

Analysis of Business Prospects for Aglaonema Type Ornamental Plants in Mataram City

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ABSTRACT

Aglaonema ornamental plant is one of the plants originating from Southeast Asia, is an ornamental plant known as sri fortune, which is an ornamental plant with the scientific name *Aglaonema*, sp, of which several varieties originate from Indonesia. *Aglaonema* comes from the Greek, namely *aglos* which means light and *Nema* which means thread. Literally *aglaonema* means shining thread. *Aglaonema* is one of the ornamental plants that can be cultivated because it has beautiful leaf patterns and has a fairly high/expensive price. The purpose of this research is to find out: (1) business prospects for *aglaonema* ornamental plants, (2) income of *aglaonema* ornamental plant farmers, and (3) what obstacles are faced by *aglaonema* farmers. The number of respondents in this study were 36 people using the case method. Based on the results of this study, the average income of *aglaonema* ornamental plant farmers in Mataram City is IDR 10,453,772/year with an average production cost incurred on *aglaonema* ornamental plant businesses in Mataram City amounting to IDR 39,230,000/year. The constraints faced by *aglaonema* ornamental plant farmers in the city of Mataram are: capital, marketing and plant propagation.

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INTRODUCTION

West Nusa Tenggara (NTB) is a region that has abundant agricultural resources apart from the tourism sector (Ansya, M., & Herdiana, H.2023). Where the agricultural sector has an important role in the national economy, because business in the agricultural sector is a very promising business (Zuhda, et al, 2023). The need for ornamental plants in general tends to increase from time to time. The large public interest in ornamental plants is related to population growth, increased income and people's standard of living. The construction of housing complexes, offices and city parks opens up opportunities business development in the field of ornamental plants.

The development of the *aglaonema* ornamental plant commodity shows fluctuating results, this can be seen from the growth of the harvested area which fluctuates every year. The average growth rate of harvested area is quite high, namely 6,535 M². In 2020, the outer harvest area experienced a very high increase of 2,476 M². However, in 2021 the harvest area for *aglaonema* ornamental plants will experience a very low decline of 1,930 M². In Mataram City, ornamental plant collectors (hobbies) generally use yard land to cultivate their collections, while ornamental plant entrepreneurs on average have land for cultivation as well as a place to market ornamental plants, varying between $\pm$ 400 M² - 2,000 M².

Costs consist of fixed costs and variable costs. Fixed costs are costs for fixed factors of production, such as rental costs, capital interest, equipment depreciation costs. Variable costs are costs for variable factors of production, such as seeds and labor. Total cost (TC) is total fixed cost (TFC) plus total variable cost (TVC). Farming income is the difference between total income and total expenditure, which is the value of all inputs issued in the production process (Soekartawi, 2011). In Soekartawi (2011), R/C is the division between business revenue and the costs of the business. This analysis is used to see a comparison of total

revenue with total business costs. This analysis aims to determine the extent to which the results obtained from the aglaonema business are feasible or not feasible to develop. How far each rupiah value of costs used in aglaonema business activities can provide revenue value as a benefit (Hernanto, 1989).

METHOD

The research location was determined purposively, namely in Mataram City to determine the cost and income analysis of ornamental plant farmers in Mataram City. This location was chosen based on the consideration that the number of aglaonema ornamental plant farmers in Mataram City was 69 aglaonema ornamental plant farmers. The respondents in this research were aglaonema ornamental plant farmers in Mataram City. The method used in this research to determine the prospects for Aglaonema ornamental plants in Mataram City is cost, income and R/C ratio analysis.

RESULTS AND DISCUSSION

Cost and Revenue Analysis

Fixed costs are costs that are constant in total without considering changes in activity levels within a certain relevant range (Samryn, 2012). Fixed costs incurred by aglaonema ornamental plant farmers in the city of Mataram are land rental costs and equipment depreciation costs. The biggest fixed cost incurred is the cost of renting land with Rp. 10,000,000. Fixed costs incurred by aglaonema ornamental plant farmers in Mataram City for one year can be seen in the table below:

Table 1. Cost of Renting Aglaonema Ornamental

No	Land area (m ²)	Status of Land Ownership	Land Rent Cost per Year (Rp)	Percentage (%)
1	0.250	Sewa	Rp. 10.000.000	0,03
2	0.250	Sewa	Rp. 10.000.000	0,03
	Total		Rp. 20.000.000	0,06
	Rata-rata		Rp. 10.000.000	

Source: Data processed, 2023

Table 1. above shows that aglaonema ornamental plant farmers have their own place for the production process, but there are 2 aglaonema ornamental plant farmers or around 0.06% of the 36 (thirty six) aglaonema ornamental plant farmers who rent land for aglaonema production with each -each land rental fee is Rp. 10,000,000 per year. The average cost of renting land per year is IDR. 10,000,000,-. Equipment depreciation costs are a comparison of the purchase value minus the present value and divided by the economic life of the equipment. In this research, equipment depreciation costs are calculated per year. The amount of equipment depreciation costs incurred by aglaonema ornamental plant farmers in one year can be seen in the table below. Equipment depreciation costs are a comparison of the purchase value minus the present value and divided by the economic life of the equipment. In this research, equipment depreciation costs are calculated per year. The amount of equipment depreciation costs incurred by aglaonema ornamental plant farmers in one year can be seen in the table below:

Table 2. Average Amount of Equipment Depreciation Costs

Cost component	Amount	Unit	Price per Unit (Rp)	Total Price (Rp)	Economic Age (Years)	Depreciation Costs Per year
Sprayer Tank	1	Fruit	159.847	159.847	5	31.969
Paranet	15	meters	10.000	150.000	2	75.000
Shovel	2	Fruit	20.000	40.000	4	10.000
Bucket	5	Fruit	25.000	125.000	5	25.000
Display rack	6	Fruit	161.567	969.402	8	121.175
Scissors	2	Fruit	35.192	70.384	5	14.077
Cutter	3	fruit	12.500	37.500	4	9.375
Amount				1.552.133		286.596

Source: Data processed, 2023

The table above shows that the total cost of equipment depreciation is Rp. 286,596 in one year. The highest depreciation cost for equipment is Paranet, which is Rp. 75,000. This is because the economic life of paranet is only 2 years, so it often breaks quickly, causing high depreciation costs.

Total Fixed Costs

Fixed costs are costs with a fixed amount that must be incurred by aglaonema ornamental plant farmers in Mataram City to produce a number of aglaonema ornamental plants. The amount of fixed costs incurred by aglaonema ornamental plant farmers in one year can be seen in the table below:

Table 3. Average fixed costs for aglaonema ornamental plants	
Cost component	Amount (Rp)
Land Rent Fee per year	10.000.000
Equipment depreciation costs per year	286.596
Average amount	10.286.596

Source: Data processed, 2023

Table 3 shows that the average fixed costs incurred by aglaonema farmers per year are Rp. 10,286,596,-. The cost of renting land is the biggest expense incurred by aglaonema ornamental plant farmers per year, which is Rp. 10,000,000, -, followed by equipment depreciation costs of Rp. 286,596 per year. According to Prasetyo et al. (2016), that fixed costs are costs that must be taken into account by business actors to run their business.

Variable Costs

Variable costs in this study consist of: costs of production facilities, labor costs. The cost of production facilities is the cost incurred in one production run in the development of the aglaonema ornamental plant business. The types and average costs of production facilities incurred by respondents in developing the aglaonema ornamental plant business in Mataram City can be seen in the table below:

Table 4. Variable costs of aglaonema ornamental plants				
No.	Description	Amount	Unit	Average Production Means (Rp)
1.	Aglaonema seeds	420	Stem	16.260.833
2.	Sprayer Tank	1	Fruit	276.744
3.	Paranet	11	Meters	105.556
4.	Shovel	2	Fruit	40.000
5.	Bucket	3	Fruit	64.583
6.	Display rack	3	Fruit	471.944
7.	Scissors	2	Fruit	64.499
8.	Cutter	1	Fruit	15.972
9.	Polybag	119	sheet	41.806
10.	Drugs	1	Bottle	35.000
11.	Manure	48	Kg	47.639
12.	Slow Release Fertilizer (Dekastar)	3	Kg	308.111
13.	Planting Media Mix (Ferns)	51	Kg	51.389
14.	Planting Media Mix (Burnt Husk)	51	Kg	51,389
15.	Planting Media Mix (Malang Sand)	51	Kg	51,389
16.	Planting Media Mix (Cocopeat)	51	Kg	51,389
17.	Planting Media Mix (Kaliandra)	51	Kg	51,389
	Average amount			17.983.632

Source: Data processed, 2023

Table 4. above shows that the average use of respondents' seeds is for the aglaonema type ornamental plant business. The cost of seeds incurred for the aglaonema type ornamental plant business is IDR. 16,260,833,- per cultivated area.

Type of activity	Labor Costs per Production (Rp)
Watering, fertilizing, administering medicines, replacing planting media every 3 months, and selling aglaonema ornamental plants online.	Rp. 500,000
Average amount	Rp. 500,000

Source: Data processed, 2023

Table 14 above shows that the aglaonema type ornamental plant business activities on average require 1 worker to carry out maintenance in the form of watering, fertilizing, administering medicines, replacing planting media for sagging plants, and selling ornamental plants online. The costs incurred in the aglaonema ornamental plant business are Rp. 500,000 per production.

Total Variable Costs

Variable costs are costs that must be incurred by aglaonema farmers in the city of Mataram, the amount of which varies or is influenced by the amount of aglaonema production produced in each production. The amount of variable costs incurred by aglaonema farmers in one production can be seen in the table below.

Table 5. Average amount of variable costs incurred by aglaonema ornamental plant farmers

Cost component	Total Cost per Production (Rp)
Variable Costs	17,989,632
Labor costs	500,000
Average Amount	18,489,632

Source: Data processed, 2023

Table 5 above shows that the average variable costs incurred by aglaonema ornamental plant farmers in one production run are Rp. 18,489,632,-. The cost of using production facilities such as polybags, planting media, fertilizers, medicines and equipment used by aglaonema ornamental plant farmers is Rp. 17,989,632,-, and labor.

Total Cost

Total costs are the costs incurred by aglaonema ornamental plant farmers in one production which includes fixed costs and variable costs. The total costs incurred by aglaonema ornamental plant farmers in one production can be seen in the table below:

Table 6. Average total costs incurred by aglaonema ornamental plant farmers

Fix Cost	Variable Cost	Total Cost
10.286.596	18.489.632	28.776.228

Source: Data processed, 2023

Based on the table above, the average total cost incurred by aglaonema ornamental plant farmers is IDR. 28,776,228,-. This shows that fixed costs and variable costs are two components that must remain available in the aglaonema ornamental plant business activities. According to Prasetyo et al. (2016), that total costs are the sum of all existing costs, namely fixed costs and variable costs.

Revenue

The aglaonema ornamental plant business activities carried out will generate revenue. Revenue is the product of production obtained by the selling price in accordance with the mutual agreement between the seller and the buyer. The aglaonema ornamental plant produced is a lush, healthy aglaonema with beautiful leaf color patterns. The total amount received by aglaonema ornamental plant farmers in one year can be seen in the table below:

Table 7. Average total income of aglaonema ornamental plant farmers

Types of Aglaonema	Production	Unit	Prices (Rp)	Total Revenue (Rp)
Dud Anjamani	20	stem	55.000	1.210.000
Red Anjamani	21	stem	75.000	1.575.000
Suksom	23	stem	95.000	2.185.000
Emeral	23	stem	85.000	1.955.000
Super White	23	stem	80.000	1.840.000
Red Stardust	22	stem	85.000	1.870.000
Stardust Orange	20	stem	120.000	2.400.000
Kochin	23	stem	75.000	1.725.000
Dud White	22	stem	65.000	1.430.000
Snow White	22	stem	45.000	990.000
Lipstik	22	stem	50.000	770.000
Big Roy	18	stem	35.000	900.000
Borju	15	stem	70.000	1.050.000
Kamelon	17	stem	80.000	1.360.000
Pink Dalmantion	22	stem	85.000	1.870.000
Frozen	22	stem	95.000	2.090.000
Butterfly	22	stem	45.000	990.000
Pink Catrina	22	stem	88.000	3.740.000
Tree Colour	22	stem	170.000	2.227.778
Wulandari	2	stem	365.000	730.000
Ruby Garuda	8	stem	55.000	440.000
Lady Valentine	9	stem	80.000	720.000
Rinjani	3	stem	850.000	2.550.000
Peterpan	3	stem	185.000	555.000
Sultan Brunai	5	stem	135.000	675.000
Red Legacy	5	stem	85.000	425.000
Black Maroon	7	stem	85.000	595.000
Mahasety	9	stem	80.000	720.000
Total Revenue	454	stem		39.230.000

Source: Data processed, 2023

The table above shows that in one year aglaonema ornamental plant farmers in Mataram City produce an average of 454 polybags with selling prices varying from Rp. 35,000 – 850,000, so that in one year aglaonema ornamental plant farmers get a total revenue of Rp. 39,230,000,-.

Revenue

The amount of income is revenue minus total costs. To find out the amount of income per production of ornamental plant aglaonema farmers can be seen in the table below:

Table 8. Average income of aglaonema ornamental plant farmers.

Description	Amount per Year (Rp)
Total Acceptance	39,230,000
Total Cost	28,776,228
Average amount	10,453,772

Source: Data processed, 2023

From the table above, it can be seen that the total income of aglaonema ornamental plant farmers in the city of Mataram per year is Rp. 39,230,000 of the total business costs per year of Rp. 28,776,228, so that the total income received by aglaonema ornamental plant farmers is Rp. 10,453,772 per year.

Benefit Cost Ratio

Benefit Cost Ratio (BCR) is generally used to see whether the aglaonema ornamental plant business is financially feasible to develop or not. Benefit Cost Ratio (BCR) is done by looking at the division between total revenue and total production costs. The Benefit Cost Ratio (BCR) value of the aglaonema ornamental plant business in one production can be seen in the table below:

Tabel 9. *Benefit Cost Ratio (BCR)*

Total Cost	Total Revenue	Benefit Cost Ratio (BCR)
28.776.228	39.230.000	1,3

Source: Data processed, 2023

From table. above, it can be seen that the feasibility level of the aglaonema ornamental plant business is 1.3, which means that the BCR value is more than one. Thus, the aglaonema ornamental plant business in Mataram City is worth pursuing or worth developing because it can be financially profitable.

Constraints faced by Aglaonema Ornamental Plant Farmers in Mataram City

Based on the results of interviews with aglaonema ornamental plant farmers in the city of Mataram, several obstacles were encountered including technical, social and economic factors. In detail, the obstacles in terms of capital, marketing and propagation faced by farmers are presented in the following table:

Table 5. Total of obstacles faced by Ornamental Plant Farmers

No	Constraint Type	Number of Constraints	Percentage (%)
1	Capital	16	44.44
2	Marketing	15	41.67
3	Plant Propagation	5	13.89
	Total	36	100

Source: Data processed, 2023

Based on Table 20 above, it shows that the main obstacle faced by aglaonema ornamental plant farmers in Mataram City is capital, namely 16 respondents or (44.44%) experienced problems with capital. The number of respondents who experienced marketing problems was 15 respondents or (41.67%) and the number of respondents who experienced problems with plant propagation was 5 respondents or (13.89%). The lack of knowledge of aglaonema farmers in marketing their products both offline and online has caused aglaonema ornamental plant farmers to experience problems in marketing aglaonema ornamental plants.

CONCLUSION

Based on the results of research conducted by the author regarding the business prospects of aglaonema ornamental plants with a special purpose in Mataram City, it is concluded as follows, firstly, the prospect of developing aglaonema ornamental plants in Mataram City is still open to opportunities for development, this is shown by the BCR value > 1.3, which it means that when we incur business expenses of Rp. 28,776,228 with a total revenue from the aglaonema ornamental plant business per year of Rp. 39,230,000, so that aglaonema ornamental plant farmers in Mataram City will earn Rp. 10,453,772 per year. The average income of ornamental plant aglaonema farmers in the city of Mataram in one production is Rp. 10,453,771 per year. The obstacles faced by aglaonema ornamental plant farmers in Mataram City are lack of capital (44.44%), marketing (41.67%) and plant propagation (13.89%).

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