

## Impatient Balsamina as Agribusiness Commodity in Bali

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### Abstract

*Impatient balsamina is one of the agricultural commodities that is mass-cultivated on the island of Bali, and the use of impatient balsamina flowers as religious and cultural facilities in the community in Bali. So that the impatient balsamina agribusiness community is able to provide a decent income for farmers and marketing institutions. The purpose of the research is to find out the efficiency of impregnated balsamina marketing in Bali and to know the impatient balsamina marketing channel. The research method was carried out with a quantitative descriptive. Using income analysis and R/C ratio. Agribusiness impatiens balsamina becomes one of the interesting phenomena to be studied because marketing is mostly marketed in traditional markets in big cities in Bali such as in the traditional markets of Denpasar. The main consumers of impatient balsamina are urban people living in cities on the island of Bali. The results showed that the elasticity of marketing transmission of impatient balsamina commodities amounted to 1,143, this shows if  $E_t > 1$ , then the rate of change in prices at the producer level. The market faced by all market participants is imperfect actors, that is, there is monopoly and oligopoly power in the marketing system and the marketing system is not yet efficient. Impatient balsamina production give marketing channels are farmers, traders, wholesalers, retailers, consumers.*

*Keywords, Agribusiness, Impatient Balsamina*

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### 1. Introduction

Agricultural commodities are of concern nowadays. Because in the midst of a safe situation, food is very much needed to meet the needs of the community. Even when the economic conditions go up and down, food is still needed consistently. Agricultural commodities that are currently a strategic issue are impatient balsamine commodities. Although not including food crops, impatient balsamina as a crop that is cultivated on agricultural land as a contributor to farmers' income. impatient balsamina as an agricultural crop has many benefits. One of the uses of balsamina impatient flowers in Bali is as a means of ceremony and a complement to local cultural facilities in Bali. So that interest is needed by the community even in this country. however, some attention is beginning to be paid to marketing, as a witness, for example, the recent efforts by the Ministry of Agriculture, but the subject is not yet receiving a word of the attention which is receiving in the United States [1]. Impatien Balsamina is not only recommended as an agricultural product but can be used as an anti-bacterial and anti-fungal antioxidant [8] but in Bangladesh, the flower is used as a traditional medicine [21]. Impatient balsamina production as a superior commodity in Bali, because everyday people in Bali need flowers, as a means of ceremony in local traditions for the people of Bali. To meet the needs of flowers for the people of Bali sought by farmers consistently with the cultivation of impatient balsamina, commodities have economic and cultural values in Bali, so they are cultivated intensively. The needs of Balinese people towards Impatiens balsamina flowers can be seen from the use of household scale, and the use of flowers as a means of ceremony for the

community. Balsamina impatiens production in Bali during the dry season reaches 56 kg/planting area with a potential income of IDR 719,253,000 per year [2]. Balsamine impatiens flower production is carried out in rice fields cultivated intensively like rice cultivation. Impatient balsamine production requires land that has good light intensity, and good tillage, with sufficient irrigation. Impatient Balsamina can be planted from seeds without sowing first, seedlings will grow well after 2-3 days and at 7 days have shown leaf growth. Maintenance of water boyfriends also need fertilization, weeding and fusion, given enough water so that the soil is moist.

Demand for impatient balsamine interest is very large demands that there must be interest at all times. This causes farmers to seriously cultivate the impaled impatien balsamina commodity on agricultural land. so that flowers are available in a sustainable manner, farmers grow them like other food crops. Farmers plant this impatient balsamina commodity as a commodity that promises income because economically it provides a decent income for farmers. The turnover of income from these balsamina impatient commodities is very fast so farmers are very enthusiastic to develop seriously. Emphasize the need to address farmer coping strategies from a system perspective [3], impatiens flower as one of the floriculture agribusiness commodities which is the basis of farmers' income [9]. Flowers marketed through the supply chain of floricultural commodities try to shorten the supply chain path to increase revenue, but extend the supply chain to increase market share [10].

The economic value of impatient balsamina flowers can improve the family economy of farmers and provide marketers income. The purpose of this research is to find out the efficiency of production impatient balsamina in Bali and to know the famer's income.

## 2. Material and Methods

The study was conducted in the traditional famers in Bali, the location of the study was deliberately chosen with the consideration that the largest centre of impotent production of impatien balsamina in the farming in Bali. Determination of location is done with a sample of impatien balsamina traders in Bali as many as famers. Research to find out production efficiency and allocation of farm input use.

Data collection methods used are direct observation and interviews using a list of questions. Secondary data obtained by the documentation method that is previous research and relevant sources conventional farming products seen from the large number of farmers and producers. efficiency is seen from the calculation of marketing margine and other practices while marketing performance is obtained by calculating marketing efficiency at each marketing institution.

### 2.1 Component of impatien Balsamine Commodity Production

The production component includes farm costs, farm receipts and farm income  
Farm receipts are multiplications between the production obtained with the sale price, the formula can be written as follows:

$$TR = Y \cdot P \tag{1}$$

Information :

TR = Total Revenue

Y = Products obtained in a farm

Py = Price of Y

Components of farming costs

Farming costs are classified into two consisting of fixed costs and variable costs. Fixed costs are fixed costs whose amounts are relatively fixed in number and continue to be incurred even though the amount of production obtained varies. The amount of fixed costs does not depend on the size of

the production obtained. Variable costs are the cost of the size influenced by the size of the production obtained.

Calculating fixed costs is

$$FC = \sum_{i=1}^n X_i \cdot P_x \quad (2)$$

Information

FC = fixed cost

X = the physical amount of inputs that make up fixed costs

Px = input price

N = kinds of inputs

Calculating the cost of Variables is done by calculating the input costs incurred during production that depends on the size of the amount of production. The total cost is calculated from the fixed costs and the variable costs can be calculated through a formula

$$TC = FC + VC \quad (3)$$

Farm income is the difference between receiving all costs

$$Pd = TR - TC \quad (4)$$

## 2.2 Production Efficiency Analysis

Theoretically, the role of producers (farmers) is central in increasing agricultural productivity, and is expected to be able to develop agriculture so that the agricultural sector is able to compete. Measuring efficiency can be known through productivity, which is the ratio between output divided by input, so it can be formulated

$$\text{Productivity} = \frac{\text{Output}}{\text{Input}}$$

## 3. Result and Discussion

### 4.

### 3.1 Planting, production and sales patterns

Farmers cultivate Impatient balsamine plants carried out in paddy fields, with a relatively small area of land because in one swamp area owned by farmers, most of which are in paddy planting, the overlapping plants are impatient balsamine plants because in paddy fields the plants get very much light intensity. The production of impatient balsamina requires good land management, so that farmers can easily do weed clearing, smelting and fertilizer application, The interactions between nitrogen application and variety for the yield and sink capacity were indicated, due to the larger yield increase by heavy nitrogen application [16] in AKI than in NIP. This plant grows well in mixed media of soil, sand and organic matter[23] media of sand, silt, clay, sand showed significant growth performance of balsam plants[24]. Impatient balsamina planting time is strongly influenced by calendar time in Bali, in addition to the influence of the weather, impatient balsamina farmers avoid planting if the harvest season is expected to approach the rainy season because the quality of the flowers will be low due to wet and runny flowers so the flowers rot quickly, seasonal changes in the mean temperature and solar radiation during the rice growing periods[7]. The planting time is different from rice, it tends to be in the rainy season [14], the planting season for Balsamina impatient flowers is waiting for the dry season so that the harvest is produced in dry conditions

Every “wuku” for seven days, in those seven days there is always a day of ceremony for the people in Bali, at that time certainly need flowers as a means of worship. When planting is usually very much considered by farmers so that the harvest time coincides with the day of the ceremony,

when the day the price of flowers will be higher than the normal day. To get a continuous harvest of flowers, then the planting time must be in the pattern or the time difference between planting one land with another land for at least one month, this is intended if the plants planted on the first day will be harvested on day 42, and in at least the farmer has had a new plant that is at least one week old. If the first crop has finished harvesting time, the plant will die, and the harvest continues on the new plant.

Agricultural land in Bali is generally shaped like a ladder with small plots, with these plots farmers will plant impatient balsamina in accordance with the area of land which is considered suitable planted according to and with the ability of farmers. In addition, farmers not only I, farmers also plant the main crop, namely rice planting. In one area of land owned by farmers, it can be planted with rice and water henna at the same time with different land area or take turns aiming to protect soil nutrients by cropping rotation. The results of research on farmers in Bali that were sampled in the study of the average area of land planted by groups of 3 acre farmers.

Spacing provides space for plants to obtain nutrients and sufficient light for photosynthesis [15], the rarer the spacing, the faster the flowering plants [16]. Planting impatient balsamina plants in terraced land is one of the advantages for farmers because small plots make it easier for farmers to make mounds and plant spacing. Spacing 25 x 30 cm and then impatient balsamina seeds are planted in the planting hole of 3-5 seeds. After 3 weeks of age the plants are composted and loosened, plants after 42 days when the flower plants can be harvested

The frequency of harvesting balsamine impatient plants every day, very high intensity, until the age of 3 months, after three months of planting henna water will die. Before the plant runs out of production, the farmer must replant in order to have a flower harvest all the time. The harvest of water henna is flowers. Flowers are sold directly after harvest. Sales are measured in Kg. marketing is carried out by farmers to collectors in the village, then collectors sell to the nearest market. This pattern is done to accelerate sales because the product is not durable. Farmers who understand marketing well will start trying to grow products that suit the needs and desires of consumers [7] Flower marketing is carried out according to transport capacity because flowers are easily damaged [8]. Impatient Balsamina flowers have high economic value. , mostly used for ceremonial facilities and routinely carried out by farmers, as well as the main income in the field of farming.

Balsamine impatient flower production as a superior commodity in Bali. This flower is conventionally cultivated by the community in obtaining a continuous harvest, [25] planted with an intercropping system on agricultural land. The production process of land management is done by making a soil bubugan or mound in the middle part made waterways . After the land preparation is carried out planting with henna water seeds, seeds that have been prepared are only placed in a planting hole slightly covered with soil.

Plants that are one month old are ready for fertilization and weeding if there are weeds, farmers use compost as plant nutrients, and a small amount of urea fertilizer to increase plant growth. Water needed by plants must be kept so that the land remains moist, no need to bathe in water throughout the day. If during maintenance there are plants that die, then replacing is needed so that the crop grows evenly. 42-day-old impatient balsamina plants begin to flower and are ready to be harvested.

Impatient Balsamina flowers require a fast and precise harvest time, because cepar flowers fall out so that when harvesting it requires a lot of labor [17]. harvesting flowers is very easy, the flowers are picked and placed in a safe container, the flowers must be placed in a loose place so that the flowers are not crushed and withered. Flowers that have been harvested are directly marketed so they can reach consumers quickly. Received by consumers in fresh conditions, this is done because the flowers cannot be left for long at room temperature, but last for up to five days in the refrigerator. Technological innovation in the use of labor, has not been much changed because it is still done

conventionally and traditionally so that it does not require a lot of labor costs. The use of labor in the farming of balsamina impatient commodities includes land management, planting, weeding, fertilizing and harvesting

### **3.2 The Use Of Inputs And The Amount Of Other Farming Costs**

In farming there are costs incurred, these costs consist of variable costs and fixed costs. The results of the study show an average fixed cost issued for farming in one production period including seeds, fertilizers, pesticides, transportation costs. the use of manure and chemical pesticides can still provide quite high yields per hectare if applied correctly [18]. The seeds used are mostly obtained from self-produced fruit. The use of fertilizer tends to use compost which is processed from the fermentation of cattle waste that is maintained by farmers. Transport costs do not use services because they are transported by themselves, transport costs are only incurred by collectors between traders.

Components of average fixed costs incurred for equipment and land tax purposes. tools used in this farm, including sickles and baskets as well as used for all activities in the processing of agricultural land. Variable costs are incurred in the form of payment of labor, which is hired from outside the family, in this farm the farmer entirely uses the services of labor in the family so that farmers do not pay labor rental fees.

### **3.3 Prices, costs and sales volume**

Research on impatient balsamina shows that prices are high among farmers, collectors, wholesalers, retailers and consumers. The results of the study showed that the impatient price of balsamine was Rp. 7000 / kg at collectors, the impatient price of balsamine was Rp. 8000 / kg, and at large traders, the price of interest per kg was Rp. 9000 / kg. while the results of research on retailers in the traditional markets of Denpasar City amounted to Rp 15 000 / kg.

Lasulika's research showing that if the harvest is abundant, product prices may decrease. but a scanty harvest will fetch a higher price [19].

This price applies to impatient marketing of balsamina. Costs needed by farmers are the costs of land processing, planting, fertilizing and harvesting costs. costs during the marketing process by marketing institutions include transportation costs. and costs at the retail level are packaging costs. The cost required by marketing institutions is not much because impatient balsamina which is marketed is only stored for a maximum of one day on the first day picked in farmers and tomorrow morning is marketed by retailers in traditional markets in Denpasar City. During the process of transportation from farmers and marketing institutions, it is done directly after farmers sell to collectors.

The process of transporting flowers is done very quickly because of the impatient nature of balsamina which is easily damaged and quickly withers. In the qualitative short-day plant *Impatiens balsamina*[22]. If it has withered, the flower cannot be used anymore and must be removed. Different if the rainy season conditions, flowers will experience a faster decay process because the high levels of rain water cause the flowers to become easily moist and moist during transfer from farmers to marketing institutions.

### **3.4 Share of Producers**

Producer share is the ratio of producer level to producer level, expressed as a percentage. The analysis of producer share aims to find out the portion of prices received by producers). If the share of producers is higher, the market performance will get better from the producer side. The share of balsamine-impatient producers is 46%. Based on the results of the study showed that the share of producers showed low prices, this shows that the exchange rate of farmers is still weak. This low



bargaining position is caused by impatient balsamine having low storability and fast wilting. Judging from that value, it is show that the efficiency of impregnated marketing of balsamina is still weak, and this research was conducted outside of religious holidays in Bali so that prices at the farm level also declined

#### 4. Conclusion

Based on the results of the research above the following conclusions are obtained Production efficiency of balsamina-impatient commodities Bali is  $R/C > 1$ , then the rate of change in prices at the producer level. The market faced by all market participants is imperfect actors, that is, there is monopoly and oligopoly power in the marketing system and the marketing system is not yet efficient. Balsamina's impatient marketing channels are farmers, traders, wholesalers, retailers, consumers.

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