabric (meter)	100	3,500	350,000
	➤ Plastic (sheet)	20	6,000	120,000
	➤ Slotip (fruit)	50	10,000	500,000
	➤ Wet Cork (fruit)			
	Total Cost			50,940,996
3	Income			
	➤ Bouquet	30	100,000	3,000,000
	➤ Standing Flower	15	500,000	7,500,000
	➤ Cut Flowers	6600	6,000	39,000,000
	➤ Flower Board (2x1,5)	40	350,000	14,000,000
	➤ Flower Board (2x2)	33	500,000	16,500,000
	➤ Flower Board (3x2)	34	750,000	25,500,000
	➤ Landcape Park	-	-	-
	Total Revenue			106,100,000
	Total income			55,159,004
	R / C Ratio			2.08

Source: Primary Data After Processing, 2019.

Table 2 shows that the total marketing costs incurred by the company CV. Malino Florist Rp. 50,940,996 and get a total profit of Rp 55,159,004 with R / C Ratio 2.08, it can be seen that from the results of R / C obtained, the ornamental plant company is classified as efficient and profitable because the R / C Ratio obtained > 1.

The time needed to do an activity. This measure is very important in the context of the supply chain, especially for supply chains that are competent on the basis of response speed. The response speed is generally determined by the time required by each activity and process in the supply chain.

Table 3. Time / Duration of Distribution Activities of Ornamental Plants to the Office CV. Malino Florist

Company Activity	Time	
	H / M / B	Hour
Harvest	M	3
Sorting	M	3
Packaging	M	1
Transportation	M	3
TOTAL		10
AVERAGE		2.5

Source: Primary Data, 2019.

Abel above shows the duration of each activity of distributing ornamental plants including activities carried out by employees from harvesting activities to transportation activities with an average of 2.5 or equivalent to 10 hours which is done once a week. The basic concept of "Just In Time" in the supply chain is to emphasize the accuracy and time of arrival of materials in accordance with consumer demand from suppliers to the hands of consumers as determined.

Gender Relations in Ornamental Plant Companies CV. Malino Florist

a. Access and Control of Resources

Access to resources is an opportunity/opportunity for company members (both men and women) for resources that support the production process of ornamental plants, including the natural resources they have. In this study, the intended resource consists of product flow, financial flow and information flow. Control over resources can be interpreted as a pattern of employee decision making over resources in the ornamental plant business. The types of employees are generally core employees so in this study the employee members involved in the ornamental plant business are male employees and female employees.

1. **Table 5.** Percentage of access and control of 22 Ornamental Plant Employees in the
2. CV. Malino Florist, 2019.

Resource	Access			Control		
	M	F	T	M	F	T
Product Flow						
Planting seeds	72.73	9.09	27.27	63.64	18.18	18.18
Giving fertilizer	27.27	18.18	54.55	22.73	22.73	54.55
Sprinkling	68.18	9.09	22.73	63.64	9.09	27.27
Pest Control	50		50	50		50
Harvest	63.64		36.36	63.64		36.36
Sorting	36.36	13.64	50	36.36	13.64	50
Packaging		59.09	40.91	18.18	36.36	45.45
Transportation	68.18		31.82	72.73	13.64	13.64
Financial Flow						
Capital Influx	81.82	9.09	9.09	50	22.73	27.27
Cost of goods sold	27.27	31.82	40.91	45.45	36.36	18.18
Operating costs	27.27	45.45	27.27	27.27	18.18	54.55
Information Flow						
Product Amount	77.27	9.09	13.64	27.27	27.27	45.45
Income		27.27	72.73	90.91		9.09

Spending	45.45	54.55	36.36	63.64
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Note: M = Male, F = Female, T = together

Access to the flow of production dominated by men following the table 10 is equal to 72.73 percent at the stage of planting, 68.18 percent in stages watering, 63.64 per cent at the stage of harvest, and 68.18 per cent in the transport stages.

Financial flow in the ornamental plant business CV. Malino Florist consists of capital inflows, cost of goods sold, and operating costs. Men dominate access to financial flows in accordance with the percentage of capital entry of 81.82 percent while the rest can be accessed by women and accessed together. The dominance of men at the stage of capital entry is due to the ownership of ornamental plant businesses owned by men so that participation in the process of capital entry is more dominantly accessible to men.

Information flow on ornamental plant business CV. Malino Florist consists of the amount of product, income and expenditure. Access to the number of products is still dominated by men in accordance with a percentage of 77.27 percent, women's access to the number of products by 9.09 percent, and shared access by 13.64 percent.

b. Division of work

The division of labor in ornamental plant companies CV. Malino Florist can be seen based on the time and labor spent at the company. Based on table 5, it is known that the amount of time spent working for men is greater than for women in carrying out activities as a company. The total work hours of men per month amounted to 68.72 percent, while women reached 31.28 percent. Spending time for men is dominant in water activities. The high level of time spent by men on watering activities is caused by cultural values which assume that men "fit" to work in these activities. In general, male companies carry out field activities.

Table 6. Employees of Ornamental Plant Companies CV. Malino Florist

Company Activity	Labor		Time		Total Jam per Month	Total hour	
	M	F	D/ W/ M	Hour		L.	P.
Planting	8	4	B	4	48	32	16
fertilizer application	3	2	M	4	80	48	32
Sprinkling	4		H	2	240	240	
P engontrolan pests	4	2	M	1	24	16	8
Harvest	8	4	M	3	144	96	48
Sorting	2	3	M	3	60	24	36
Packaging	3	2	M	1	20	12	8
Transportation	4		M	3	48	48	
M asuknya capital		1	B	0.5	0.5		0.5
Sales	1	1	H	0.5	30	15	15
H arga principal	1	1	B	0.5	1	0.5	0.5
B iaya operational	1	1	M	0.5	4	2	2
K Quality of product	1	1	M	0.5	4	2	2
The number of products		1	B	2	2		2
Spending	1	1	H	0.5	30	15	15
<i>Total</i>						550.5	185

Note: M= Male , F=Femle, D= Day, W=Week, M= Month

Developing the opinion of Sajogyo (1981), patterns of decision making in companies can be classified into five categories : (1) decisions are made by women alone without involving men; (2) decisions are made jointly by men and women but women's influence is greater; (3) decisions are made together and valued by men and women (with no signs that one has a relatively greater influence); (4) decisions are made jointly by men and women but women's influence is greater; and (5) decisions are made by men alone without involving women.

Table 7. Decision Making Patterns in CV. Malino Florist

Decision-Making Sector	Decision maker				
	MA	FA	JE	DM	DF
Wheel flow					
Planting	81.80	9.10	9.10		
fertilizer application			31.80	68.20	
Sprinkling			31.80	68.20	
pest control	22.75	22.75	54.50		
Harvest	36.40		63.60		
Sorting	36.40	45.50	18.1		
Packaging		54.50	45.50		
Transportation	81.90		18.10		
Financial flow					
capital inflows	100				
Sales			45.50	54.50	
cost of goods sold			54.50		45.50
operating costs	77.30	13.60	9.10		
information flow					
product quality		18.20	63.60		18.20
number of products	22.75	31.75	45.50		
Spending		45.50	45.50		9

Note: MA= Male Alone, FA= Female Alone, JE = Joint Equal,
DM = Dominant Male, DF = Dominant Female.

In table 7, it is known that the decision-making process of product flow in the company is generally done by men themselves (MA) with a percentage of 81.80 percent on planting, 81.90 percent on transportation. In terms of packaging and sorting, the dominant is done by the female (FA). Control of pests, harvests, cost of goods sold, product quality, quantity and quantity of products is largely carried out equally (JE). This is considered to be the joint responsibility of employees for the future survival of the company. The pattern of decision making on financial flows in the form of determining the entry of capital with a percentage of 100 percent and 77.30 percent of operational costs is done by men themselves (MA) this is caused by the status of ownership of companies owned by men.

CONCLUSION

Ornamental plant supply chain flow is characterized by product flow, financial flow and information flow, reciprocal flow and has a chain that is not long enough.

Ornamental plant supply chain patterns are quite efficient because the total production costs incurred by the company CV. Malino Florist Rp. 50,090,996 and get a total profit of Rp 44,937,004 with R / C Ratio 1.9, it can be seen that from the results of R / C obtained, the ornamental plant company is classified as efficient and profitable because the R / C Ratio obtained > 1. Harvesting activities to transport activities with an average of 2.5 or equivalent to 10 hours conducted once a week. Access and control over resources in the production flow is predominantly controlled by male employees, while women are more dominant in the financial flow and information flow resources. The time spent working for men is greater than for women and there is a concentration of the role of women in domestic activities while external activities are controlled by men. The pattern of decision making in a company is predominantly male in the flow of production while women are more dominant in administrative activities, namely in the flow of finance and information.

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