

ANALYSIS THE SUSTAINABILITY OF ORNAMENTAL PLANT BUSINESS IN KENDARI CITY

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ABSTRACT

The objective of this study is to analyze the sustainability of the ornamental plant business in Kendari City. The research sample consists of the entire population of ornamental plant farmers in Kendari City, Southeast Sulawesi Province, Indonesia, totaling 30 people (sampling method: census). The data analysis in this study utilizes descriptive statistics. Descriptive statistics are employed to delineate and characterize the state of the research variables. The results of the study indicate that the sustainability of the Ornamental Plant Business in Kendari City is in the moderate category. The Ornamental Plant Business in Kendari has demonstrated its capacity for sustainability from economic, social, and ecological perspectives. Nevertheless, there is room for enhancement in terms of sustainability from economic and ecological standpoints. From economic and ecological standpoints, sustainability is classified as moderate. Concurrently, sustainability from a social perspective is classified as high priority.

Keywords : *Business Sustainability, Ornamental Plant Business, Ornamental Plant Farmers, Ornamental Plant.*

INTRODUCTION

Ornamental plants are the commodity with promising development prospects due to their aesthetic benefits to the surrounding environment. These plants have significant aesthetic value in case of shape, color, leaves, crowns, or flowers. They are often used to decorate yards and other areas (Sumalatha et al., 2024).

The ornamental plant business in Southeast Sulawesi has recently become increasingly prevalent, particularly in Kendari City. Kendari City boasts several superior products, including fruit and ornamental plants. This research is primarily focuses on ornamental plants, a leading product with high economic value that has yet to be fully developed (Gabellini & Scaramuzzi, 2022). Trend factors significantly influence the increase or decrease in demand for a product, particularly ornamental plants. Kendari City has significant potential for ornamental plant development. This aligns with the opinion of Taufiq & Slamet (2024), which states that one factor supporting the development of ornamental plant agribusiness in Kendari City is an agro-ecosystem suitable for ornamental plant cultivation.

Efforts to develop ornamental plant farming in Kendari are highly strategic because Kendari City is a center of trade and services. Ornamental plant farming is expected to achieve high performance to support the sustainability of plant farming in Kendari City. Based on preliminary research, researchers identified performance issues in ornamental plant farming, particularly with aspects of timely production, farming effectiveness, and farming independence. In terms of timely production and farming effectiveness, sales or marketing of ornamental plant farming products have not met the targets of ornamental plant farmers, resulting in suboptimal performance in increasing farmer incomes.

The development of ornamental plant businesses in Kendari City has significant potential and is strategic. This is because Kendari City is one of the centers for ornamental plant commodity development in Southeast

Sulawesi, Indonesia. This means that the future development of ornamental plant businesses in Southeast Sulawesi is highly promising and strategic, especially given the support of natural resources and the support of the Kendari City government's green city program. Dewanggi et al (2022); Maulana et al (2022), which states that one of the things that supports the development of urban plant agribusiness is an agro-ecosystem that is suitable for developing urban agricultural crops. Suryani et al (2024), that urban agricultural activities have a very important role because they are needed in the ability to access food, so the position of farmers in urban agricultural activities has strategic potential to support food security.

The sustainability of ornamental plant businesses, especially in urban areas, is crucial. This is because ornamental plant businesses represent an alternative agricultural model suitable for development in urban areas. Developing ornamental plant businesses in urban areas offers various strategic benefits, including supporting a healthy urban ecology. The development of ornamental plant businesses in Kendari City still faces various obstacles, one of which is business sustainability. The aspect of farmer regeneration in ornamental plant businesses is one of the obstacles to supporting the sustainability of ornamental plant businesses. The number of ornamental plant farmers in Kendari City has tended to remain stagnant in recent years. The regeneration of ornamental plant farmers is a crucial factor in supporting the sustainability of ornamental plant businesses. Efforts to develop and support the sustainability of ornamental plant businesses in Kendari City are influenced by various factors. Analyzing the various factors that influence the sustainability of ornamental plant businesses is necessary. The sustainability of ornamental plant businesses as an alternative agricultural business model in Kendari City will support agricultural development in Kendari City. Therefore, this study is important to analyze the level of sustainability of ornamental plant businesses in Kendari City, from an economic, social, and ecological perspective.

MATERIALS AND METHODS

The research was conducted in Kendari City, Southeast Sulawesi Province, in June – August 2024. The population or unit of analysis used in the research was all ornamental plant farmers in Kendari City, totaling 30 people. Sugiyono (2017), that population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by researchers to be studied and then conclusions will be drawn. Singarimbun & Effendi (2008), also stated that the population is the total number of units of analysis whose characteristics will be estimated. The research sample in this study was determined by census, namely the entire population was taken as a sample in this study, namely 30 hydroponic farmers in Kendari City, Southeast Sulawesi Province. Riduwan (2010), stated that census samples are also called saturated samples. Saturated sampling is a sampling technique where the entire population is desired as a sample and is known as the census term.

Research variables are anything in any form that is determined by the researcher to be studied, so that information about it can be obtained and then conclusions can be drawn (Sugiyono, 2017). The research variables of this ornamental plant business sustainability study include the dimensions of economic sustainability, social sustainability, and ecological sustainability. The variable instruments in this study were measured using a Likert scale. Where the answers to each instrument item have a weight and value, namely: strongly agree (5), agree (4), undecided (3), disagree (2), and strongly disagree (1). Sugiyono (2017), that the Likert scale is a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

This research data analysis uses descriptive statistics. Descriptive statistics serve to describe or illustrate the state of the sustainability variables of ornamental plant businesses. Sugiyono (2017), states that descriptive statistics are statistics that serve to describe or provide an overview of the object being studied through sample or population data as it is, without conducting analysis and drawing conclusions that apply to the general public. This research approach uses a quantitative approach, so the analysis of the research data results also uses quantitative analysis. The quantitative analysis in this study uses descriptive statistics. For descriptive statistics in this study, the researcher uses the class interval formula to describe or illustrate the state of sustainability of ornamental plant businesses in this research area, as follows:

$$I = \frac{R}{K} \quad (\text{Sudjana, 2016})$$

Description:

- I : Class Interval
- R : Highest value – Lowest value
- K : Number of Classes

The sustainability of ornamental plant businesses in the research area is described in three categories: low (with a score of 1–2.3), moderate (with a score of 2.4–3.6), and high (with a score of 3.7–5). This categorization is intended to facilitate the measurement of the sustainability of ornamental plant businesses in Kendari City.

RESULTS AND DISCUSSION

Sustainability of Ornamental Plant Business

Business sustainability is a business consistency that has a sustainability system involving approaches, additions and continuation to protect ongoing businesses and business development (Nosratabadi et al., 2024). The sustainability of ornamental plant businesses in this study includes: economic sustainability, social sustainability, and ecological sustainability. The results of the research on the sustainability of ornamental plant businesses are presented in Table 1.

Table 1. Condition of Sustainability of Ornamental Plant Business in Kendari City

Number	Indicator	Average Value	Category
1	Economic sustainability	3,35	Moderate
2	Social sustainability	3,83	High
3	Ecological sustainability	3,53	Moderate
Average Value		3,57	Moderate

Source: Processed Primary Data, 2024.

Table 1 showed that the sustainability of ornamental plant businesses in Kendari City is in the moderate category. This indicates that the sustainability of ornamental plant businesses in Kendari City has generally been good, but still needs to be improved. Sustainability of ornamental plant businesses is crucial in supporting the development of ornamental plant businesses in Kendari City. Fauzan et al (2021); Rusyida (2022), that sustainability itself means that a business will continue to operate or grow in the long term. Some businesses have been found to have sustained business continuity for generations. Leadership passed down from the first owner to his descendants ensures the business's continued existence.

Sustainability of Ornamental Plant Business Based on Economic Dimension

Economic sustainability is the ability to maintain long-term profitability and business growth. This involves efficient financial management, appropriate marketing strategies, and adaptation to market changes (Ubaidillah & Putriningtyas, 2024). The sustainability of ornamental plant businesses from an economic dimension in this study includes: (1) farm income, (2) marketing of farm products, (3) market share of farm products, (4) price stability of farm products, and (5) management of ornamental plant business results. The results of the study on the sustainability of ornamental plant businesses from an economic aspect are presented in Table 2.

Table 2. Condition of Sustainability of Ornamental Plant Business From an Economic Dimension

Number	Indicator	Average Value	Category
1.	Income of Ornamental plant business	3,42	Moderate
2.	Marketing of ornamental plant business results	3,69	High
3.	Market share of ornamental plant business results	3,52	Moderate
4.	Stability of prices for ornamental plant business results	3,51	Moderate
5.	Management of ornamental plant business results	3,55	Moderate
Average Value		4,54	Moderate

Source: Processed Primary Data, 2024.

Table 2 showed that the economic sustainability of ornamental plant businesses in Kendari City is in the moderate category. This indicates that the economic sustainability of ornamental plant businesses in Kendari City has generally been good, but still needs to be improved. The economic sustainability of ornamental plant businesses plays a crucial role in supporting the sustainability of ornamental plant businesses. Kuei & Lu (2018), that a business that has good quality will ensure the sustainability of its business and make its business successful in the global market.

Sustainability of Ornamental Plant Business Based on Social Dimension

Social sustainability is the ability to maintain good relationships with the surrounding community and have a positive impact on them. Social sustainability emphasizes improving quality over quantity. Community participation is one of the keys to the sustainability of this social system (Missimer & Mesquita, 2022). The sustainability of ornamental plant businesses from a social dimension in this study includes: (1) Regeneration of ornamental plant farmers; (2) Communication with ornamental plant farmers; (3) The existence of ornamental plant farming households; (4) The existence of government services for ornamental plant businesses; and (5) The impact of ornamental plant businesses on the community. The results of the study on the sustainability of ornamental plant businesses from a social aspect are presented in Table 3.

Table 3. Condition of Sustainability of Hydroponic Farming Business from a Social Dimension

Number	Indicator	Average Value	Category
1.	Regeneration of ornamental plant farmers	3.36	Moderate
2.	Communication with ornamental plant farmers	3.87	High
3.	The existence of ornamental plant farming households	4.21	High
4.	The existence of government services for ornamental plant businesses	4.13	High
5.	The impact of ornamental plant businesses on the community	3.51	Moderate
Average Value		3.82	High

Source: Processed Primary Data, 2024.

Table 3 showed that the social sustainability of ornamental plant businesses in Kendari City is categorized as high. This indicates that the social sustainability of ornamental plant businesses in Kendari City generally has very good social sustainability. The social sustainability of ornamental plant businesses plays a crucial role in supporting the sustainability of ornamental plant businesses. Khair et al (2020); Qin et al (2020), Social sustainability encompasses aspects such as active community participation, local empowerment, and social responsibility. This aspect holds that natural resources must be utilized with attention to equity and social justice for all stakeholders.

Sustainability of Ornamental Plant Business Based on Ecological Dimensions

Ecological sustainability is the ability to maintain ecosystem balance while minimizing negative impacts on the environment. Environmental sustainability can be defined as an environmentally sustainable system that must be able to maintain stable resources, avoid exploitation of natural resources, and maintain the environment's absorption function (Jiang et al., 2024). The sustainability of ornamental plant businesses from an ecological dimension in this study includes: (1) agroclimate suitability, (2) agricultural land utilization, (3) land management for ornamental plants, (4) ornamental plant quality, and (5) ornamental plant productivity. The results of the study on the sustainability of ornamental plant businesses from an ecological aspect are presented in Table 4.

Table 4. Condition of Sustainability of Ornamental Plant Business from an Ecological Dimension in Kendari City.

Number	Indicator	Average Value	Category
1.	Agroclimate suitability	3.31	Moderate
2.	Agricultural land utilization	3.81	High
3.	Land management for ornamental plants	3.76	High
4.	Ornamental plant quality	3.31	Moderate
5.	Ornamental plant productivity	3.33	Moderate
Average value		3.50	Moderate

Source: Processed Primary Data, 2024.

Table 4 showed that the ecological sustainability of ornamental plant businesses in Kendari City is in the moderate category. This indicates that the ecological sustainability of ornamental plant businesses in Kendari City has generally continued well, but still needs to be improved. The ecological sustainability of ornamental plant businesses plays a crucial role in supporting the sustainability of ornamental plant businesses. Batary et al (2020);

Secretan et al (2022), that sustainable farming is a farming business that practices environmentally friendly innovations continuously and develops by providing maximum profits in a way that does not damage the environment.

CONCLUSION

The sustainability of ornamental plant businesses in Kendari City is categorized as moderate. Ornamental plant businesses in Kendari have met sustainability criteria from an economic, social, and ecological perspective, but both economic and ecological perspectives need improvement. The social sustainability of ornamental plant businesses is categorized as high. The economic and ecological sustainability of ornamental plant businesses are categorized as moderate.

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