

Marketing And Business Of "Plastic Flowers" In Kurulu District, Jayawijaya Regency



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ABSTRACT

Jayawijaya Regency is one of the regencies in the province of Papua which has the potential to develop ornamental plants, one of which is "Plastic Flowers". Many local and foreign tourists buy this flower as a souvenir. The aims of this study are: 1) To obtain information and the potential for the development of the "Plastic Flower" agribusiness in Jayawijaya Regency; 2) To find out the income of the "Plastic Flower" farming business in Jayawijaya Regency. The research was conducted in Kurulu District. The time of the research is from June to August 2022. The determination of the research location is purposive. The data collected in this study are in the form of Focus Group Discussion (FGD) and survey methods by conducting interviews, distributing questionnaires, and collecting secondary data (documents) from farmers, business actors, and other stakeholders at the "Bunga Plastik" agribusiness center in Kurulu District, Jayawijaya Regency. Based on the study results, it can be concluded: 1) Information and potential for developing "Plastic Flowers" during the planting season from June to August 2022 is 417 bunches. With a price of Rp. 25,000, revenue of Rp. 10,425,000 is obtained with a production cost of Rp. 3,207,600. Then an income of Rp. 7,217,400 is obtained. "Plastic Flower" has the potential to be developed; 2) R/C ratio analysis which states that the contribution of the total costs incurred to total revenue is 7,91. It means that "Plastic Flower" farming in Kurulu District, Jayawijaya Regency is profitable for farmers

Keywords: *business, marketing, plastic flower*

PENDAHULUAN

Jayawijaya Regency is one of the regencies in Papua province which has the potential to develop ornamental plants at an altitude of + 1650 m above sea level, and this area has several types of ornamental plants that are not owned by other regions, starting from the typical types that grow in Jayawijaya Regency are "eternal" flowers (*Xerochrysum bracteatum*) or "Gold Everlasting", or also in call paper daisies. This flower does not wither or dry even though it is picked from the tree and stored in a pot for years. This flower is similar to the edelweiss flower and still looks as fresh as it is still on the tree stalks. This flower is even more beautiful in shape and color than Edelweiss flowers. According to Soindemi (2012), the marketing of plastic flowers in Jayawijaya Regency has increased yearly.

The prospect for developing this "Plastic Flower" plant is very large. Many local and foreign tourists buy this flower as a souvenir typical of Jayawijaya Regency. They buy a lot when visiting Jayawijaya or when the "Baliem Valley Festival" is held yearly. The mother of Papua will sell them in colorful flower bundles.

In 2006-2011, the area planted, harvested area, and production of plastic flowers increased, but increased productivity. It is due to the erratic climatic requirements, resulting in less profitable productivity obtained per unit area of land. The low productivity is also caused by farmers' competence in applying good and correct technological innovations, which have not been fully met. On the other hand, the market and

consumers already want ornamental plant flowers with higher quality standards than those produced by farmers (Chakrabarti & Sarker, 2011). The total area of chrysanthemum planting in Jayawijaya District, Kurulu District in 2021 is 2554 m²: harvested area of 187 m², with flower production of 16848 stalks and average productivity achieved 6-7 stalks m³ (BPS, 2021)

The increase in market demand has a positive effect, opening up plastic flower business opportunities for farmers. This situation has appeared in recent years, namely with the widespread planting of "Plastic Flowers," although still on a small scale. The elevation of the business location has also begun to spread. In every business, there must be obstacles. There will be obstacles in this "Plastic Flower" farming business. It follows the opinion of Sartika (1998) cit Sembiring (2020), which state that even in chrysanthemum farming, there are also obstacles to production; the farming struggle is quite large, especially for buying seeds, using labor energy, and caring for the distribution of cut flowers. Therefore issues regarding cultivation techniques and cultivation facilities, nursery techniques, growing conditions, botany, pest and disease problems and how to control them, good harvesting to post-harvest techniques are very important and need attention. A fairly good understanding of how the right "Plastic Flower" cultivation technique can maintain the productivity of "Plastic Flowers". Even with a higher understanding of proper cultivation techniques, it will also produce good-quality flowers.

The cultivation of "Plastic Flowers" is centralized in Kurulu District, Jayawijaya Regency. Kurulu District is one of the districts in Jayawijaya Regency which produces this "Plastic Flower" because of its climate and topography, which are suitable for these ornamental plants. The climate in Kurulu District, Jayawijaya Regency, is a tropical climate with an altitude of 1775 meters above sea level. With the commodity "Plastic Flowers" as a souvenir from Jayawijaya Regency, this can be a business opportunity for farmers besides bringing benefits to the farmers themselves and bringing in regional income. The appropriate suitability of land resources must support the increasing need for chrysanthemum cut flowers (Balithi 1997 and Masyhudi et al. 2005 cit Setyono 2016). The cut flower farming program "Plastic Flowers" carried out by farmers is growing with the support and facilities from various related agencies or institutions. It is to realize the development of a site-specific Agribusiness Enterprise System (SUA) in the Kurulu District, Jayawijaya Regency.

Based on the description above, the greater the business opportunity, the need for research on how to reproduce or reproduce "Plastic Flowers", one of which is by cuttings, and how to increase the growth of these cuttings by adding organic fertilizer, one of which is by adding coffee grounds. Besides that, it is also necessary to study the socio-economic aspects and the potential for agribusiness development of the "Plastic Flower" cultivation business in terms of marketing and farming analysis.

METODE PENELITIAN

This research was conducted in Kurulu District, Jayawijaya Regency. The time of this research was carried out from June to August 2022. The location for the research was determined purposively with the consideration that in Kurulu District, Jayawijaya Regency is one of the production centers for "Plastic Flowers" in Jayawijaya Regency. This research uses two methods where the data collected in this study are in the form of Focus Group Discussion (FGD) and survey methods aimed at obtaining in-depth information by conducting interviews, distributing questionnaires, and collecting secondary data (documents) from farmers, business actors, and other stakeholders in agribusiness centers. Plastic Flower" in Kurulu District, Jayawijaya Regency. Kurulu District is the center area for developing "Plastic Flower," which was chosen as the research location. From this research location, 12 (twelve) agribusiness actors (farmers and traders) "Plastic Flowers" were selected as resource persons. In carrying out the analysis, information is examined in depth regarding the description of the commodity business potential, market analysis, added value analysis, supporting institutions, and economic and social aspects of agribusiness..

HASIL DAN PEMBAHASAN

Regional Characteristics in Research Locations

Kurulu is one of the districts in Jayawijaya Regency with an area of 492.33 Km². Kurulu District has 20 (twenty) villages: Generally, the people here make a living as farmers and fish farming. Administratively, Jayawijaya District has the following boundaries: To the north, it is bordered by Usilimo District; To the east, it is bordered by the Pisugi District; To the south, it is bordered by the Walelagama District; To the west, it is bordered the Kobakma District. As another district in the Kurulu District, it has a dry, rainy, and transitional climate, directly influencing agricultural patterns and the cultivation of "Plastic Flowers".

The background of most of the farmers who, in this case, were to act as respondents were junior and senior high school graduates (Table 1), although there were also those with a bachelor's degree (S1). High enough education generally makes it easier for them to absorb and implement various knowledge and

technology obtained through training and other media (Prabhu, 2006). Improving the quality of human resources in this region needs to be improved. This quality can be improved through proper "Plastic Flower" cultivation techniques and even training in farming and marketing.

Table 1. Condition of Respondents Based on Education Level in Kurulu District, Jayawijaya Regency in 2022

No	Level of Education	Number (Soul)	Percentage (%)
1	No School	1	8,33
2	Elementery School	2	16,66
3	Secendory School	4	33,33
4	Senior High School	5	41,66
5	College	0	0
Jumlah		12	100

Source: Field Survey, 2023

The selling price of "Plastic Flowers" is low. The quality and quantity of the flowers determine it. The quality and quantity of "Plastic Flowers" will increase with increased cultivation. In connection with these problems, increased production needs to be accompanied by improvements in cultivation technology to improve the quality of flower production, leading to GAP and GHP without compromising other technological components that the market wants (Msogoya & Maerere, 2006; Sinar Tani, 2009).

Marketing Aspects of "Plastic Flowers"

The marketing objective of "Plastic Flowers" is only in the market areas or the airport in Wamena. Most consumers who buy "Plastic Flowers" are tourists who come to Wamena. The demand for this flower is greatest when tourism events are held in Jayawijaya Regency, such as the "Baliem Valley Festival". Consumers who come as tourists will generally buy this flower as a souvenir or souvenir. Apart from tourism activities, in general, interest sales are low. When viewed from the market potential, the development of "Plastic Flowers" cultivation has a considerable market opportunity or potential.

Developing market share must be supported by adequate marketing strategies and programs and by developing other aspects such as product quality improvement and production continuity. As for the development of "Plastic Flowers" farming, several problems faced by farmers were found which could hinder the development of "Plastic Flowers" farming, namely:

1. Farmers only grow "Plastic Flowers" as a side crop
 "Plastic Flower" is not a staple crop. Most of the farmers in the Kurulu District grow vegetables. Farmers here plant "Plastic Flowers" on the edge of the house.
2. Lack of creativity of farmers to process "Plastic Flowers"
 Farmers only sell these flowers directly to consumers when harvesting. Farmers do not have the skills to process this flower further.

As for Figure 3 (three), an illustration of the "Plastic Flower" value chain is given, which generally occurs in Kurulu District, Jayawijaya Regency, from farmers as producers to consumers. The price for a "Plastic Flowers" bundle from farmers is Rp. 25,000 to the consumer level Rp. 35,000 – Rp. 50,000 so that there is a difference of Rp. 10,000 to Rp. 25,000. This price difference is distributed to retailers Rp. 10,000 – Rp. 25,000 per bunch. From the flow of the supply chain and value chain, it can be concluded that each supply chain activity has activities according to their respective functions. As a consequence, these activities will result in added value (cost) in each of these supply chains (Kendirli & Cakmak, 2007); Bhalsing, R.R., 2009).



Gambar 3. Marketing Chain

Based on the value chain and supply chain analysis, the distribution of value added in each supply chain is assessed for its reasonableness based on the activities carried out (Table 2).

Table 2. Analysis of the “Plastic Flower” Agribusiness Value Chain

No	Agribusiness Supply Chain “Plastic Flowers”	Value Chain (Rp)	Profit Margin (Rp)
1	Production costs to harvest	Rp. 25.000,00	
2	Farmer-level prices to retailers	Rp. 35.000,00	Rp. 10.000,00
3	Consumer price	Rp. 50.000,00	Rp. 15.000,00

Source: Field Survey, 2023

This assessment policy depends on each actor. Suppose there is a desire to increase the added value of chrysanthemum-producing farmers or one of these supply chains. In that case, this can be done by implementing a low-cost strategy, product uniqueness, or superior product quality. Here, the application of technological innovation plays a role in producing a desired product.

Farming Analysis "Plastic Flowers"

In this farming analysis, several components must be considered, namely investment costs (Table 3), fixed costs consisting of equipment depreciation costs (Table 4), labor costs, variable costs consisting of production facilities costs, packaging costs, transportation costs, and packaging costs (Table 5). In "Plastic Flowers" cultivation, labor wages are not counted because the labor used is labor from the family itself. Whereas in flower cultivation, because the Jayawijaya area is an organic area where chemical fertilizers and pesticides are not permitted, the farmers here only rely on organic fertilizers and pesticides, so no costs are incurred. They only use the natural resources around their area.

Revenue is obtained from the sale of "Plastic Flowers". In calculating the income of the "Bung Plastik" farming business, it can be seen from several sides, namely the number of seeds, namely 31 bundles with a price per bundle @Rp. 20,000.00. The selling price of "Plastic Flowers" per bunch is Rp. 25,000.00, so this farming income can be calculated (Table 6). Meanwhile, profit and loss can also be calculated (Table 7).

Table 3. Initial Investment in "Plastic Flower" Cultivation Business

No	Type of Initial Investment	Amount (Rp)
1	Modal Investasi Peralatan (Parang, Sekop, Pisau)	13.330.000
Total		13.330.000

Source: Field Survey, 2023

Table 4. Equipment Depreciation Cost

No	Equipment type	Age (year)	Total Cost (Rp)	Depreciation every 3 Months (Rp)
1	Shovels	2	7.800.000	525.000
2	Machetes	2	4.300.000	325.000
3	Knives	2	1.230.000	82.500
Total				932.500

Source: Field Survey, 2023

Table 5. Production Facility Costs, Packaging Costs, Transportation Costs, Retribution Fees

No	Type of Production Facility	Volume	Unit	Unit Price (Rp)	Amount (Rp)
1	Seeds	31	Bind	20.000	620.000
2	Packaging				
	a. Rafia	22	roll	5000	110.000
	b. HVS Paper	417	sheet	300	125.100
	c. Newsprint	22	copy	10.000	220.000
3	Transportasi	12	day	100.000	1.200.000
4	Restribusi	295	day	20.000	5.900.000
Total					8.175.100

Source: Field Survey, 2023

Table 6. Income from "Plastic Flower" Farming

No	Description	Amount
1	Number of Seeds	31
2	Number of Flowers Sold (Tied)	417
3	Selling Price per Bunch (Rp)	25.000
4	Income (Rp)	10.425.000

Source: Field Survey, 2023

Table 7. Details of Costs, Net Income, and Profitability of "Bunga Plastik" Farming

No	Description	Per Season	Per Year
1	Depreciation expense (Tools)	932.000	1.864.000
2	Operating Costs		
	a. Cost of Production Facilities	620.000	1.240.000
	b. Packaging	455.100	910.100
	c. Transportation	1.200.000	2.400.000
	d. Fees	5.900.000	11.800.000
3	Income	10.425.000	20.950.000
4	Net Profit/Loss (3-(1+2))	1.317.900	2.635.800
5	Initial Investment	13.330.000	26.660.000
6	Profitability (4/5x100%)	98,86%	197,72%

Source: Field Survey, 2023

From the farming calculations, it can be seen that the "Plastic Flower" cultivation business is financially very profitable. In one planting season, it can generate a profit of 98.86% of the funds invested. If in 1 year, there are two planting seasons (2 harvests), then the rate of return (profit) every year is 197.72% (Table 7)

Analysis of "Plastic Flower" Farming Income

To find out the income of the "Plastic Flower" farming business in Kurulu District, Jayawijaya Regency, from June to August 2022, an analysis of farm income is used as follows:

$$\begin{aligned} Pd &= TR - TC \\ Pd &= 10.425.000 - 9.107.600 \\ Pd &= 1.317.400 \end{aligned}$$

Based on the results of the analysis above, the Farming Income of Rp. 7.217.400 is obtained. Meanwhile, to determine the feasibility of farming "Plastic Flowers" in Kurulu District, Jayawijaya Regency, from June to August 2022, the R/C Ratio analysis is used as follows:

$$\begin{aligned} R/CRatio &= \frac{\text{Total Receipts (TR)}}{\text{Total Costs (TC)}} \\ R/CRatio &= \frac{10.425.000}{1.317.400} \\ R/CRatio &= 7,91 \end{aligned}$$

Based on the R/C Ratio analysis, the ratio between total revenue and total costs is 3.25. It shows that farming is profitable because the value of the R/C ratio is obtained where this value is greater than 1. This value indicates that if the farmer spends Rp. 1000, he will receive a revenue of Rp. 7,900. It follows Pratomo's (2013) opinion, which says that there is great economic potential for Chrysanthemum agribusiness.

KESIMPULAN

From the research above, it can be concluded that information and potential for the development of "Plastic Flowers" in Kurulu District, Jayawijaya Regency is that the production of "Plastic Flowers" during the planting season period from Junji to August 2022 is 417 bunches. With a price of Rp. 25,000, revenue of Rp. 10,425,000

is obtained with a production cost of Rp. 3,207,600, then an income of Rp. 7,217,400 is obtained. "Plastic Flower" has the potential to be developed an R/C Ratio analysis which states that the contribution of the total costs incurred to total revenue is 7.91. It means that "Plastic Flower" farming in Kurulu District, Jayawijaya Regency is profitable for farmers.

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